



Die IT als Service Factory

Mit IT4IT und ServiceNow von der
Projektorganisation zum Service Broker

1 Service Broker werden: Das Management des IT-Service Lifecycle mit IT4IT und ServiceNow™ ebnet den Weg **von der Projektorganisation zum IT Service Provider**.

2 Betriebskosten senken:
Effizienzsteigerung, **Automatisierung**
und **IT-Toolset-Konsolidierung**
durch den Einsatz von ServiceNow™ in der IT.

3 Werden sie vom Getriebenen zum **Treiber**:
Nutzen Sie die Erfahrungen in der IT und
bauen Sie ServiceNow™ zur
Digitalisierungsplattform
im Unternehmen aus.

Unser Weg

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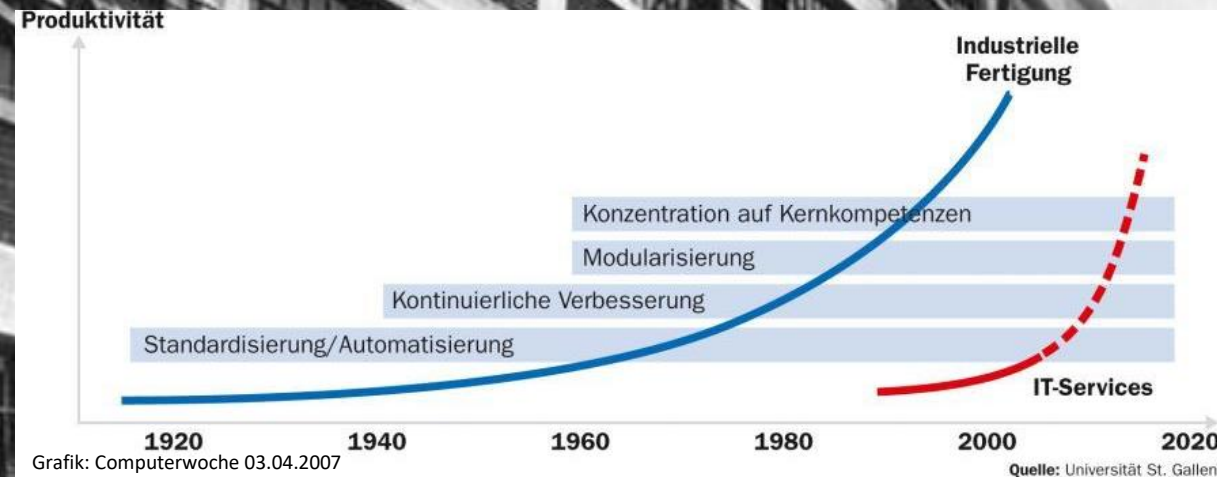
Die IT-Fabrik



IT: 20 Jahre Zeitversatz zur industriellen Fertigung

①

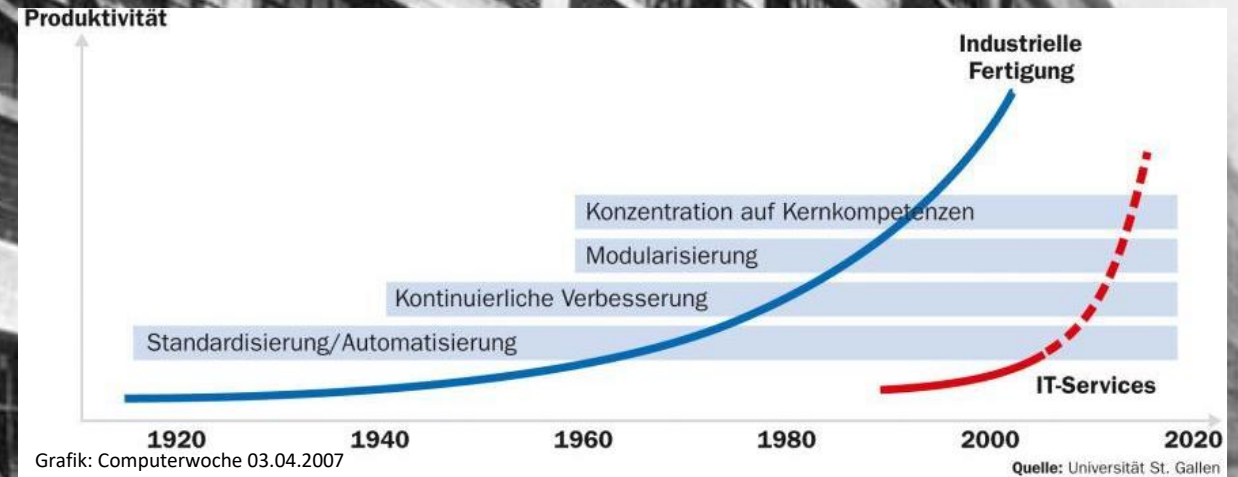
Standardisierung von Produkten
Modularisierung
Konzentration auf Kernkompetenzen



②

Fertigungsline für IT-Services
Standardisierung/Automatisierung von Abläufen
Kontinuierliche Verbesserung

■ Die IT-Fabrik



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Fertigungsprinzipien

MAKE TO ORDER

Kundenindividuelle Produkte
Projekt/Manufaktur
Automobilbau vor Henry Ford
Immer noch viele IT-Projekte
Sehr flexibel, individuell
Lange Time to Market

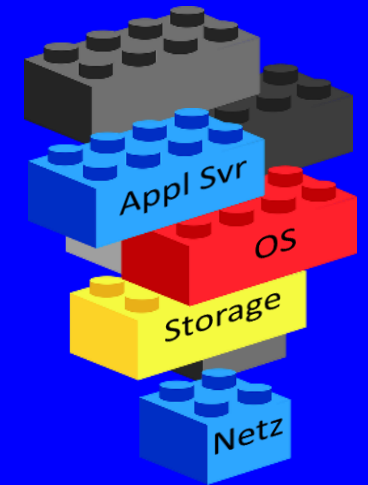
MAKE TO STOCK

Standardisierte Produkte
Ford T 1913
*Ich liefere jede Farbe,
vorausgesetzt, sie ist schwarz*
Opel „Laubfrosch“ 1924:
4.500 M → 1.990 M
AWS, Azure
Hocheffizient, aber unflexibel
Sehr kurze Time to Market

ASSEMBLE TO ORDER

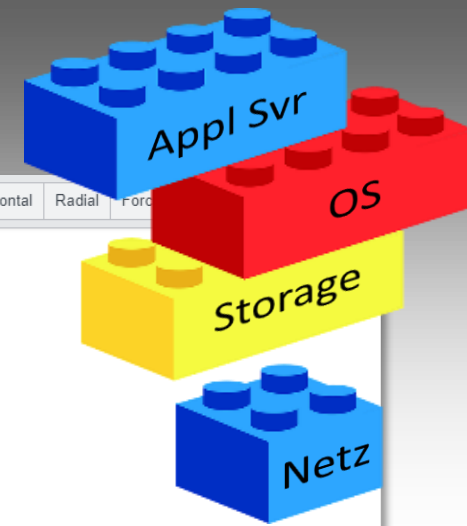
Standardisierte Baugruppen,
kundenindividuell kombiniert
Automobil: Plattformkonzept
VW „MQB“ – dennoch nur
2 identische Golfs pro Jahr
Flexibel **und** effizient
Kurze Time to Market

IT Service „Legofication“



<https://pixabay.com/p-32027> CC0 Creative Commons

Service-Hierarchie/Lieferkette in ServiceNow



ServiceNow Service Management

Filter navigator

Problem

Change

Configuration

CI Class Manager

CMDB Groups

CMDB Query Builder

CMDB Remediations

CMDB Reports

Business Services

Applications

CMDB Dashboard

CMDB View

Service View

Group View

Application Servers

All

Tomcat

BEA Weblogic

Business Service Email

Name: Email

Owned by: Marc Gumbold

Business criticality: 1 - most critical

Version: 2.1

Used for: Production

Operational status: Operational

Service classification: Business Service

Comments: Der Business Service "Email" stellt die Basisfunktionalität für der bereit.

Related Items

Connects to - Mass Storage Devices

- [L3] [EXCH-SD-07 →] Storage Area Network 001

Depends on - Mass Storage Devices

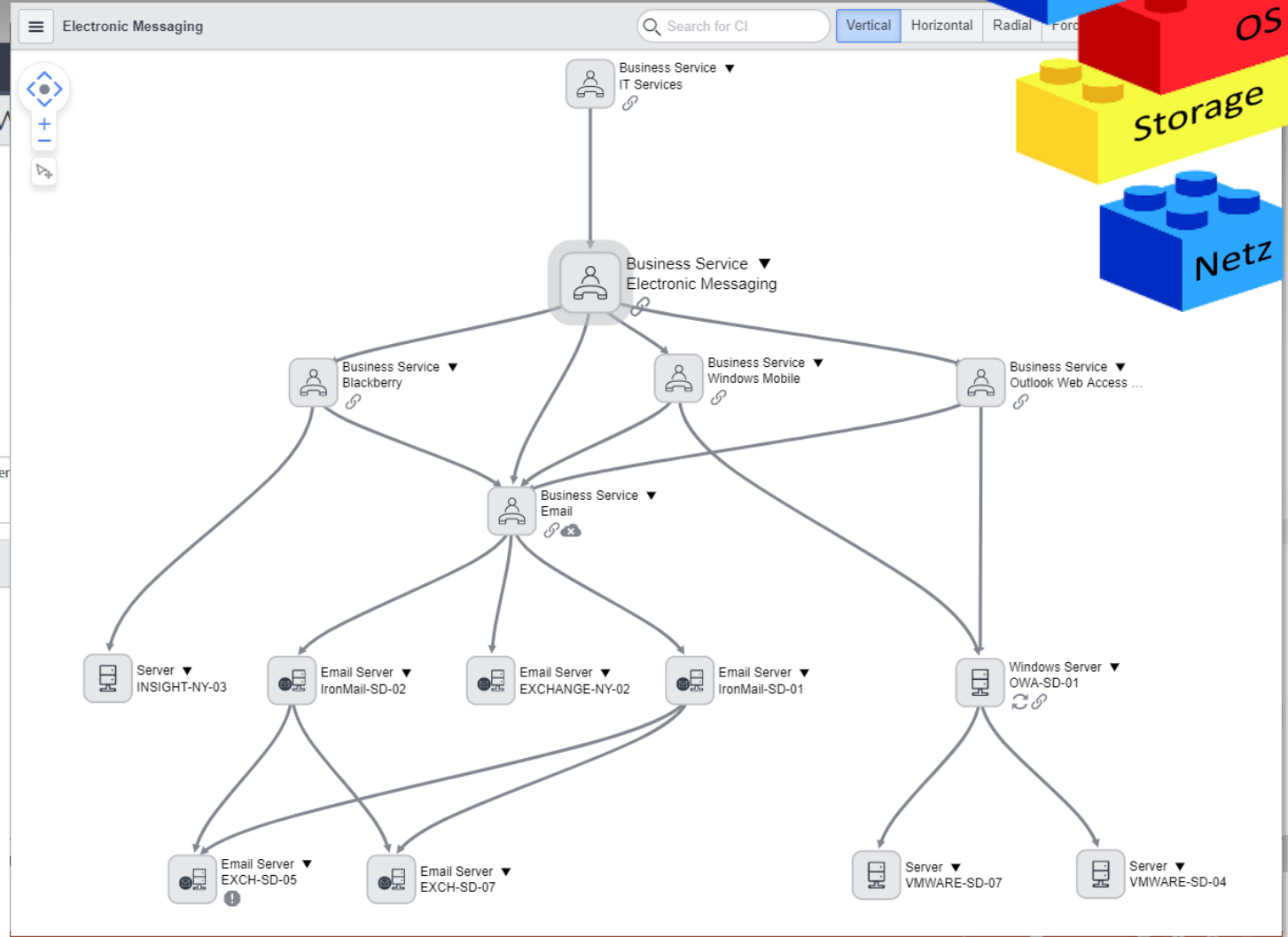
- [L3] [EXCH-SD-05 →] Storage Area Network 001

Depends on - Email Servers

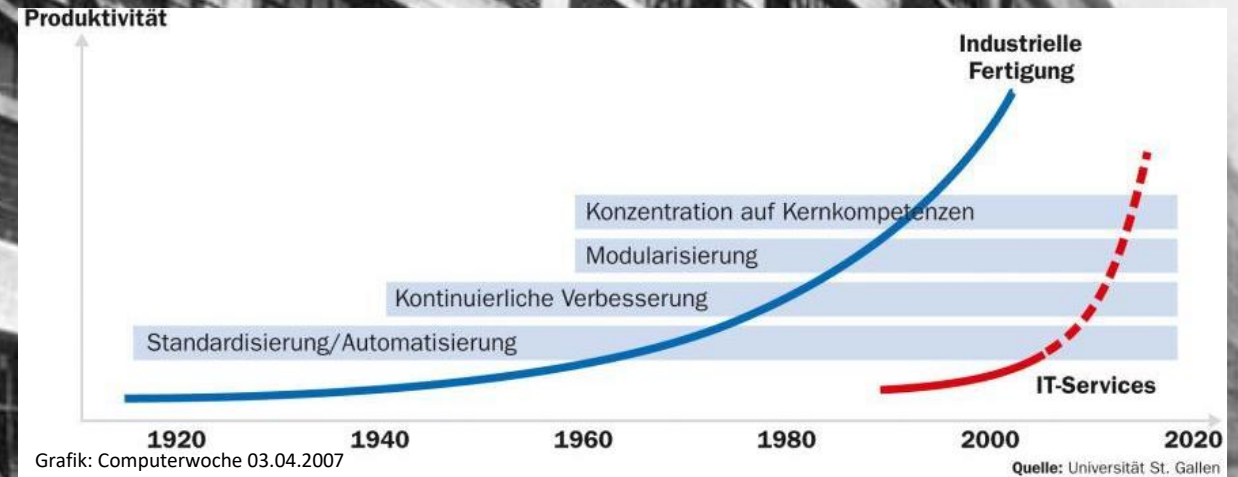
- [L2] [IronMail-SD-01 , IronMail-SD-02 →] EXCH-SD-05
- [L2] [IronMail-SD-01 , IronMail-SD-02 →] EXCH-SD-07
- [L1] EXCHANGE-NY-02
- [L1] IronMail-SD-01
- [L1] IronMail-SD-02

Used by - Business Services

- [L1] Blackberry
- [L2] [Blackberry , Outlook Web Access (OWA) , Windows Mobile →] Electronic Messaging
- [L1] Electronic Messaging
- [L2] [Electronic Messaging →] IT Services
- [L1] Outlook Web Access (OWA)



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Standardisierung von Produkten

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Fertigungsline für IT-Services

Standardisierung/Automatisierung von Abläufen

Kontinuierliche Verbesserung

■ Die IT-Wertschöpfungskette

Plan

Build

Deliver

Run

Kundenwünsche

Marktforschung

IT-Strategie

Compliance

Hersteller-Roadmaps

Standards

Portfolio

Anforderungen

Projekte

Entwicklung

Sourcing

Test

Bugs

Releases

Portal/IT-Shop

Bestellung

Genehmigung

Bereitstellung

Provisionierung

Verrechnung

Kundenzufriedenheit

Vorfälle/Störungen

Diagnose

Behebung

Änderungen

Verbesserung

SLA-Einhaltung

Configuration & Asset

Initiative

Technologie

Applikation

Projekt

Release

Katalogeintrag

Kostenstelle

Server

Applikation
Datenbank

Netz

■ Die IT-Wertschöpfungskette

Plan

Kundenwünsche
Marktforschung
IT-Strategie
Compliance
Hersteller-Roadmaps
Standards
Portfolio

Build

Anforderungen
Projekte
Entwicklung
Sourcing
Test
Bugs
Releases

Deliver

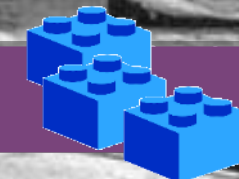
Portal/IT-Shop
Bestellung
Genehmigung
Bereitstellung
Provisionierung
Verrechnung
Kundenzufriedenheit

Run

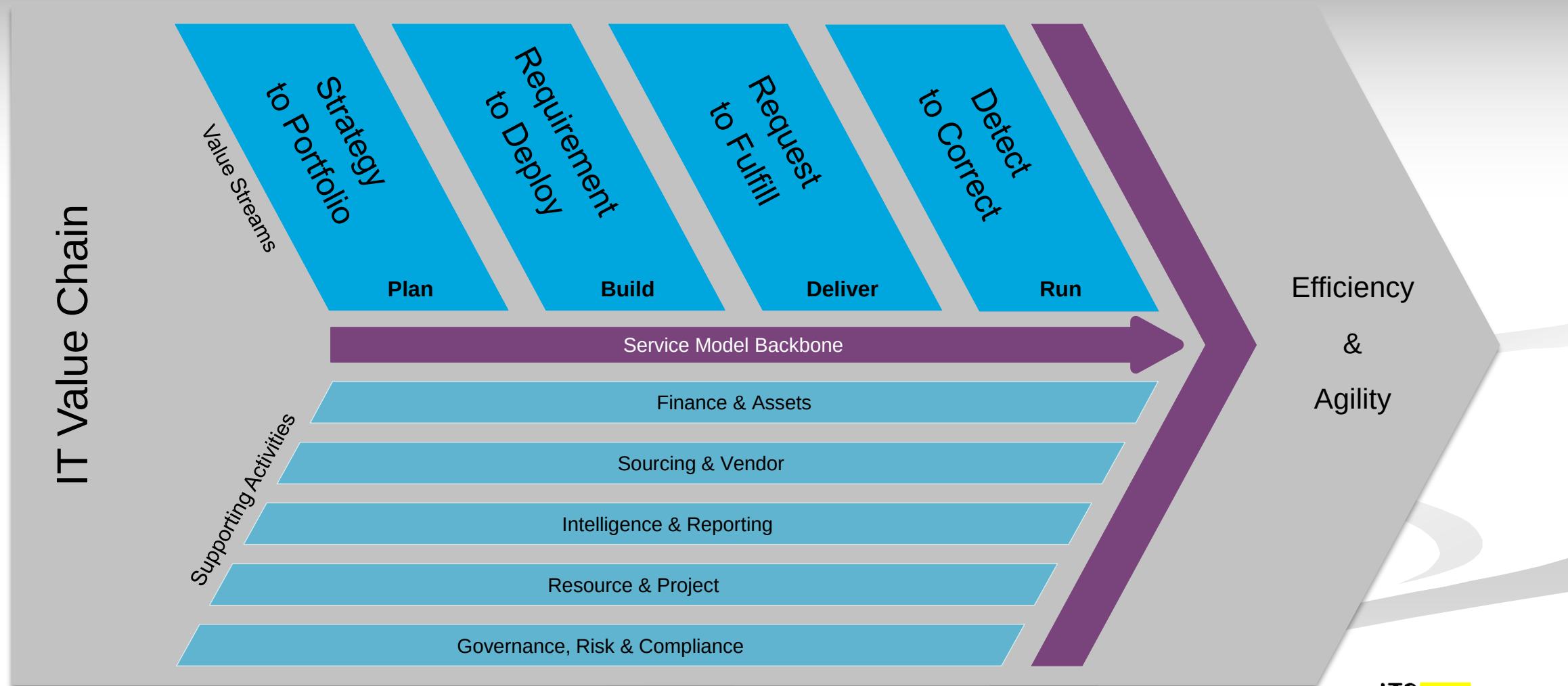
Vorfälle/Störungen
Diagnose
Behebung
Änderungen
Verbesserung
SLA-Einhaltung
Configuration & Asset



