

# ServiceNow Performance Analytics for IT Service Management

## The IT Service Management Challenge

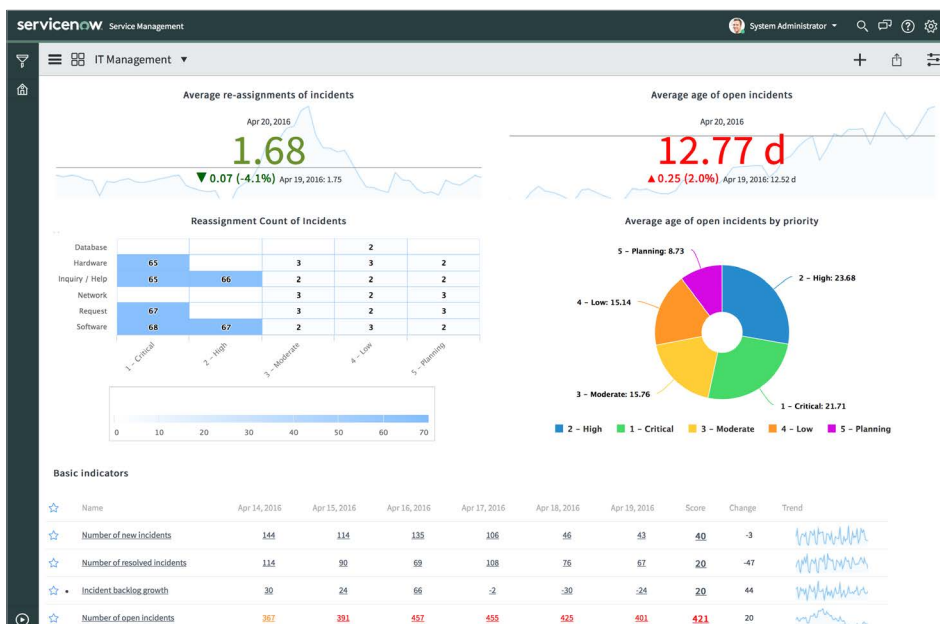
IT service management (ITSM) is quickly becoming the forefront of IT digital transformation. Organizations have always relied on IT services for conducting day-to-day operations, but ITSM is now being challenged to create, adjust, and deliver IT services faster than the speed of business. Transparent, real-time visibility into service performance enables IT to proactively solve problems and accelerate the business forward.

## The ServiceNow Solution

ServiceNow® Performance Analytics for IT Service Management is an easy-to-use, integrated application designed for reporting and analyzing IT service performance and quality in the ServiceNow enterprise cloud. It comes with over 250 predefined, best practice KPIs and out-of-the-box dashboards for monitoring IT service management processes.

The responsive, interactive canvas provides access to real-time trends with the flexibility to drill into performance results and answer questions on the spot. Embedded and contextual analytics empower everyone to make better decisions, and a unique visualization library delivers end-to-end transparency within each process.

Performance Analytics helps businesses increase IT service satisfaction and reduce operating costs. Businesses can use data analytics to determine opportunities for self-service and automation, improve IT services, and gain deep insights to drive more efficient service delivery.



Performance Analytics dashboards provide IT executives and service delivery managers the visibility they need in order to take action and drive service improvement.

## Benefits

### Anticipate trends

Monitor current and prior performance to identify areas for improvement and detect service bottlenecks before they occur.

### Prioritize resources

Bring clarity to what matters, and quickly adjust service coverage to where it's needed most.

### Drive automation and self-service

Easily identify areas where automation and self-service can increase efficiency, reduce costs, and deliver great experiences.

### Guide continual service improvement

Advocate for progress and take action on KPIs using Analytics Hub, time charts, forecasts, breakdowns, and dashboards.

### Act with confidence

Drive the business forward and accelerate results by aligning IT service and operations with company strategy.

## Extensible library of KPIs and dashboards

KPIs are quantifiable values that enable companies to measure how effectively they are progressing toward key business objectives. In IT service management, KPIs might include metrics such as the percent of open or overdue incidents, average incident resolution time, or the number of closed incidents. Performance Analytics for IT Service Management provides 250+ ITSM-focused KPIs based on best practices and our service industry experience — and dashboards ready to help visualize the results.

### Analytics Hub

Organizational objectives and metrics (KPIs) are automatically tracked in Analytics Hub, an immersive studio for analyzing, comparing, and predicting progress toward defined targets. For example, if a company is tracking toward a goal of more effective incident resolution, they may choose to measure:

- Average close time of incidents
- Number of incidents not solved
- % of tickets opened online
- Self-service effectiveness

Performance Analytics automatically creates an Analytics Hub for each KPI's performance trend using both current and historical performance data. Through Analytics Hub, business service owners and workers can track KPIs in real-time and compare performance against targets.

Analytics Hub can be accessed using mobile devices to check the latest results and analyze their trends anytime, anywhere.

## Responsive, Interactive Dashboards

Dashboards provide a graphical view of performance trends and real-time results, allowing executives and business service owners to make quick, informed decisions at a glance.

Performance Analytics delivers flexible and interactive dashboards for clear performance visualization and easy customization. Navigation is intuitive and familiar, with dashboards accessed from within the ServiceNow interface using drop-down menus and tabs.

From a dashboard, IT service owners can access Analytics Hub, drill into breakdowns, and directly access the underlying operational records. Interactive analysis and filters guide users towards meaningful patterns and trends. Dashboards can be shared with groups or individuals, ensuring there is a single version of truth driving operational improvement.

### Embedded, contextual analytics

Performance Analytics includes powerful, in-platform analytics for ServiceNow IT Service Management. This empowers employees with self-service intelligence based on secure, real-time data — while retaining the business context needed to turn insights into action.

Embedded analytics provide faster, more secure, and more reliable results than traditional business intelligence or third-party tools, and make data discovery more accessible to stakeholders at all levels of the business.

Using in-form analytics, IT service managers and reps can access context-sensitive trend data instantly and use that knowledge to set user

expectations, triage escalations to the resources best suited to handle the request, or alert peers and management about developing situations that can cause service breaches.

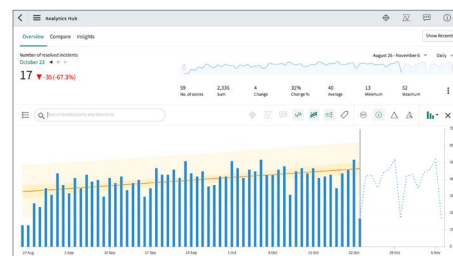
In-platform analytics also facilitates compatibility with any changes or customizations across the Now Platform®, making upgrades a seamless experience while delivering fast time-to-value for users across the enterprise.

### Find out more

Visit [servicenow.com/products/performance-analytics.html](https://servicenow.com/products/performance-analytics.html)



*Workbench widgets provide end-to-end transparency into KPI trends, breakdowns, and influencing factors.*



*Analytics Hub enables stakeholders to make quick decisions based on emerging and forecasted trends.*

