



## 3 common business challenges you can solve using the Now Platform

## Introduction

Businesses need rapid access to accurate information and process automation to succeed. Often this means asking IT to buy or build applications. If IT adds your request to a queue that may include other critical requests and security upgrades, can you and the business wait for your request to come to the top?

When IT can't meet their demands, many business operations analysts will use inefficient or insecure tools to acquire data and manage workflows, relying on spreadsheets, emails, and other manual solutions. Or they might dabble in "shadow IT," adopting point cloud-based collaboration solutions or simply fall back to old legacy approaches.

ServiceNow has a better solution. The Now Platform® allows no/low code development so that business operations analysts can build or prototype their own applications (apps) without writing a line of code. Additionally, it provides access to enterprise data, workflow management functions and tools, and a simple drag-and-drop user interface. At the same time, IT can easily validate and approve new apps without spending a lot of time or money.

### Business apps made easy



Imagine the right app for your business



Design workflows to automate processes



Build your app without writing code



Connect apps, data, and people



Tap into real-time analytics



Work smarter and faster with embedded intelligence





## 3 business challenges the Now Platform can help solve

In the hands of IT, the Now Platform can produce sophisticated and highly tailored solutions to complex challenges that require integrating data from multiple systems of record. Yet, not every business need requires a major development effort.

The Now Platform's no/low code feature is ideal for applying automation to less complex challenges you may be managing with spreadsheets, email, and other productivity tools. It's also a great way to mock up user interface (UI) screens when developing requirements for IT.

This ebook covers three business challenges the Now Platform can help you solve. It also provides guidance on when to build apps yourself and when to seek out professional development help.

### Three common business challenges the Now Platform addresses are:

- 1 Case management**  
Processing of case outcomes involving human tasks and complex processes
- 2 Enterprise service**  
End user portal for requesting services
- 3 Operations management**  
Inventory, equipment, systems, facilities, people



## Case management

Case management involves ticket-based business processes that require workflows and knowledge workers to move a case to its outcome. It usually involves unpredictable events such as customer complaints, litigation, insurance claims, service requests, and many other scenarios. Managing and resolving these kinds of events requires a combination of human intelligence and electronic workflows. Comprehensive case management solutions include workflow management, content management, collaboration, decision-making, and digital filing.

The Now Platform's no/low code development feature allows you to handle simple aspects of case management such as tracking the status of claim documentation or responses to customer complaints. If you need full-featured case management, you will almost certainly need professional development help.





## Case management example

### Company

CARS.COM

### Challenge

Help the facilities department respond more efficiently to incidents

### Now Platform solution

The IT organization built an app to allow the facilities department to resolve incidents more quickly. Today, all incidents and requests for facilities are tracked through ServiceNow. The facilities team can respond to new requests using their mobile phones while they're already out handling other, physical building concerns. The two facilities engineers are now resolving, on average, more than 100 tickets per month. Prior to ServiceNow, they were resolving around 40 per month.



## Operations management

Operations management is all about business process automation and record keeping that involves things such as managing inventory, equipment, systems, facilities, and people. For business operations analysts, this means keeping track of configurations and item relationships, quickly addressing problems and changes, and ensuring regular events like planned maintenance and training happen consistently and on time. It's a big job, and it requires orchestrating numerous, interrelated tasks.

Often, business operations analysts use spreadsheets and email to track tasks such as preventive maintenance activities and equipment upgrades. When you're managing multiple tasks and people, you can easily end up with hundreds of worksheets and thousands of emails.

The Now Platform's no/low code development feature can help you automate simple tasks you're currently managing with email and spreadsheets. If you need a more comprehensive operations management solution that includes a configuration management database, low/no code development tools can help you show IT exactly the kinds of interface screens and reports you need.