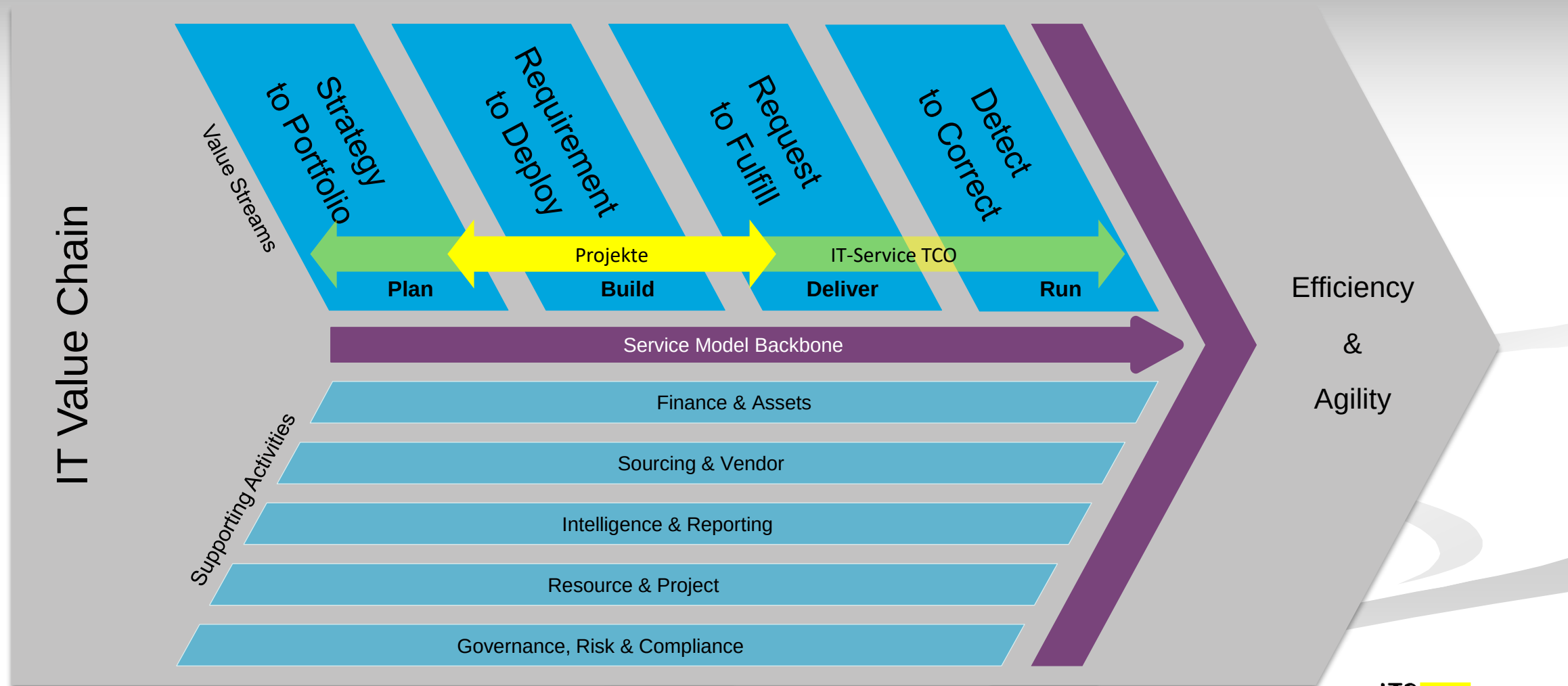
IT-Service



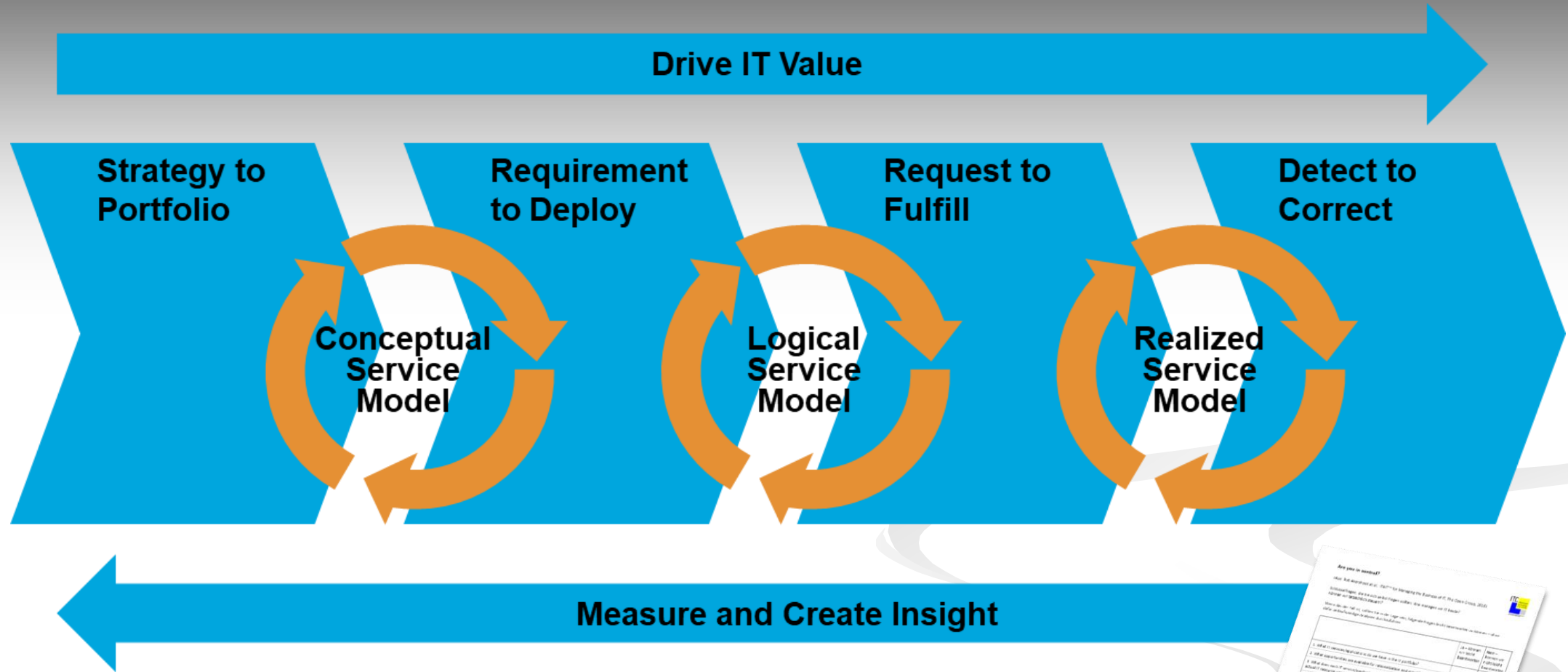
IT4IT – IT Value Chain



IT4IT – IT Value Chain



■ Are you in control?



Wie gut können Sie Ihre IT steuern?

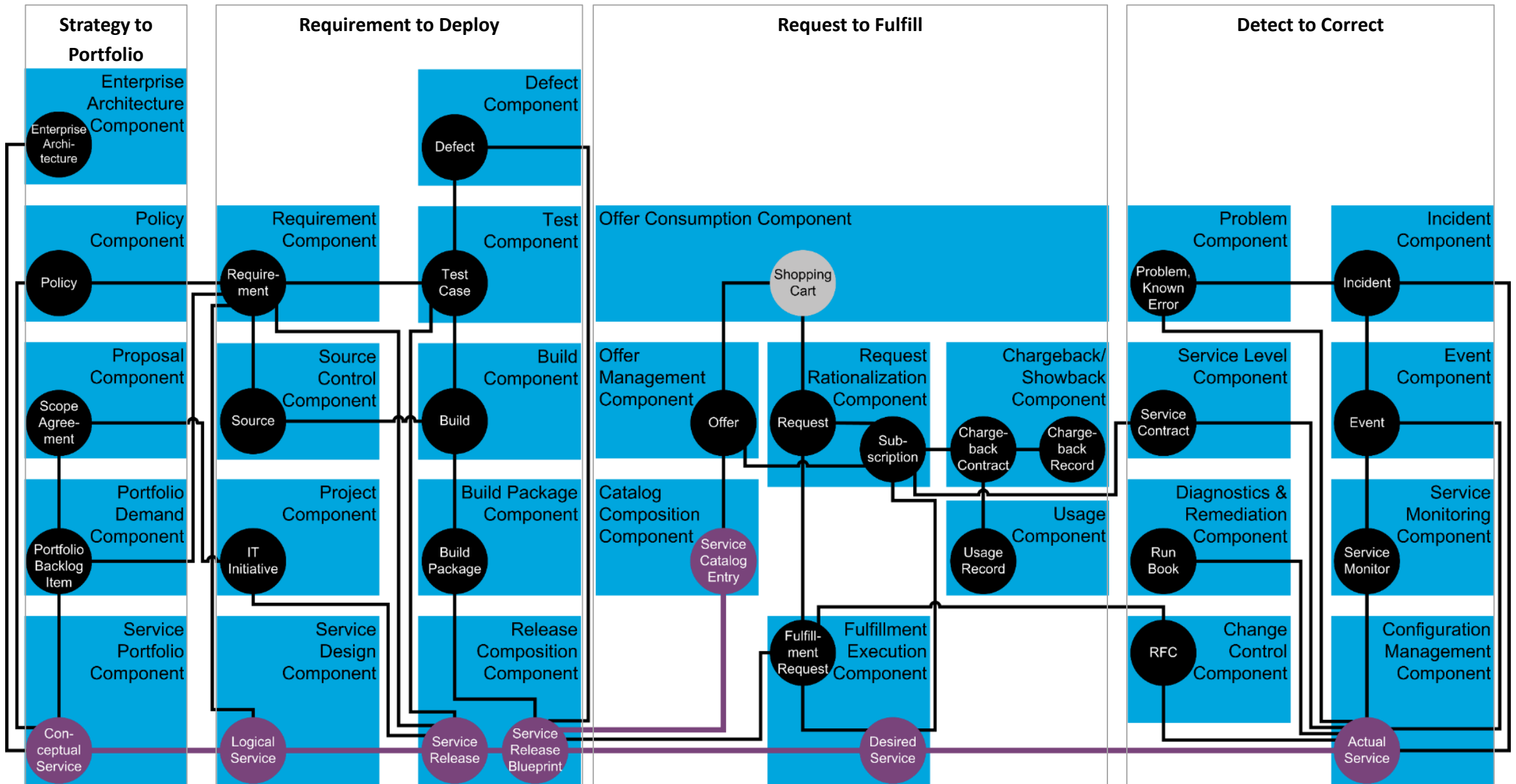
Hier einige Schlüsselfragen.

The checklist is titled "Are you in control?" and contains several questions related to IT service management. It includes checkboxes for "Yes" and "No" and a column for "Comments". The questions are:

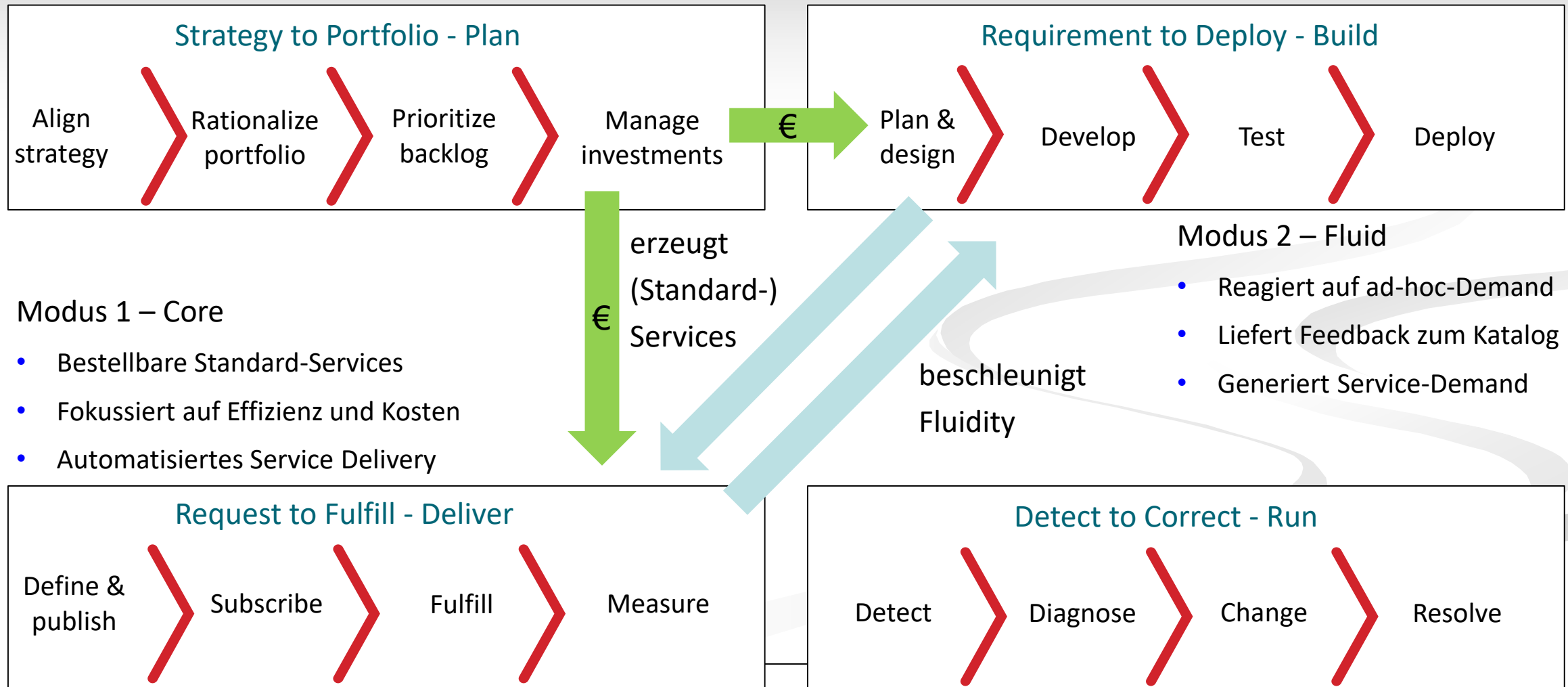
- 1. Do you have a clear vision of the IT service strategy?
- 2. Do you have a clear vision of the IT service portfolio?
- 3. Do you have a clear vision of the IT service request process?
- 4. Do you have a clear vision of the IT service fulfillment process?
- 5. Do you have a clear vision of the IT service detection and correction process?
- 6. Do you have a clear vision of the IT service measurement and insight process?
- 7. Do you have a clear vision of the IT service improvement process?
- 8. Do you have a clear vision of the IT service innovation process?
- 9. Do you have a clear vision of the IT service transformation process?
- 10. Do you have a clear vision of the IT service future state?



IT4IT - Funktionale Referenzarchitektur



■ Bimodale IT mit IT4IT – Invest in symbiotische Value Streams



■ Typische Anwendungen von IT4IT

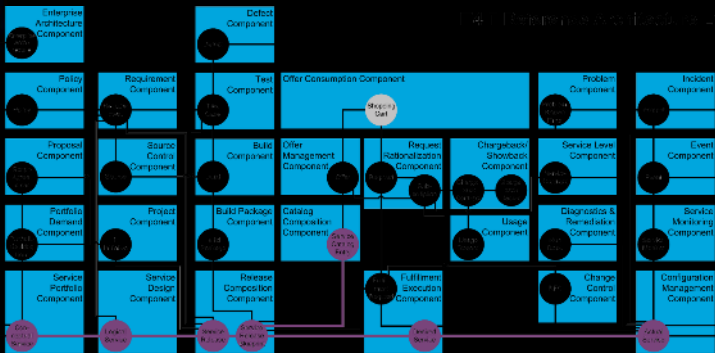
IT-Funktionen standardisieren und automatisieren

Funktionalen Reifegrad der IT prüfen und verbessern

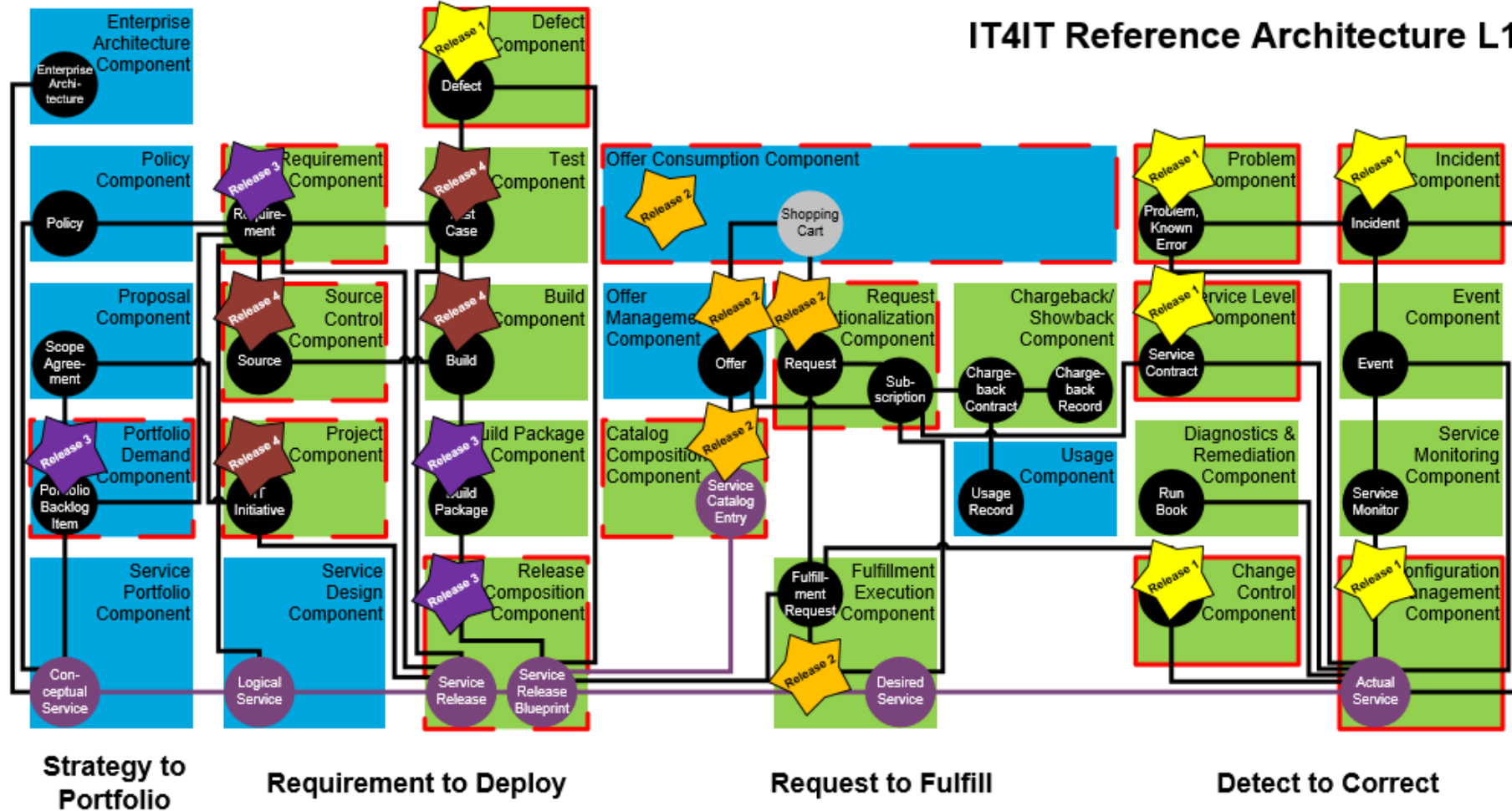
IT-Tool-Projekte (EAM, ALM, ITSM, ITOM) scopen

IT-Toolset und Integrationen planen & konsolidieren

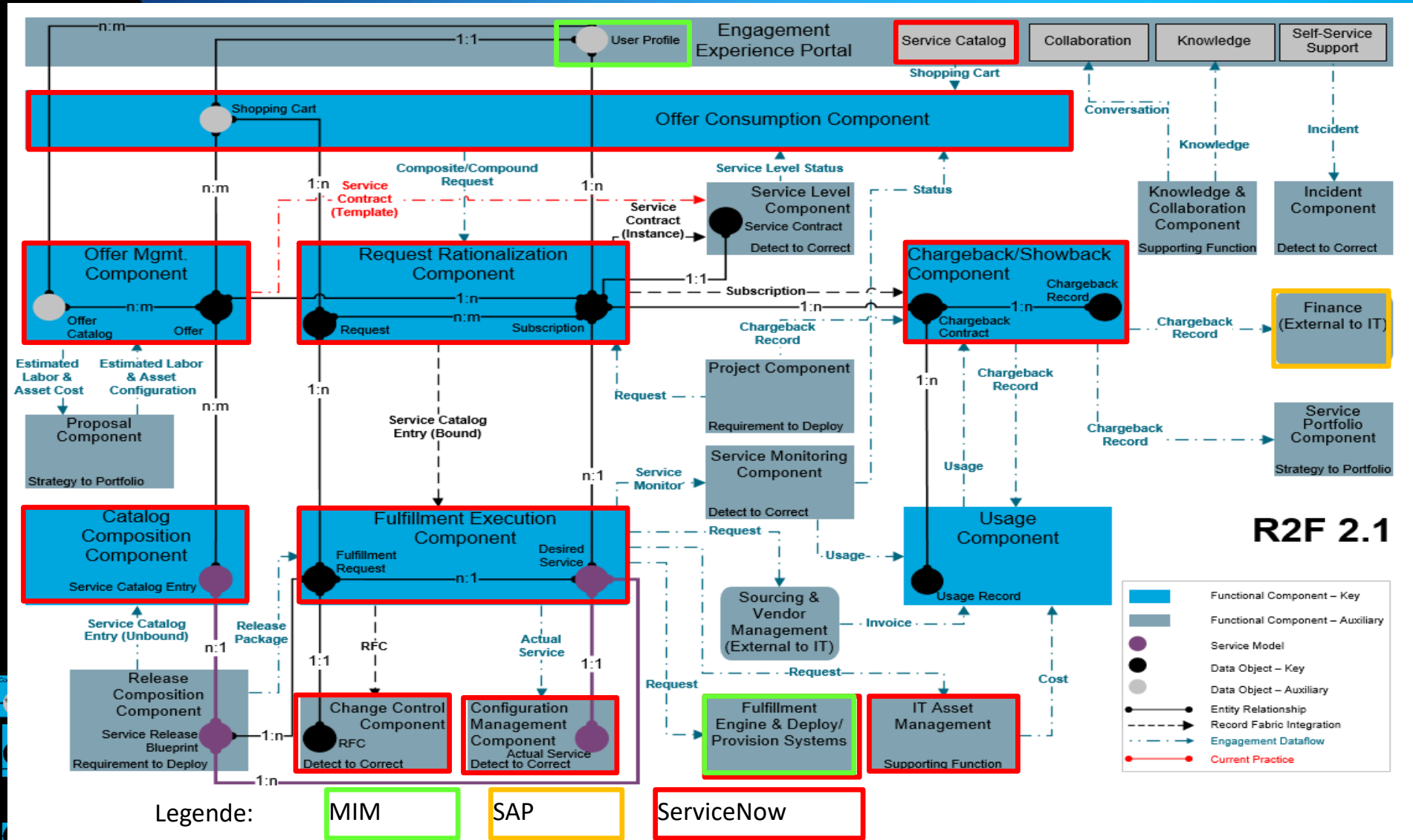
Zukunftsfähiges IT-Betriebsmodell entwickeln



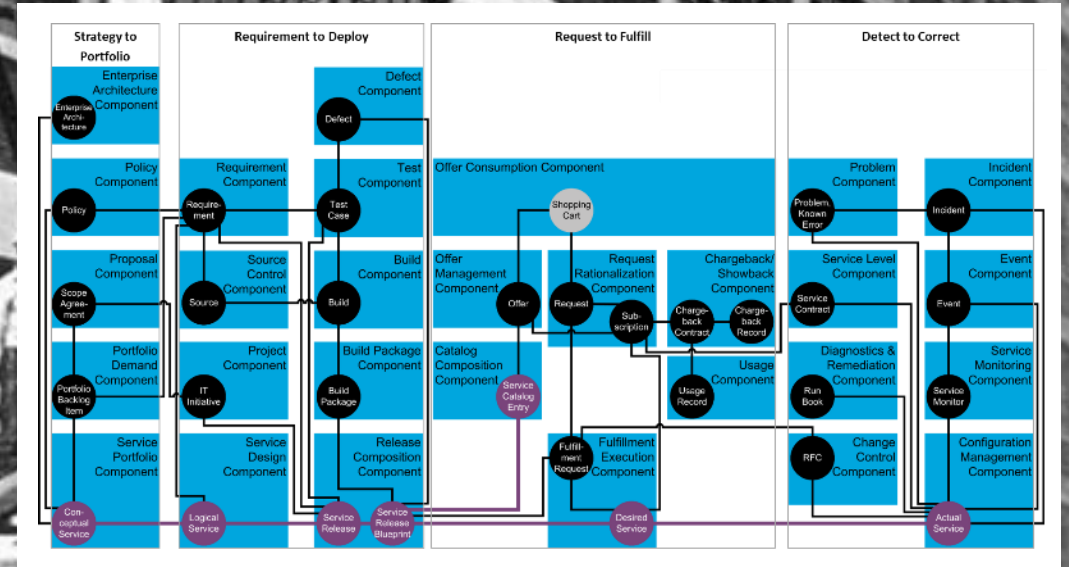
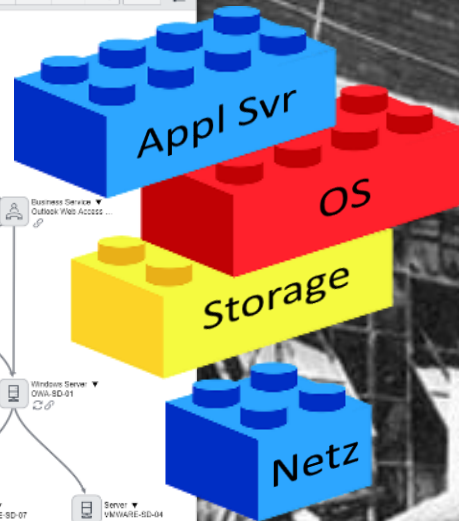
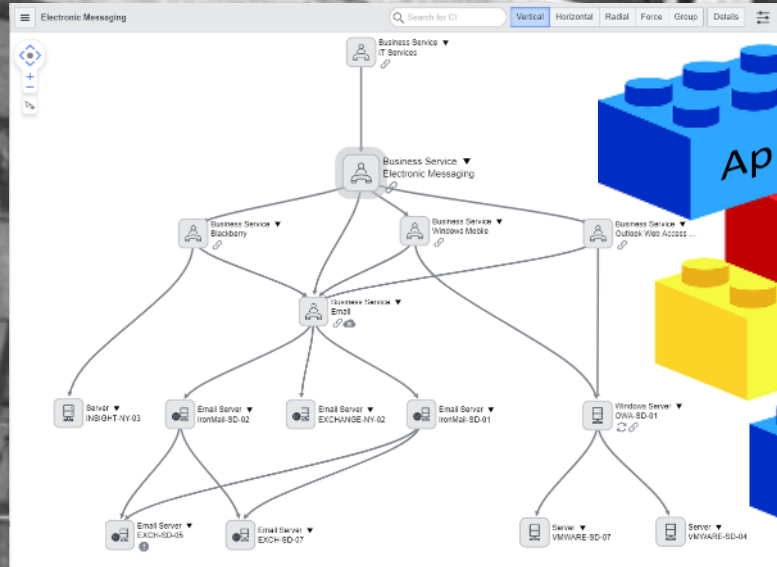
IT4IT Anwendungsbeispiel: Scoping und Release-Planung



IT4IT Anwendungsbeispiel: Architektur



Die IT-Fabrik



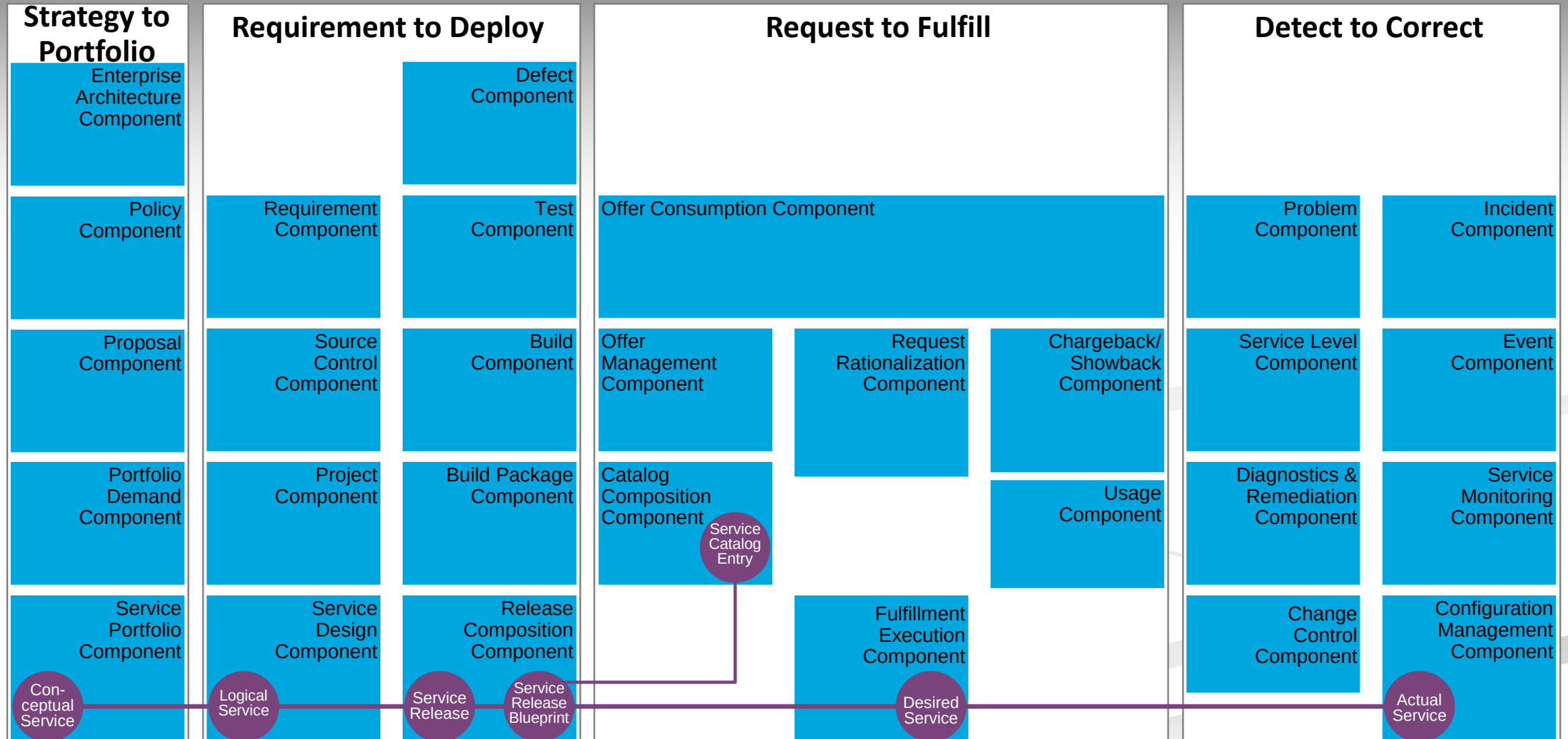
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Standardisierung von Produkten
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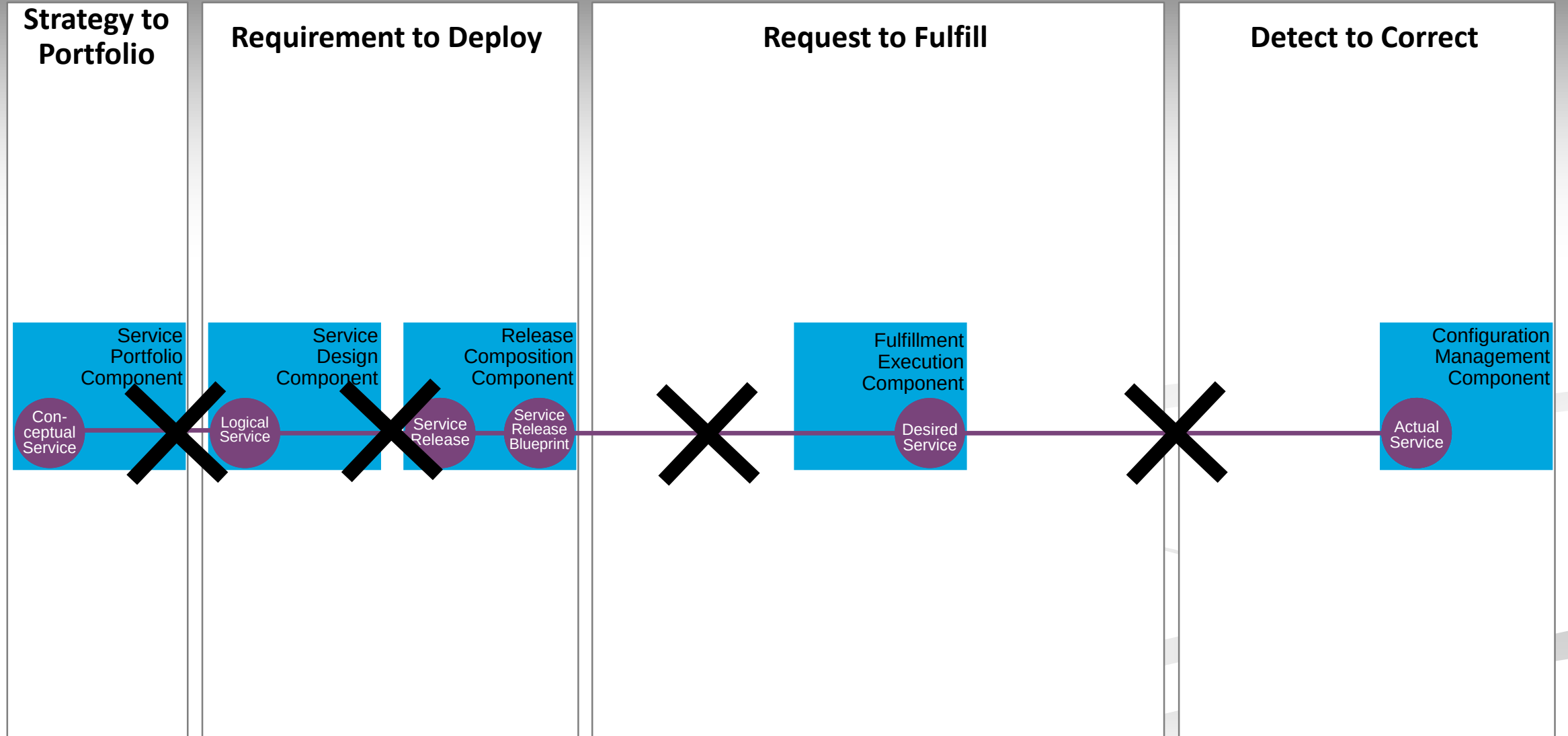
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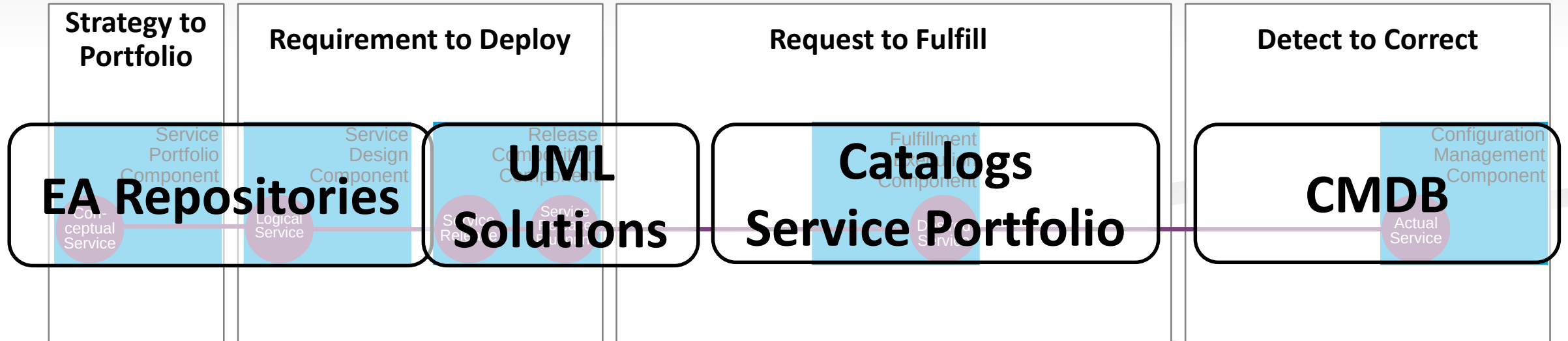
IT4IT Service Model “Backbone”



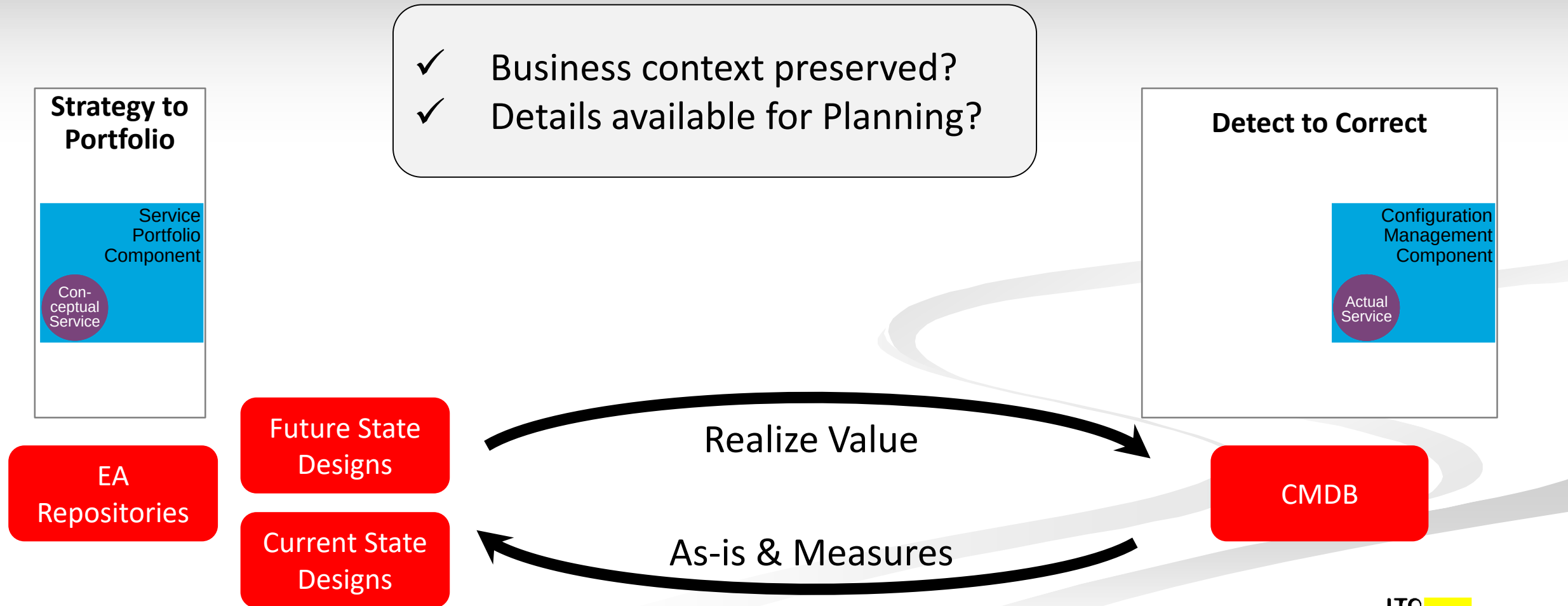
■ Meistens ist das Rückgrat mehrfach gebrochen...