## Operations management example

### Company

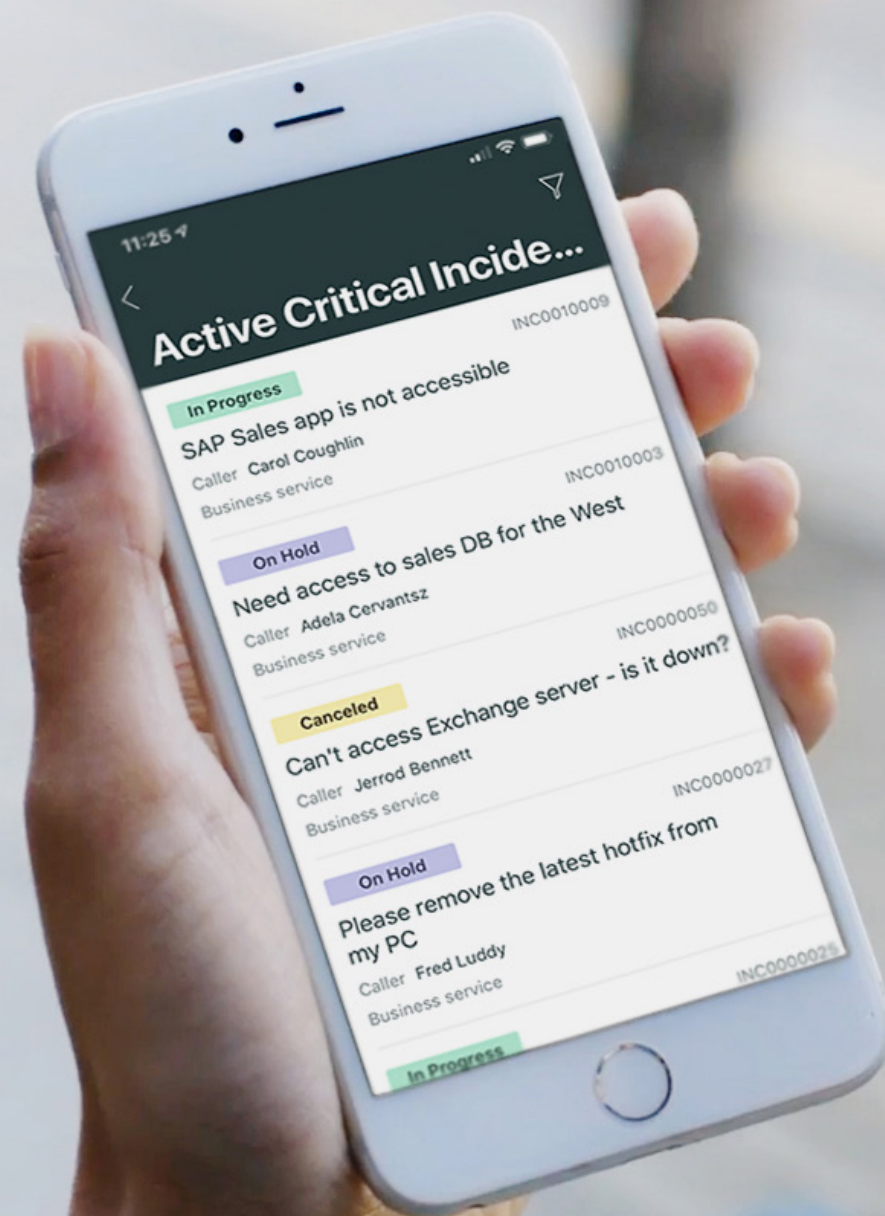
Stone Brewing

### Challenge

Ensure maintenance on brewery equipment is completed on time

### Now Platform solution

By building a custom brewery operations maintenance application on the Now Platform, Stone Brewing cut its downtime on brewery equipment by half with planned maintenance. Today, half of the work orders being completed are planned and preventative in nature, causing a 71% reduction in unplanned maintenance. Stone Brewing is now more on top of things, more proactive, and the brewery equipment is running longer.



## Enterprise service management

Enterprise service management is the delivery of services throughout the enterprise and often involves the need to aggregate disparate IT systems. Major enterprise service providers include IT, HR, and finance, although any team can deliver services. Service management solutions are designed to improve service efficiency and access to critical services. Most of these solutions offer a service portal for service requests, self-service and collaboration options, and status lookups and notifications.

Once service requests are made, they must be routed to the right people for action and approval. This requires process automation, which often involves integration with multiple systems of record to provide data and context. Processes that are frequently automated include assembling a product, quality assurance, and billing.

The Now Platform's no/low code development feature can help you build simple service management tools such as a service request form or a service request status tracker. More complex solutions such as service process automation require professional development, although no/low code tools can accelerate the solution design process by letting you create prototypes IT can easily understand.





## LATHAM & WATKINS<sup>LLP</sup>

### Enterprise service management example

#### Company

Latham & Watkins

#### Challenge

Efficiently allocate secretarial services to lawyers

#### Now Platform solution

The law firm's HR team worked with IT to create a ServiceNow app that changed the way secretarial services were allocated. The application enables attorneys to put support requests directly into ServiceNow through emails that are automatically converted into service requests. ServiceNow then matches the request with a secretary with the appropriate skill level and availability who then fulfills the request. Both lawyers and secretaries are happy with the new arrangement—and a lot more productive.



## DIY vs. professional development

No/low code development is extremely appealing because it can be done quickly on your timetable, even if IT is extremely busy. It's ideal for automating simple, repeatable activities you're probably managing with spreadsheet and emails; however, it's less useful for handling more complex challenges that involve multiple data sources, workflows, and stringent security requirements.

How can you tell if no/low code development is right for your project? Consult with IT and consider the following questions:

- How complex is your task or process?
- How repeatable is your task or process?
- Will you need to access data from multiple, existing systems?
- Will you need to pass information to existing systems?
- Will you need to perform complex financial calculations?
- How many people do you need to support?
- Will your app be used by people outside your company such as customers or contractors?





## More about what the Now Platform can do for you

ServiceNow offers a wide variety of packaged applications, including IT Service Management, Security Operations, Customer Service, and Human Resources. Our customers can extend the functionality of these apps or create custom business apps with the Now Platform. The Platform's development environment is the foundation underlying all our packaged application subscriptions. (It can also be purchased separately per app or with platform licenses.)

### Does your company have the Now Platform?

If your company already owns ServiceNow® ITSM or another product suite, you already have the Now Platform. This means you can start building apps immediately at no additional cost. Fees are only incurred when your organization moves a new custom app into production. An easy way to find out if your company has the Now Platform is to simply ask IT.

### Get started with no/low code

If you're interested in exploring the no/low code capabilities of the Now Platform®, we encourage you to take the first step. Head over to [developer.servicenow.com](https://developer.servicenow.com) and sign up to get your free developer instance. You can quickly get started learning online so you can build your first app on ServiceNow. By joining, you can create something awe-inspiring and become part of the global ServiceNow developer community.

# Build enterprise workflow apps fast

[LEARN MORE](#)

## About ServiceNow

ServiceNow was started in 2004 with the belief that getting simple stuff done at work can be easy, and getting complex multi-step tasks completed can be painless. From the beginning, ServiceNow envisioned a world where anyone could create powerful workflows to get enterprise work done. Today, ServiceNow is the cloud-based platform that simplifies the way we work. ServiceNow software automates, predicts, digitizes and optimizes business processes and tasks, across IT, Customer Service, Security Operations, Human Resources and more, to create a better experience for your employees and customers while transforming your enterprise. ServiceNow is how work gets done.