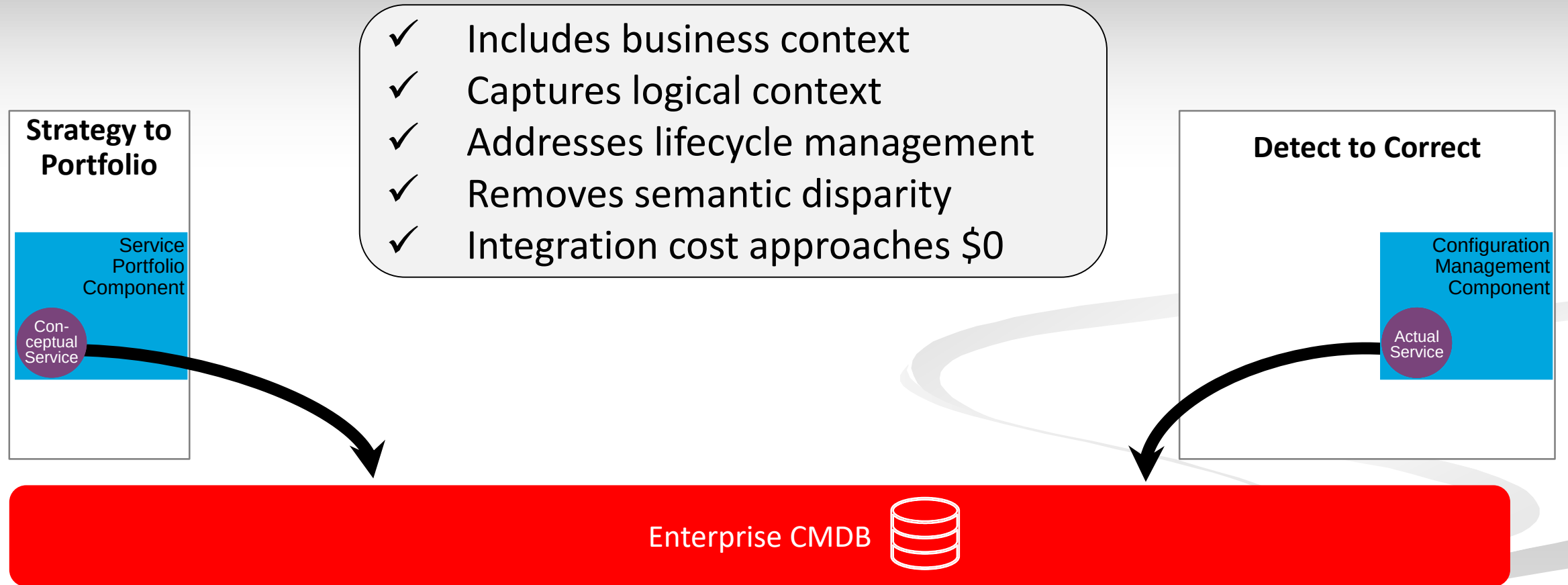
■ Lose gekoppelte Kette von Systemen



■ Die „Buchstützen“ des Service Model Backbone



■ Service Model als Enterprise CMDB



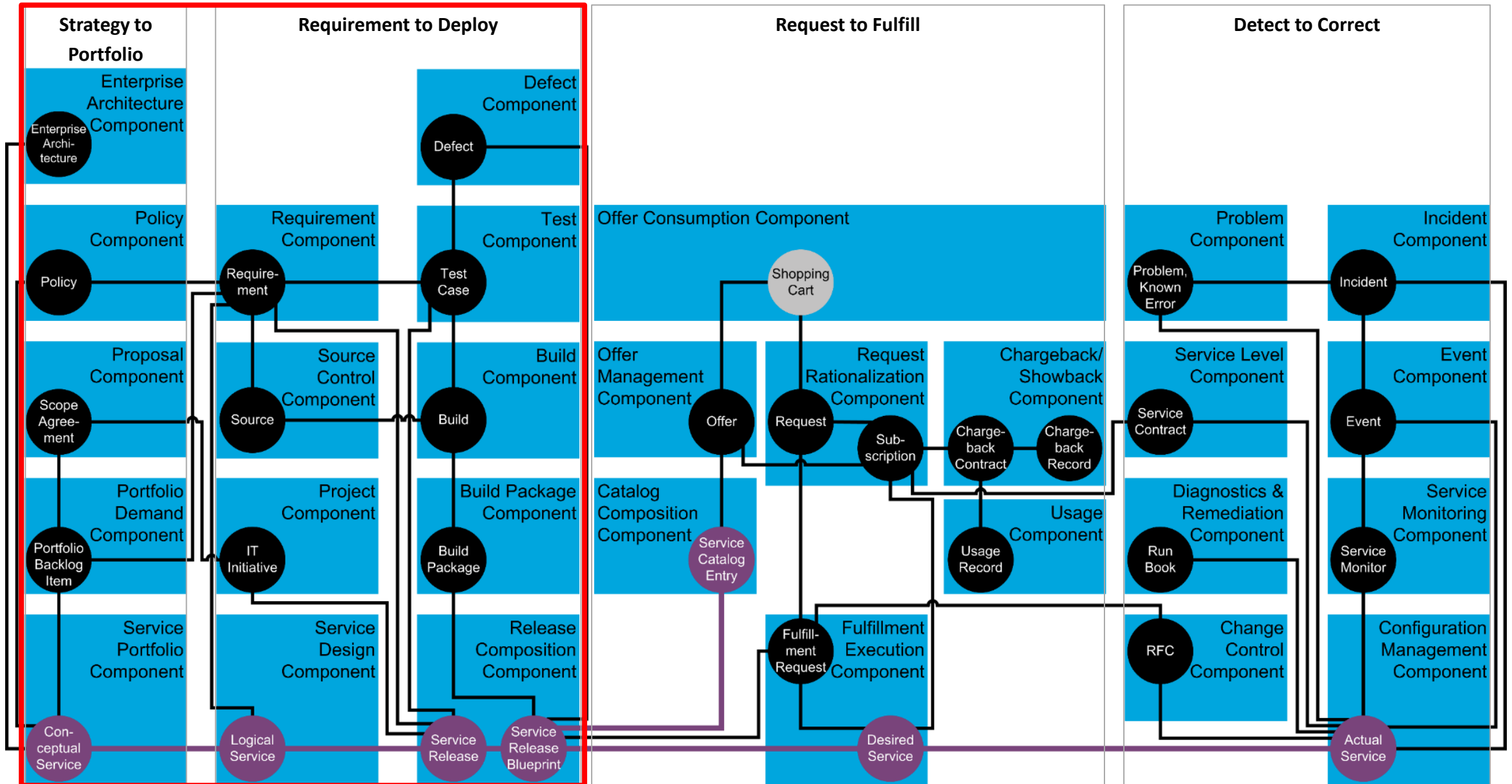
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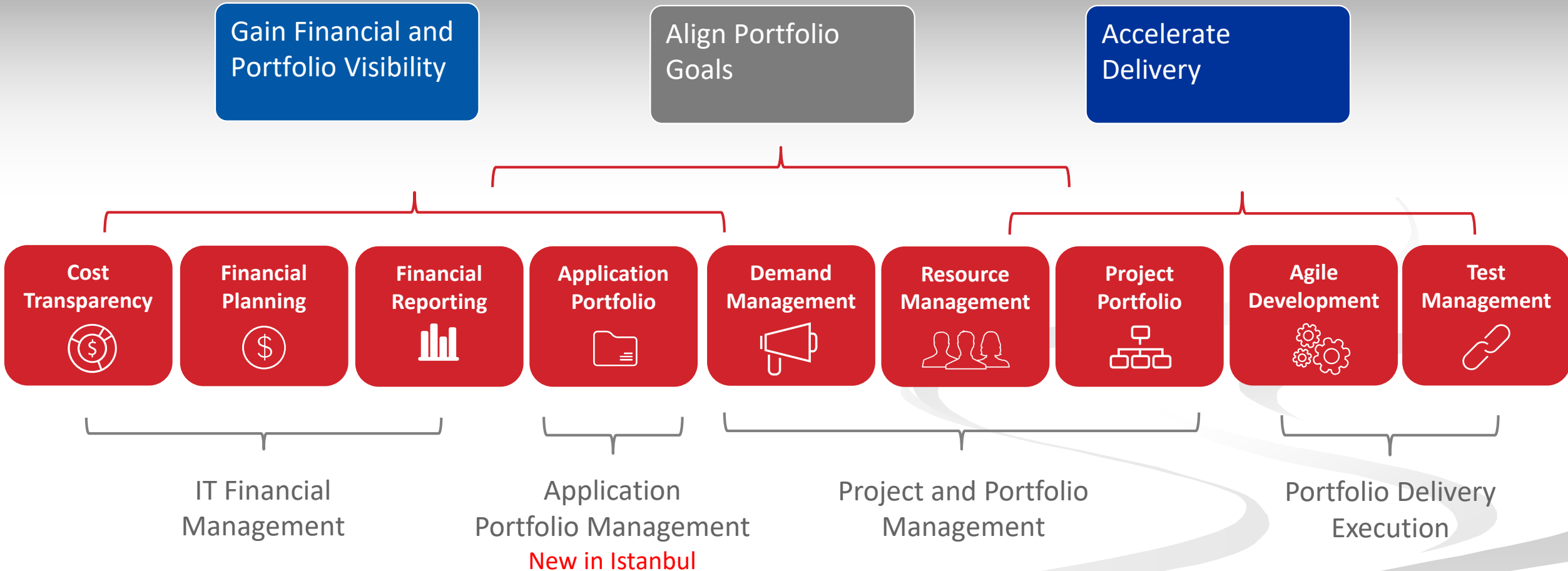
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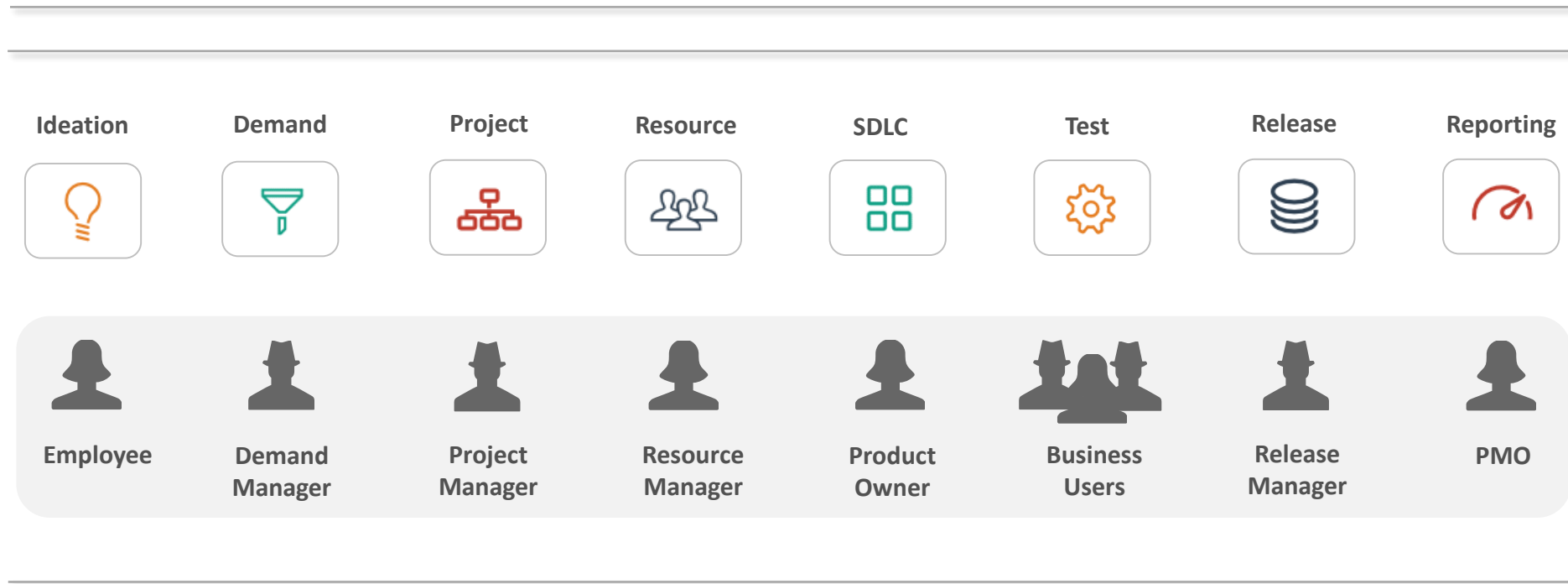
Einsatz von ServiceNow in der IT



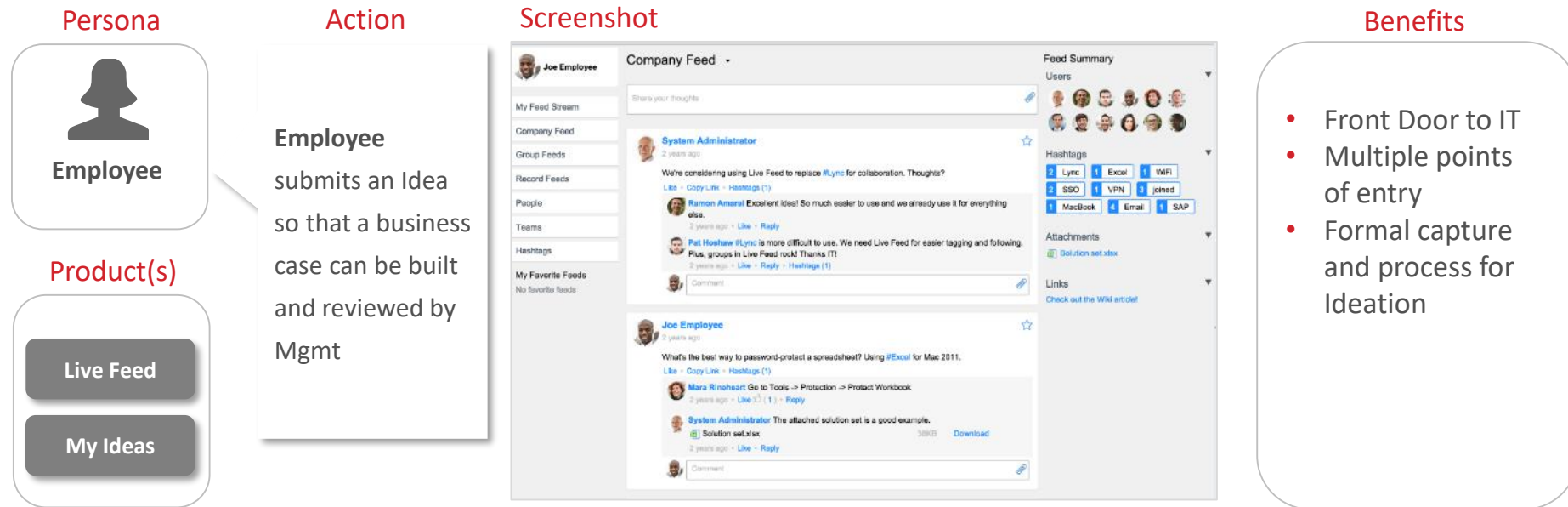
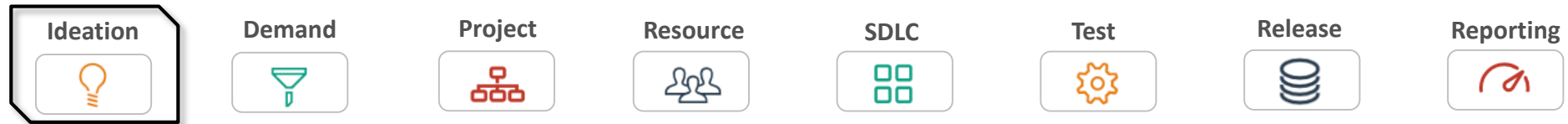
■ Unique in Bringing Together All Strategic Planning



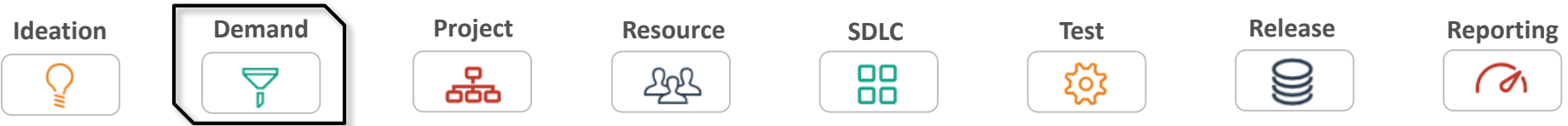
Project Portfolio Suite



Ideation



Demand Management



Persona



Demand Manager

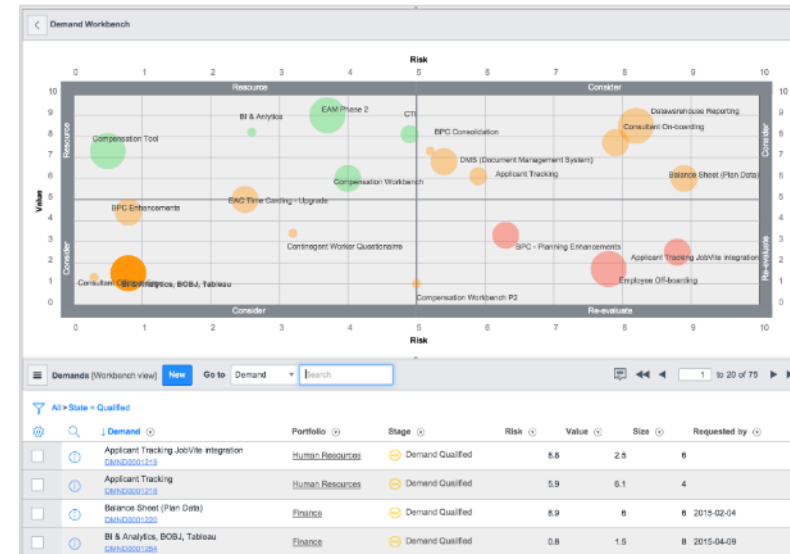
Product(s)



Action

Demand Manager prepares business case, qualifies, and works with Exec team to approve demand

Screenshot



Benefits

- Align work to goals & strategy

Project Management

Ideation



Demand



Project



Resource



SDLC



Test



Release



Reporting



Persona



Project Manager

Product(s)

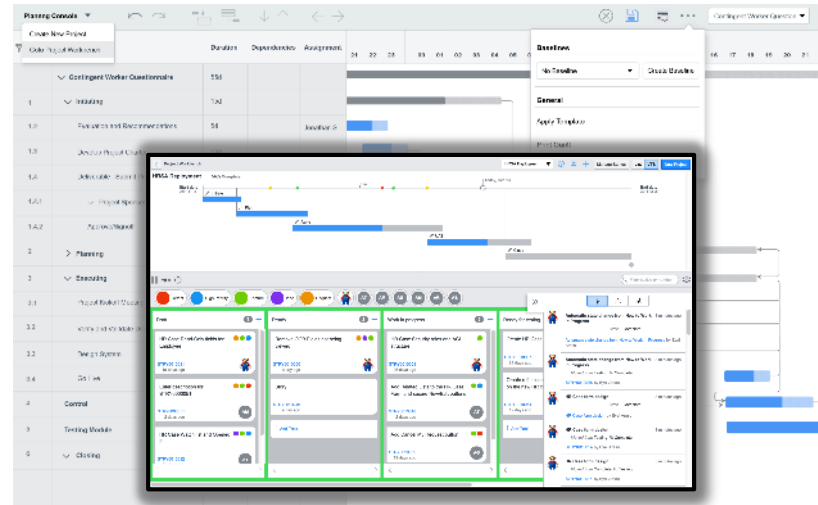
Project Workbench

Planning Console

Action

Project Manager uses the Planning Console and templates to build the schedule and uses the Workbench to manage execution

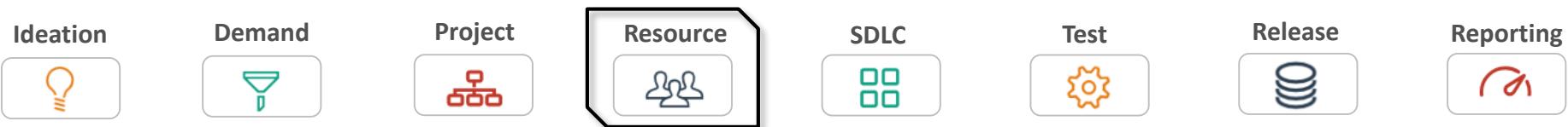
Screenshot



Benefits

- Work Faster and Smarter
- Collaborate with the team for status updates

Resource Management



Persona



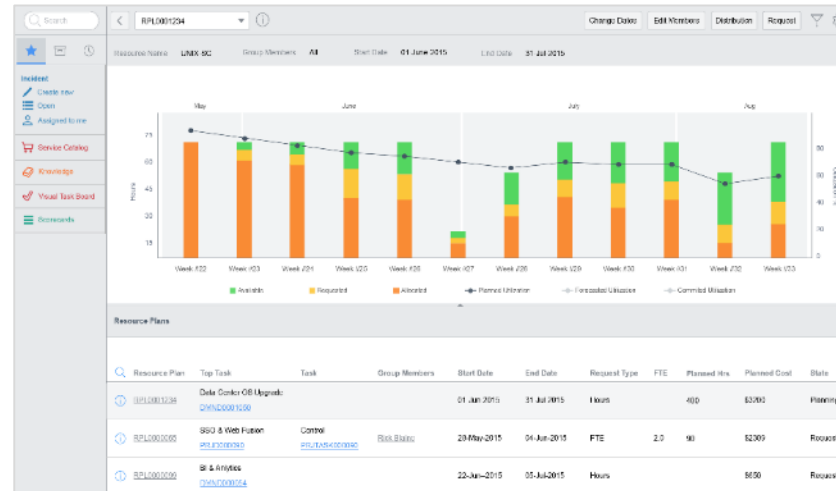
Product(s)



Action

Resource Manager views Resource Plan inside Resource Workbench & allocates users to the Projects and operational work

Screenshot

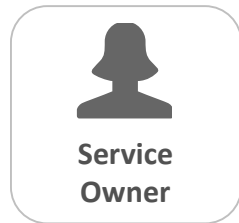


Benefits

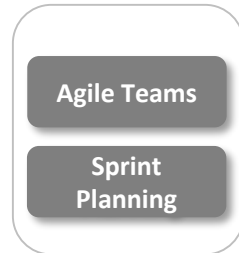
- Real-time visibility into resource availability



Persona



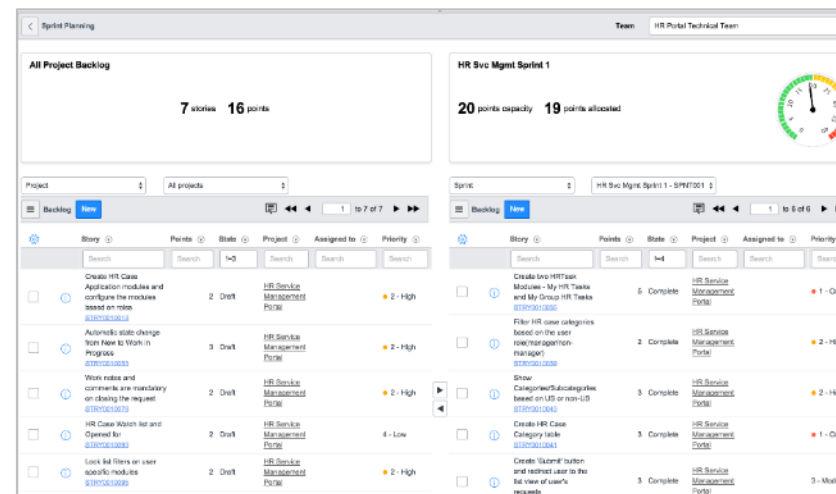
Product(s)



Action

Service Owner collects user stories to form Project Backlog, forms Scrum Team, and Plans Sprints

Screenshot



Benefits

- Full Agile or Hybrid (Waterfall/Agile) approach

Test Management

Ideation



Demand



Project



Resource



SDLC



Test



Release



Reporting



Persona



Business
Users

Product(s)

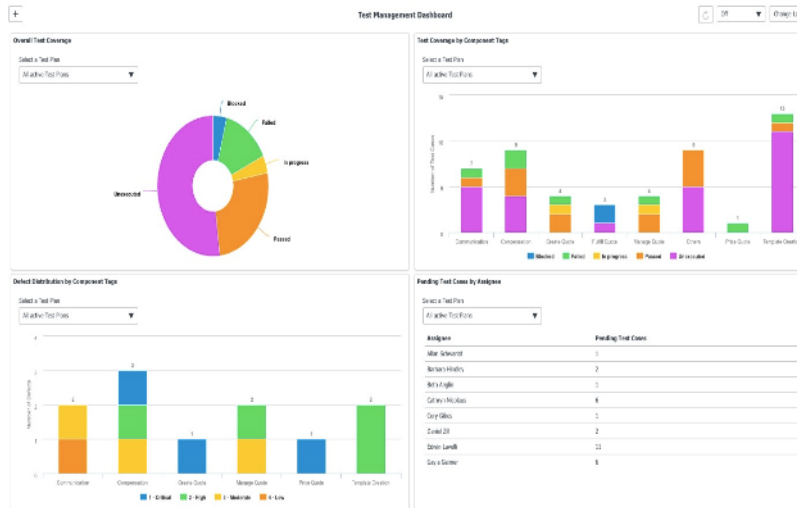
Test Plans

Assessments

Action

Business End
Users execute
Test Cases inside
Assessment
Survey

Screenshot



Benefits

- Team-centric approach to test management

Release Management

Ideation



Demand



Project



Resource



SDLC



Test



Release



Reporting



Persona



Release Manager

Product(s)

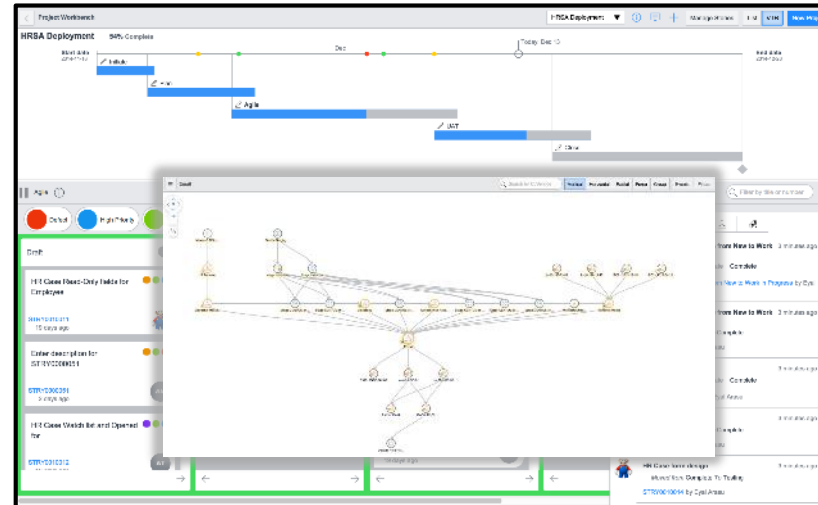
Project Workbench

Business Service Map

Action

Release Manager plans and executes deployment of new service with clear insight into operations

Screenshot



Benefits

- Integrated deployment and hand over to operations

Reporting

Ideation



Demand



Project



Resource



SDLC



Test



Release



Reporting



Persona

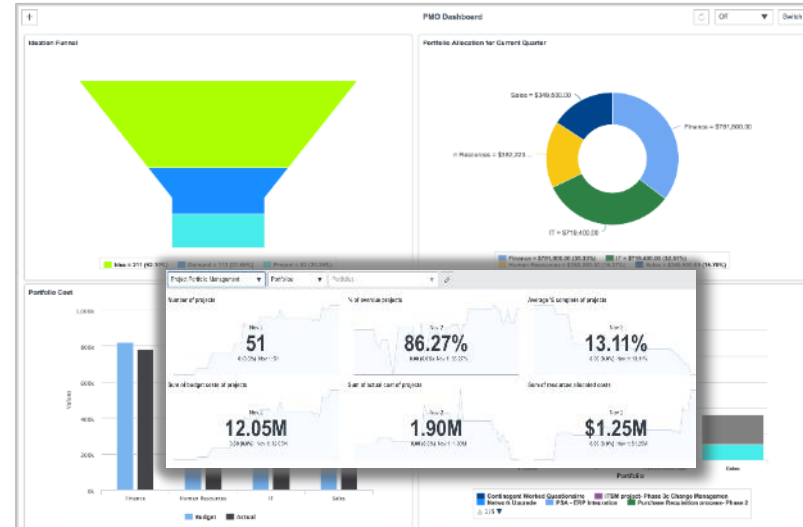


PMO Director

Action

PMO Director monitors project investments within Dashboards and CIO Roadmap

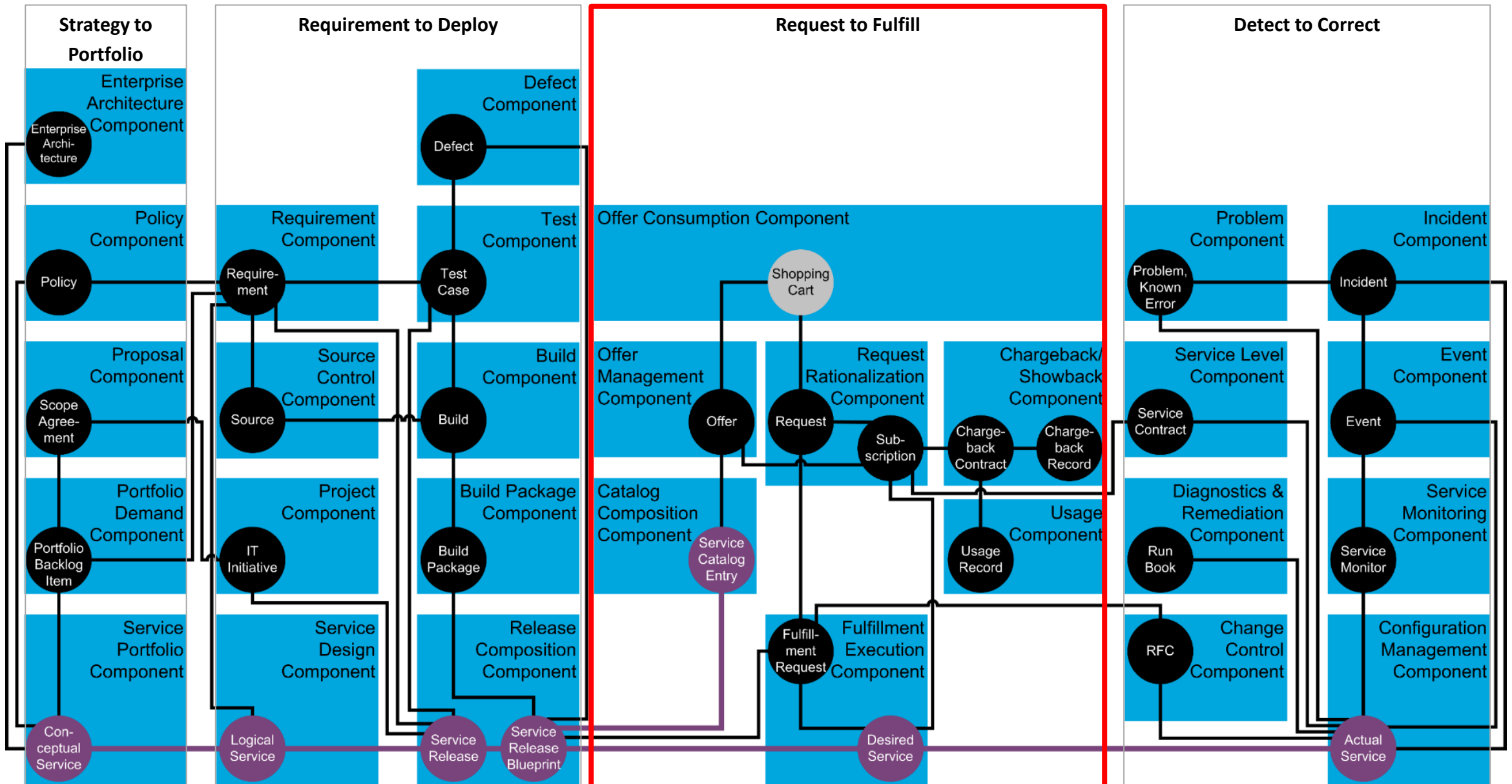
Screenshot



Benefits

- Real-time reporting that you can trust
- In platform analytics available to monitor and predict performance

Einsatz von ServiceNow in der IT



How can we help?



Order Something

Browse the catalog for services and items you need



Knowledge Base

Browse and search for articles, rate or submit feedback



Get Help

Contact support to make a request, or report a problem



Community

Community-sourced answers to your questions

Current Status

No system is reporting an issue

[More information...](#)

Top Rated Articles

[Getting Around in Windows](#)

★★★★★

Popular Questions

No questions have been asked yet

[Ask a Question](#)

Announcements

No information available

My Approvals

You have no pending approvals

My Open Incidents

[Fidelity Stock Plan Services upgrade to the latest version](#)

INC0006797 • just now

[InsideSales NeuralView Instance relocation from US datacenter to Hongkong dat...](#)

INC0006789 • just now

[Performance degrade observed in Eloqua Marketing Measurement](#)

INC0006790 • just now

[Network response time is poor](#)

How can we help?

virus



- Dealing with Spyware and **Viruses**
- What is a cookie?**
- Managing Settings in Internet Explorer 10 for Windows 8
- How to Deal with Spam
- What is Spam?



Order
Browse the catalog for services and items you need



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INC0006789 • just now

[Performance degrade observed in Eloqua Marketing Measurement](#)
INC0006790 • just now

[Network response time is poor](#)

How can we help?

email



-  New **Email** Account
-  Report an Issue
-  Electronic Messaging
-  New Hire
-  Item Designer Category Request
-  Service Category Request
-  Lotus Notes
-  Deleted **Email** Recovery
-  What is Spam?
-  How to Deal with Spam
-  What are phishing scams and how can I avoid them?
-  Create An **Email** Signature
-  **Email** Interruption Tonight at 11:00 PM Eastern
-  Create And Edit A Contact Group
-  Importing Address Book From CSV File

Current Status

No system

More information

Top Rated Articles

[Getting Around in Windows](#)

★★★★★

Announcements

No information available

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ORDER THINGS

BROWSE THE SERVICE CATALOG

-  [HARDWARE](#)
-  [SOFTWARE](#)
-  [OFFICE AND PRINT](#)
-  [SERVICES](#)



KNOWLEDGE

SEARCH THE KNOWLEDGE BASE

-  [TODAY'S NEWS](#)
-  [HIGHEST RATED](#)
-  [COMMON ANSWERS](#)
-  [MUST READ](#)



GET HELP

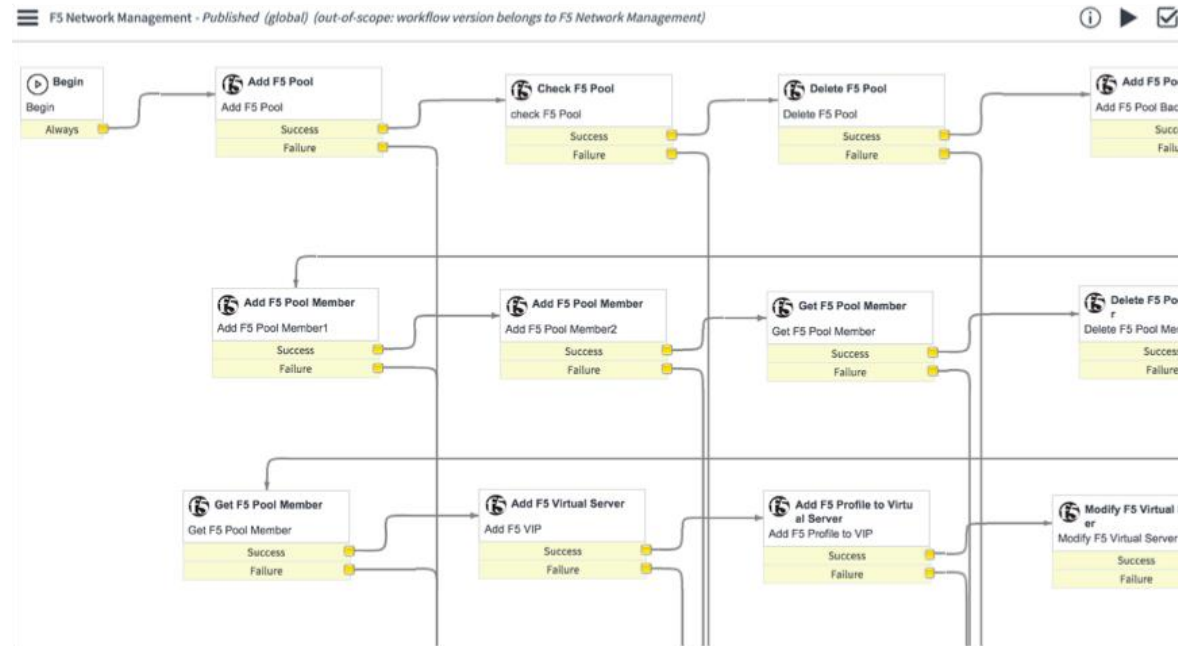
QUESTION AND ANSWER TRACKING

-  [SOMETHING BROKEN](#)
-  [ASK A QUESTION](#)
-  [ISSUE STATUS](#)
-  [LIVE FEED](#)



Fulfillment Execution - Orchestration

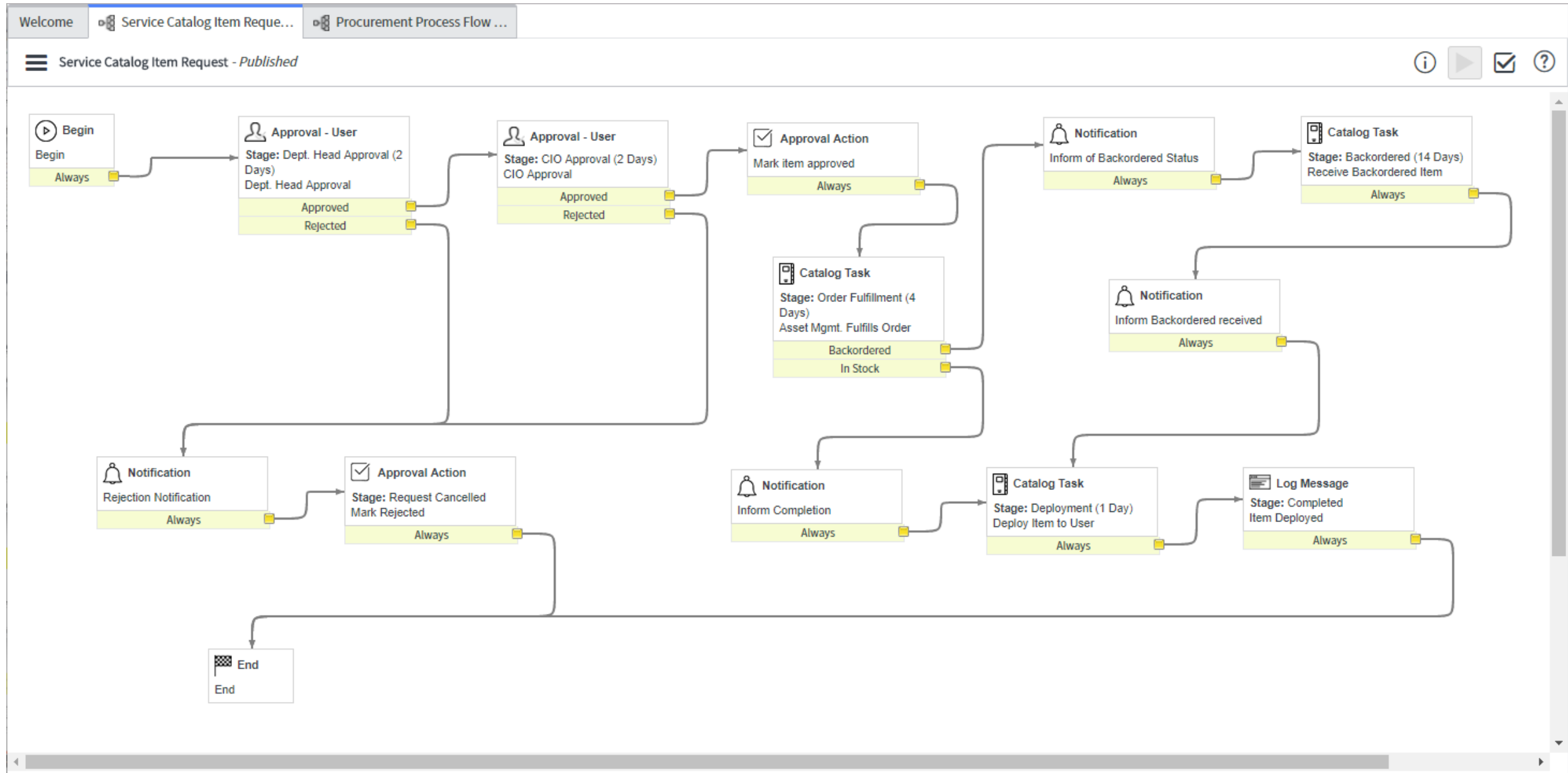
- Configure an F5 load balancer, including pools, pool members, and the virtual servers contained in the pool.



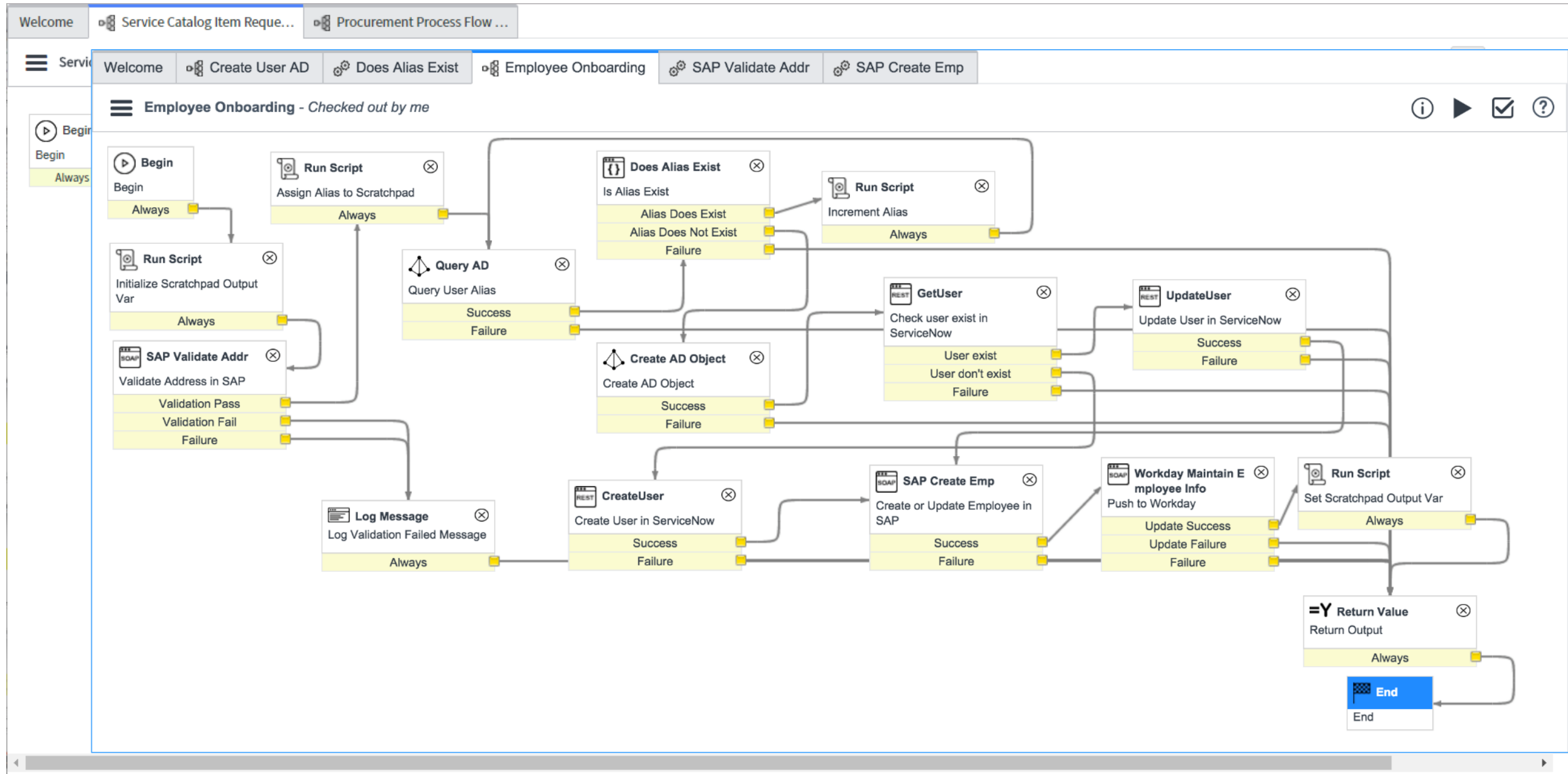
▼ [S] F5 Network Management

- ▶ [S] Add F5 Pool Member - Version 1
- ▶ [S] Get F5 Pool Member - Version 1
- ▶ [S] Delete F5 Virtual Server - Version 1
- ▶ [S] Check F5 Pool - Version 1
- ▶ [S] Add F5 Profile to Virtual Server - Version 1
- ▶ [S] Modify F5 Virtual Server - Version 1
- ▶ [S] Add F5 Virtual Server - Version 1
- ▶ [S] Delete F5 Pool Member - Version 1
- ▶ [S] Delete F5 Pool - Version 1
- ▶ [S] Add F5 Pool - Version 1

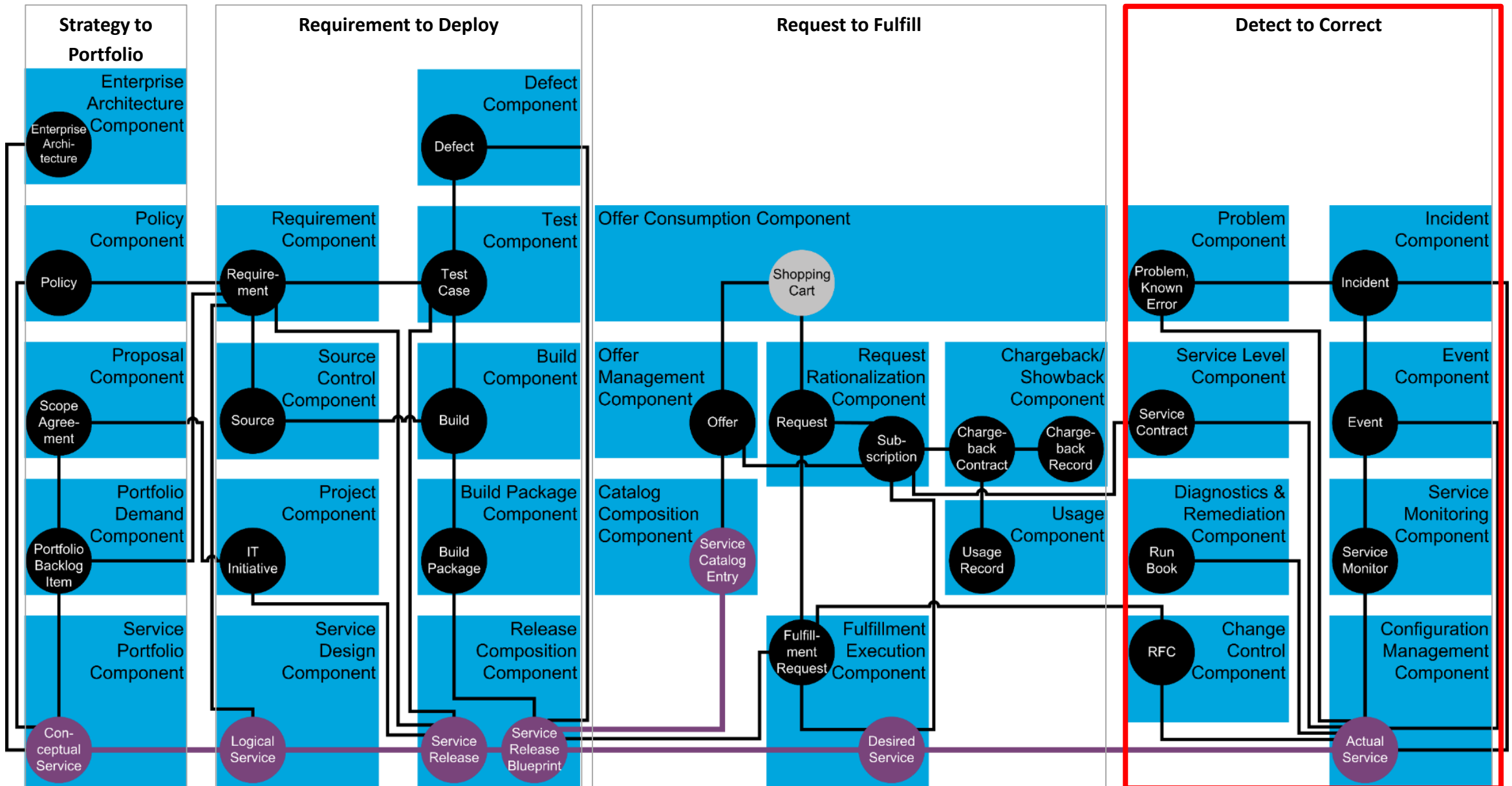
Fulfillment Execution - Orchestration



Fulfillment Execution - Orchestration



Einsatz von ServiceNow in der IT



Topology Map | ServiceNow

https://acmesuperwebs.service-now.com/hav_to.do?url=%2F\$sw_topology_map.do%3Fsysparm_bsid%3Df8662bd59f030200fe2ab0aec32e7092%26sysparm_bsname%3DPublic%2520Demo%26sysparm_plug

Search

servicenow Service Management

Public Demo Now

Service Mapping

Filter navigator

Home

Event Management - Dashboard

Event Management - All Events

2015-12-10 15:43

2015-12-17 13:58

Automatisiertes, top-down Servicebaum-Discovery

Properties Impact Tree

iplanet on 10.1.0.141

Application

CI Type

iplanet Web Server

Class

cmdb_ci_ipланet_web_server

Configuration directory

/var/opt/SUNWwbsvr7/https-mmp1.qa.lab.local/config

Installation directory

/opt/SUNWwbsvr7

Name

iplanet

PID

Alerts Impact Changes Incident Changes - current

0 0 0 1

1 to 1 of 1

Number	Type	Severity	Description	Source	Configuration item	Node	Task	Updated
Alert0010004	Show stopper	Critical	Web server iplanet on 10.1.0.141 is down	SolarWinds	10.1.0.141	10.1.0.141		2015-12-16 09:07:05

Edit Favorites

Proaktive Erkennung beeinträchtigter Services



Instantly see critical issues

Size, color, and tile placement reflect business service status

Know the status of critical business services through a single dashboard.

■ Anbindung von Monitoring-Tools

Machine learning and AI driven analytics collect, filter, and normalize events from multiple monitoring tools to rapidly understand impact to business services



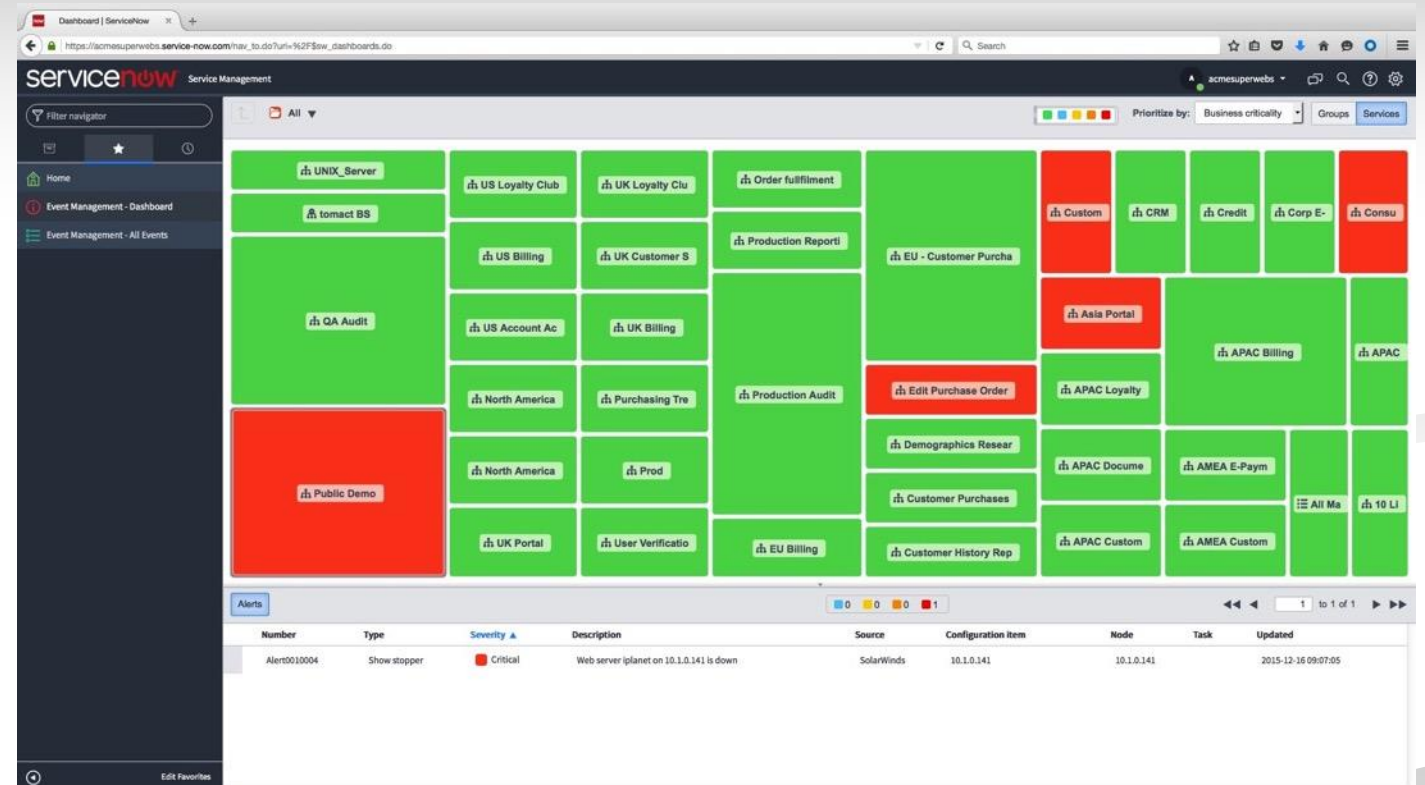
OOB



REST

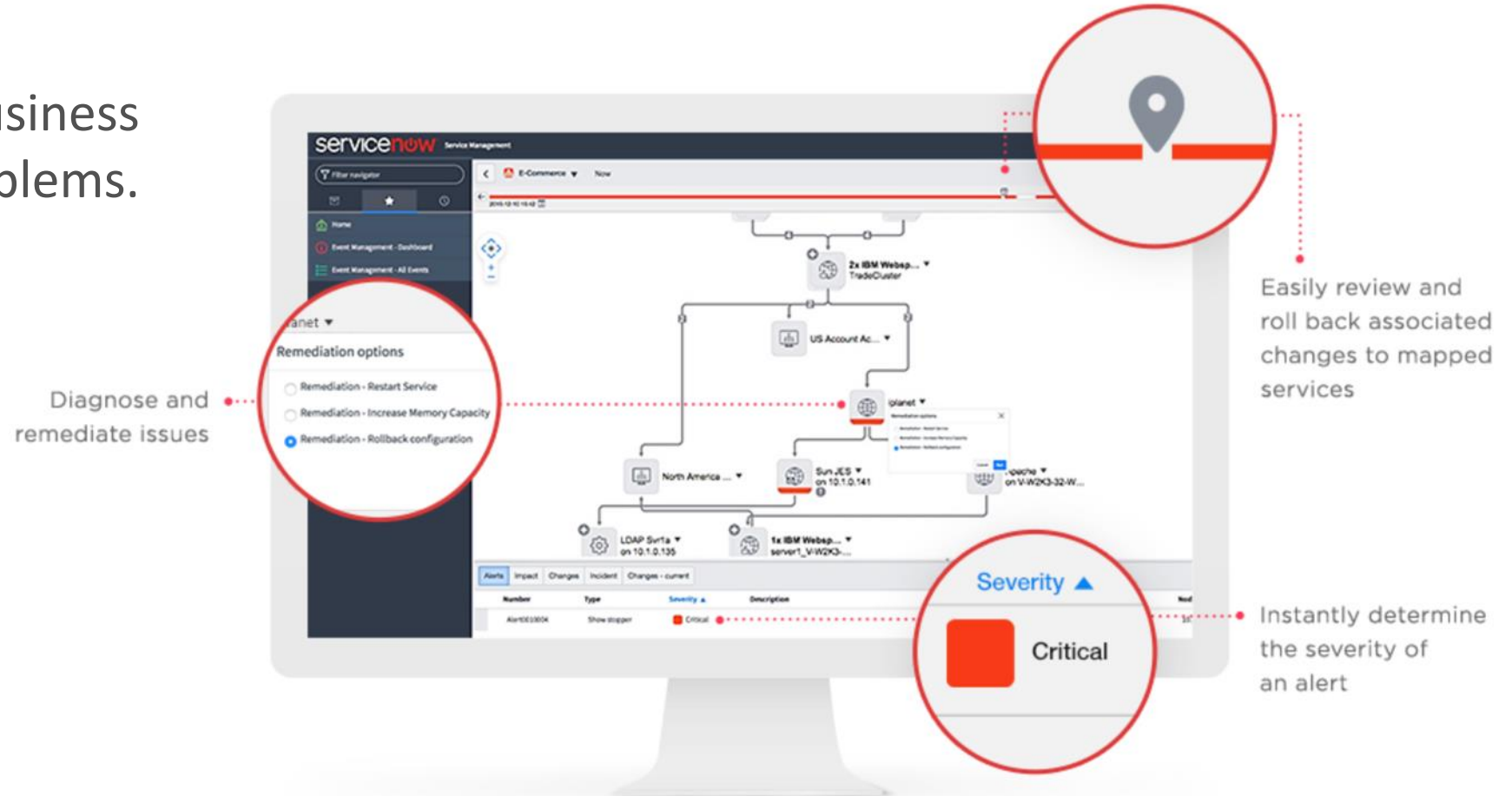


SNMP

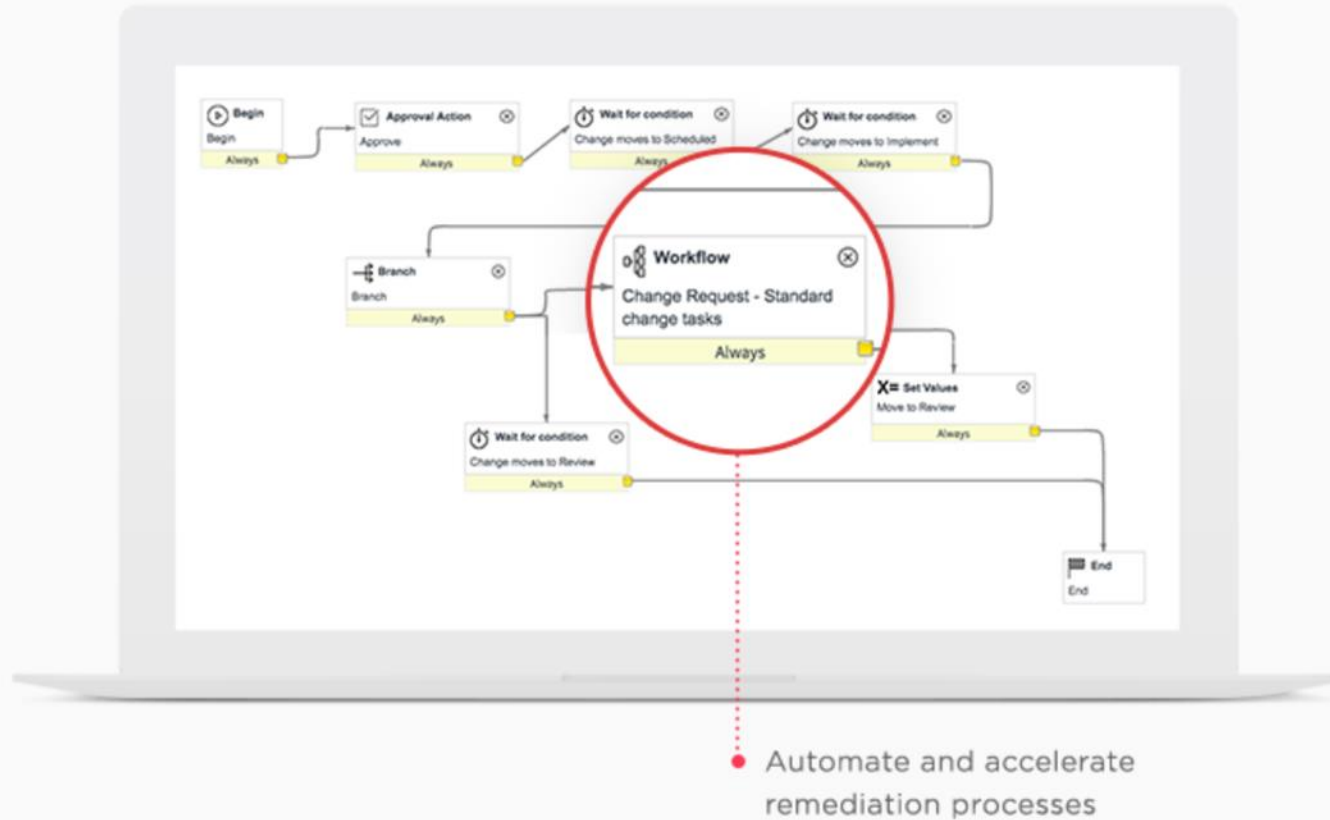


■ Analyse von Root Cause und beeinträchtigtem Business Service

Quickly identify the business services experiencing problems.



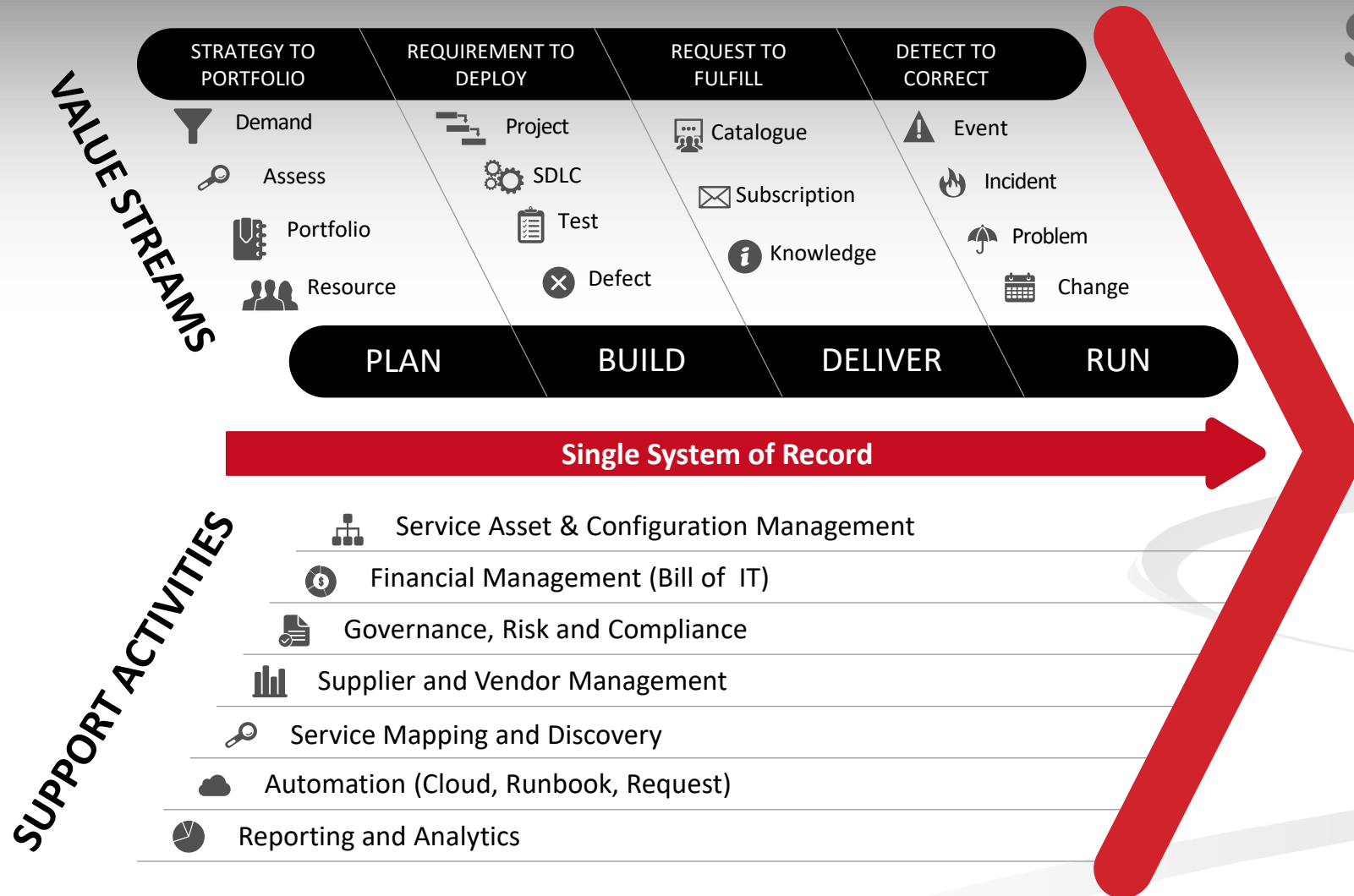
■ Automatisierte Wiederherstellung



Automatically remediate problems and initiate the incident process, gaining approvals as needed, and continually communicating with all stakeholders through resolution.

ServiceNow IT Supply Chain Portfolio

servicenow



Key Values

- ✓ Single platform
- ✓ Shared data model
- ✓ Shared functionality
- ✓ Designed for services

1 Service Broker werden: Das Management des IT-Service Lifecycle mit IT4IT und ServiceNow™ ebnet den Weg **von der Projektorganisation zum IT Service Provider**.

2 Betriebskosten senken: Effizienzsteigerung, **Automatisierung** und **IT-Toolset-Konsolidierung** durch den Einsatz von ServiceNow™ in der IT.

3 Werden sie vom Getriebenen zum **Treiber**: Nutzen Sie die Erfahrungen in der IT und bauen Sie ServiceNow™ zur **Digitalisierungsplattform** im Unternehmen aus.

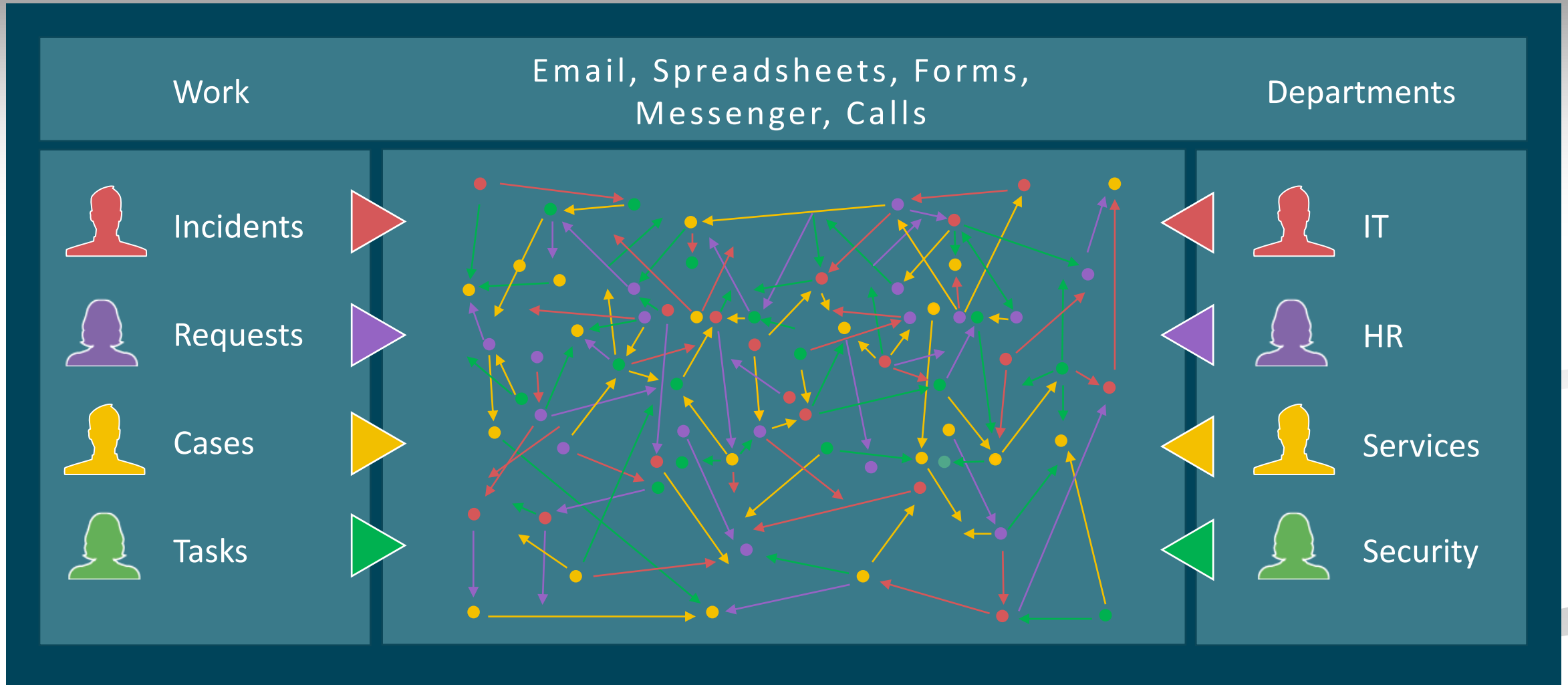
■ VW Plattenwagen 1946 – Ursprung des VVV-Busses



Von Kieft, Creative Commons
https://commons.wikimedia.org/wiki/File:VW_T1_Platte.jpg

Von M 93, Creative Commons Attribution-Share Alike 3.0 Unported
https://commons.wikimedia.org/wiki/File:VW_T6_Multivan_Generation_Six_2.0_TDI.JPG

■ Die meisten Unternehmen folgen einem veralteten Arbeitsmodell



■ Dieses Arbeitsmodell verursacht Schmerzen



Niedrige
Produktivität



Höhere
Betriebskosten



Lange
Antwortzeiten

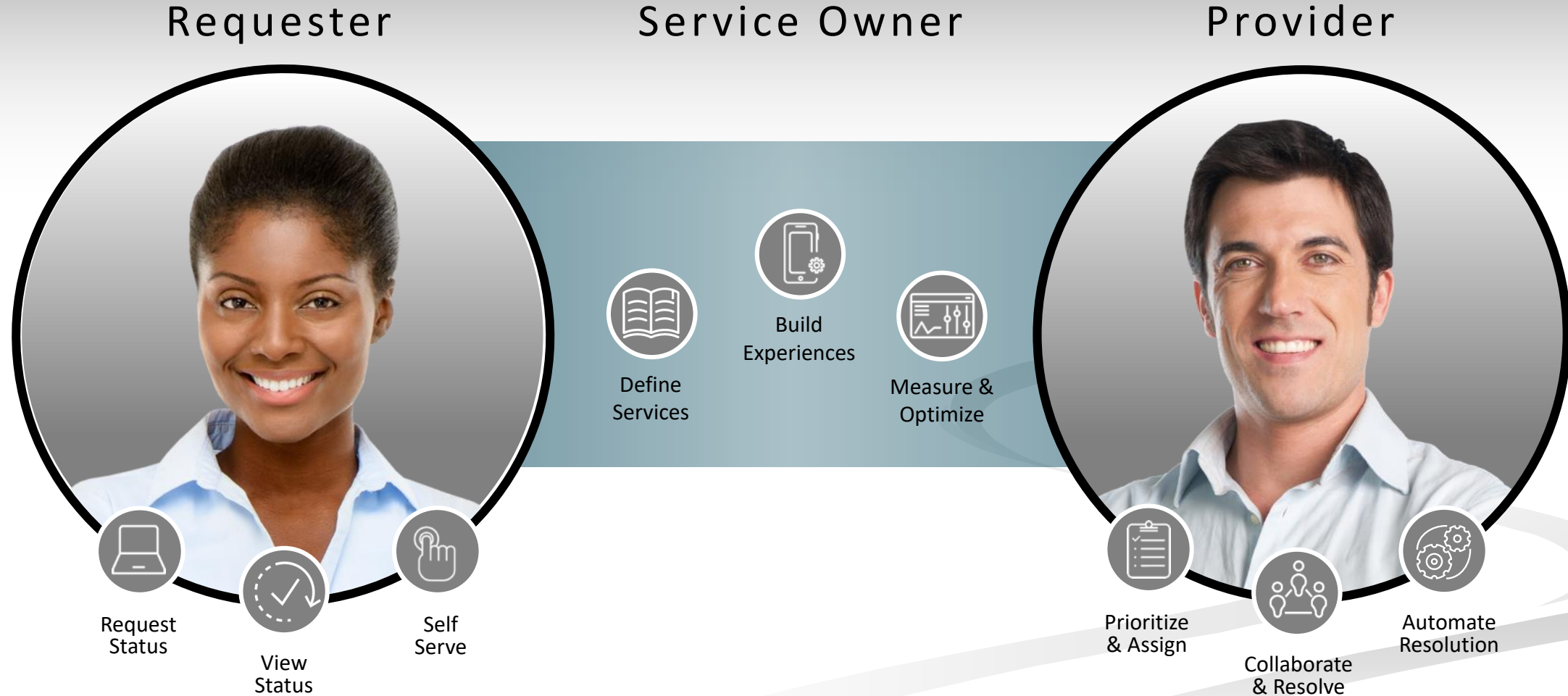


Fehlende
Transparenz

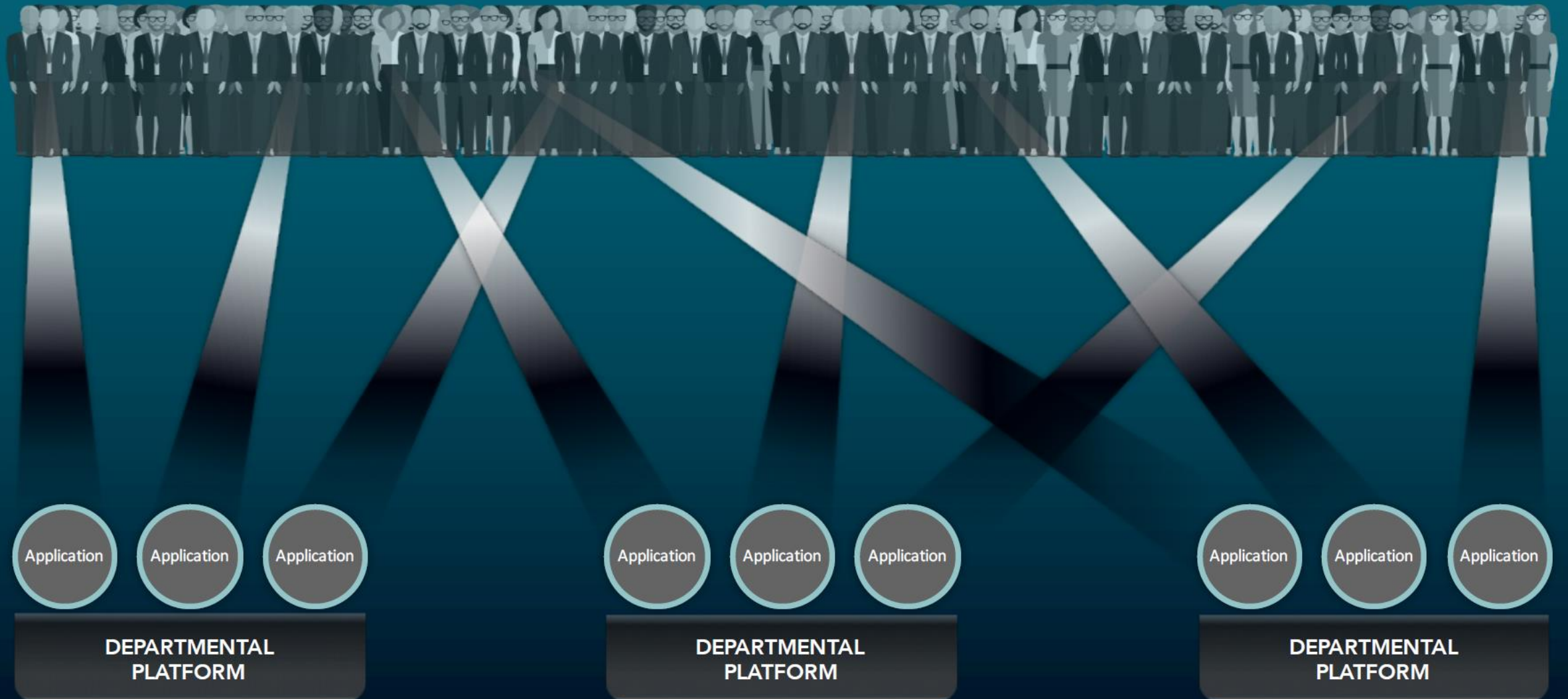
CERN ServiceNow: 50% ITSM, 50% Non-IT



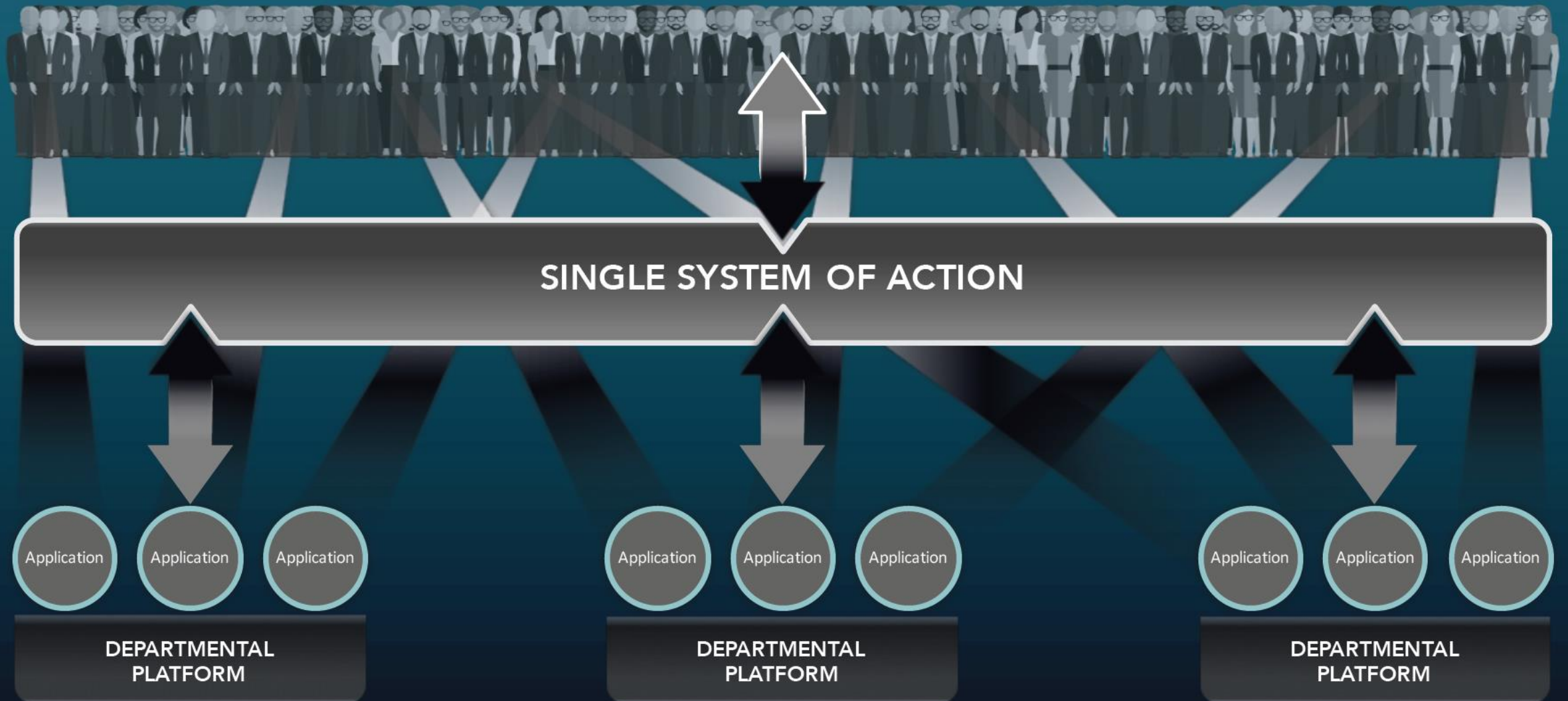
■ The ServiceNow System Of Action™



Too Many Platforms?



Too Many Platforms?

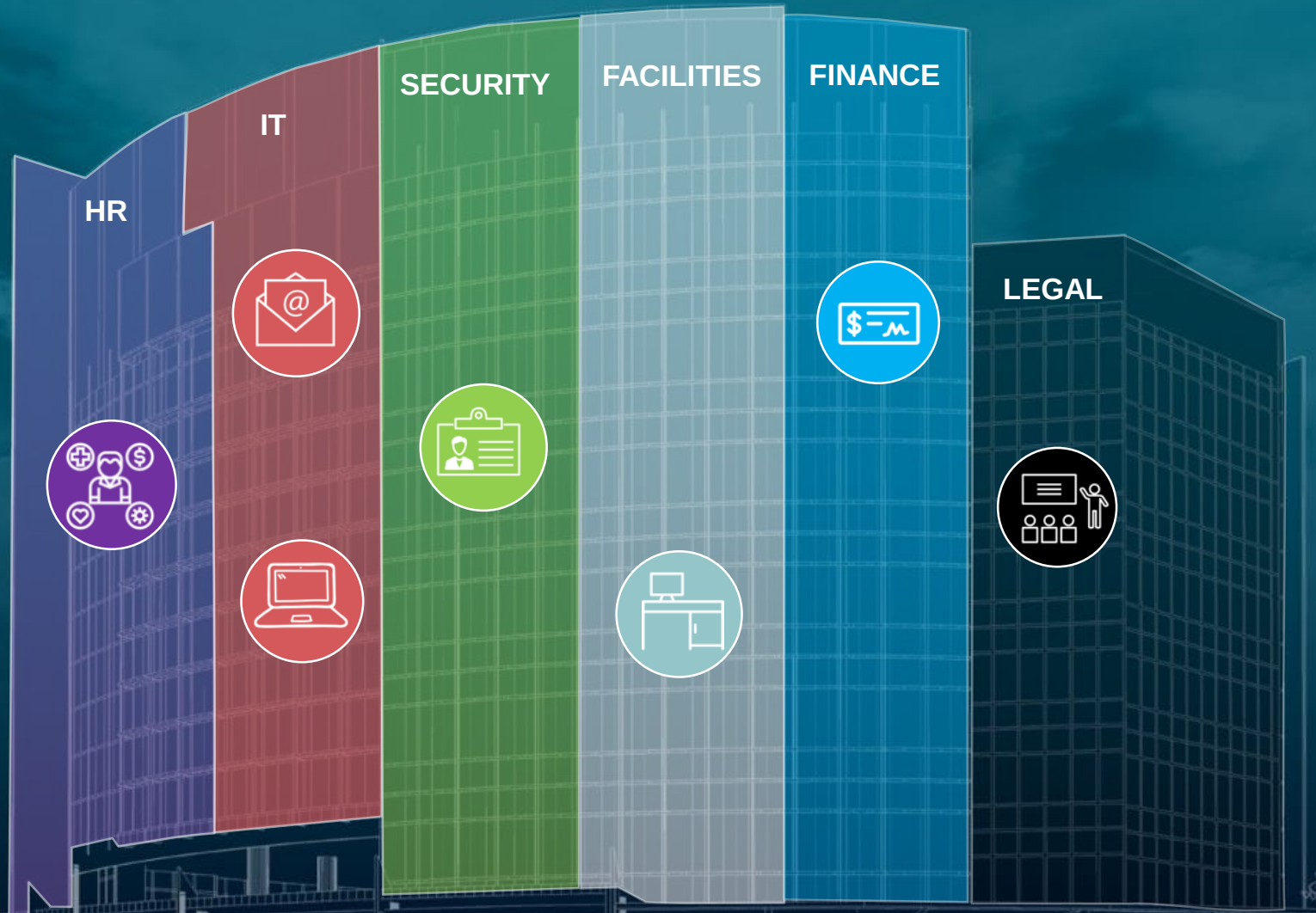


What About Multi-Department Processes?

Onboarding

Offboarding

Relocations



Consumerize the Employee Service Experience



Customer Portal für Self-Service

The screenshot displays the ServiceNow Customer Portal. At the top, the 'servicenow' logo is on the left, and a navigation bar on the right includes links for 'Create Case', 'Catalog', 'My Requests', 'Cases', 'Assets', 'Users', 'Publications', 'Notification' (with a red badge), 'Live Chat', and a user profile for 'Julie Lewis'. The main banner features a woman looking at a laptop with the text 'Find Answers Faster' and 'Find the answers you need when you need them'. Below this is a search bar with the placeholder 'Search' and a magnifying glass icon. To the right of the search bar are filters for 'Element' and 'Product', and a 'Field Service Work Order' link. Below the banner are three main service tiles: 'Knowledge' (with a document icon), 'Ask the Community' (with a speech bubble icon), and 'Get help' (with a support icon). Each tile has a brief description. At the bottom, there are three columns of content: 'Most Viewed Articles' (listing 'Controllers and Applications', 'Troubleshooting Conference Bridges: RTMT and Tracing', 'Router blinking after heating', 'Wireless devices intermittently disconnect from the wireless network', and 'Replacing a fan Fuse on a router'), 'Recent Discussion Topics' (listing 'Wireless devices intermittently disconnect from the wireless network', 'Troubleshooting Conference Bridges: RTMT and Tracing', 'Router blinking after heating', 'Replacing a fan Fuse on a router', and 'Removing the Circuit Breaker'), and 'Popular Support Questions' (listing 'Removing the Circuit Breaker', 'Router blinking after heating', 'Device stops charging when running router', 'Common Router IP and Settings', and 'Controllers and Applications').

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Create Case Catalog My Requests Cases Assets Users Publications Notification 5 Live Chat Julie Lewis

Find Answers Faster

Find the answers you need when you need them

Search

Element Product

Field Service Work Order

Knowledge

Browse and search for articles, rate or submit feedback.

Ask the Community

Engage with and get answers from your peers and experts.

Get help

Contact support to make a request, or report a problem.

Most Viewed Articles

- Controllers and Applications
- Troubleshooting Conference Bridges: RTMT and Tracing
- Router blinking after heating
- Wireless devices intermittently disconnect from the wireless network
- Replacing a fan Fuse on a router

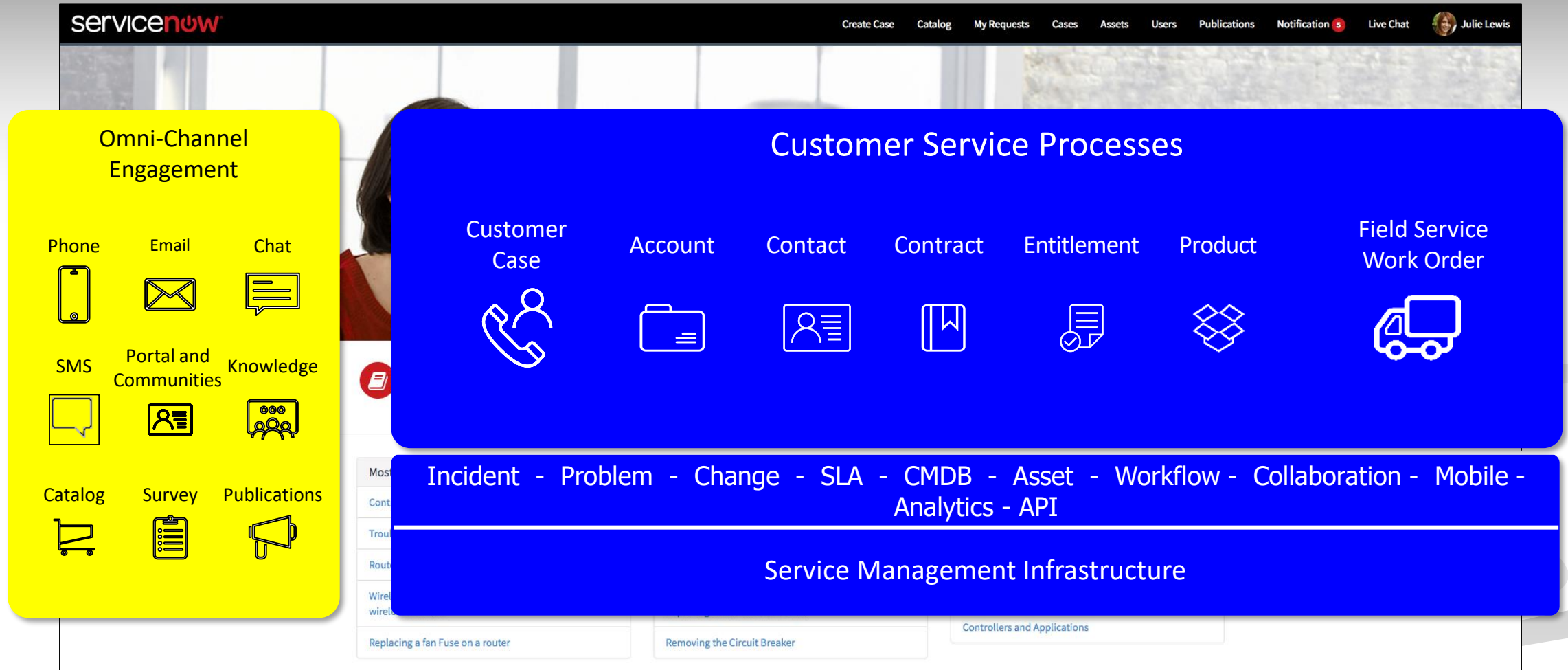
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Popular Support Questions

- Removing the Circuit Breaker
- Router blinking after heating
- Device stops charging when running router
- Common Router IP and Settings
- Controllers and Applications

Customer Portal für Self-Service

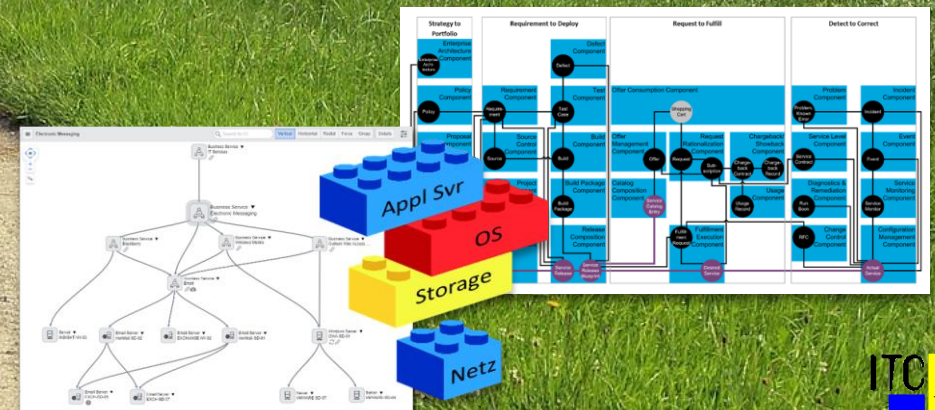
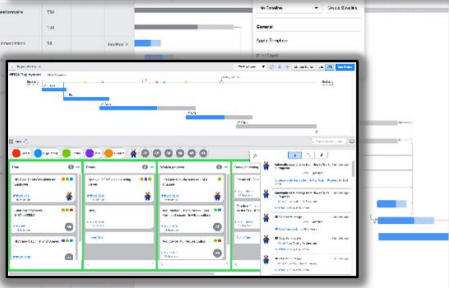
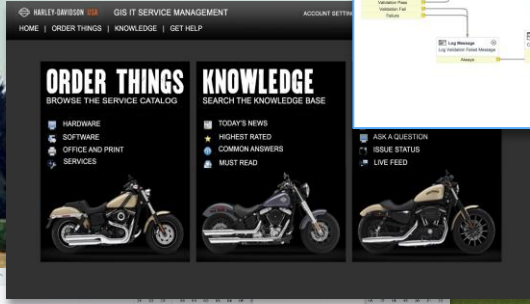
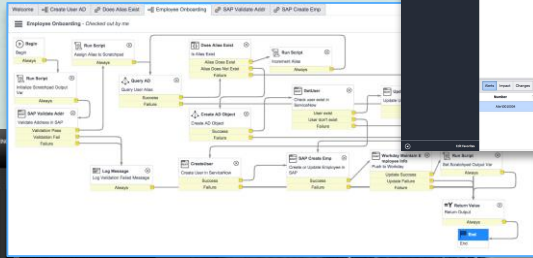
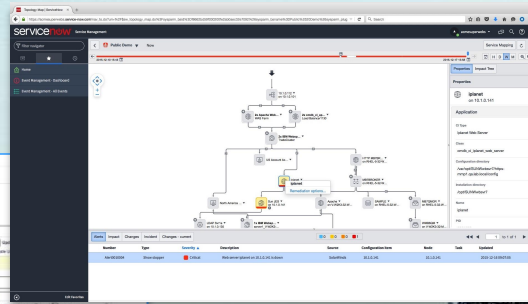


Unser Weg

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■ Wie anfangen? Hier unser Vorschlag:



ITC Service Lifecycle Scan

■ Wir durchleuchten Ihren Service Lifecycle

- Prozesse und Stakeholder in allen vier Value Streams
- Funktionale Unterstützung durch IT-Tools (Abdeckung und Reifegrad)
- Datenhaltung und -flüsse, Integrationen, Brüche
- Zustand des Service Backbone/Servicekataloge
- Laufende/geplante Verbesserungsprojekte

■ Sie erhalten unseren Diagnosebericht, 5 Seiten netto

- Status des IT-Management entlang des Service Lifecycle
- Inventar aller IT-Prozesse und -Tools
- Stärken und Schwächen der Service-Fertigungslinie
- Priorisierte Handlungsempfehlungen inkl. Quick Wins

■ 1 Tag gemeinsamer Workshop, 1 Tag Ausarbeitung durch ITC

■ Pauschal EUR 1.500,-

