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# ServiceNow Analytics- For IT Higher Management

PUBLIC PROJECT SUMMARY

CAPSTONE PROJECT

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## 1 INTRODUCTION

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My current company (IT firm) gave me an opportunity to work with one of its customers, which helped me to complete project for my master's degree in Business Analytics (Capstone project).

The client outsources the support to different companies (called vendors), which deal with any issue(s) that the users might be facing. One of the vendors is my company, which takes care of any issue that can be looked into by the Service Desk. The IT Service Desk is intended to be a primary point of engagement between users and an IT organization (My company in this case).

ITIL (formerly an acronym for Information Technology Infrastructure Library) is a set of detailed practices for IT service management (ITSM) that focuses on aligning IT Services with the needs of business. According to the ITIL, the service desk is the single point of contact (SPOC) between the service provider (IT) and users for day-to-day activities.

## 2 SERVICENOW COMPANY

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ServiceNow is kind of a Rockstar in the Service Management world. ServiceNow has been touted as the “fastest growing Company with more than USD 1 billion in revenue,” as its 2016 sales shot up 38% to USD 1.4 billion. Nearly 1 in 5 companies surveyed in 2016 stated that they used ServiceNow as their ITSM and service desk solution.

The company has also managed to periodically expand its market by moving beyond its core ITSM platform and integrating verticals such as ITOM, HR Service Management, Customer Service, and IT Business Management under one common platform for Enterprise Service Management (ESM). This has resulted in the expansion of its estimated target market to over USD 60 billion. The firm has plans to grow its annual revenue to USD 4 billion by 2020 through rapid expansion.

The global cloud platform power player has garnered fans by helping enterprises replace unstructured workflows of the past with automated intelligent workflows that align every employee, customer, and machine to perform in line with business goals.

## 3 PERFORMANCE ANALYTICS

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Performance analytics is a module in SNOW that comes with high cost. The basic aim of this module is to perform real time analytics on SNOW data. This puts the power of data in the hands of the stakeholders and subject matter experts—workers, owners, and executives—who are responsible for successful service delivery.

## 4 POWER BI

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Power BI is a business analytics service provided by Microsoft. It provides interactive visualizations with self-service business intelligence capabilities, where end users can create reports and dashboards by themselves, without having to depend on information technology staff or database administrators.

Power BI can be used free of cost and can be connected to any data source.

Once the desired graphs and visuals are ready/created, the report can be published with very minimal cost. This can be then used by the stakeholders directly to perform data analysis.

My company proposed a process improvement to the client to use Power BI instead of buying Performance Analytics module from SNOW. This will help in cost reduction (around 200,000 dollars) and power BI can provide the same or even more functionality that the module would provide.

## 5 PROJECT OBJECTIVE

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The client company receives multiple service desk tickets. They would like to create multiple dashboards, which can visually explain the ticketing behavior.

This would help them to identify the pain points and provide better quality of service to their users. The customers instead of a separate dedicated IT team can directly analyze power BI. This would help the Management to reduce some analysis cost and provide best Business decisions to the stakeholders.

This project would include visualization of data specific to ServiceNow in a graphical way using Power BI. It would aim to have six dashboard which would give a clear picture of incident behavior to the following audiences:

### 5.1 CHIEF INFORMATION OFFICER – ONE DASHBOARD

Main functions of a Chief Information Officer:

- Create business value through technology:  
With the help of Power BI, the CIO can monitor the Service Level Agreement (SLA) with the IT company on a broader perspective. For example, he could check and monitor if the stakeholders of the company are satisfied with the service IT company is providing.
- Strategic planning of business growth objectives  
By analyzing the data, CIO could ensure that the IT company is providing the services upto the agreed contract. This would help to achieve the business objectives. This can be achieved by Business SLA Dashboard.

### 5.2 HIGHER MANAGEMENT – THREE DASHBOARDS

There will be three dashboards for higher Management:

### 5.2.1 Business SLA – My Company

This will be having the same matrixes as of CIO dashboard, but filtered out only for my company handled tickets.

### 5.2.2 My Company SLA Overview

This will include following KPIs:

- SLA and KPI overview (historical and current)
- Customer response rate (historical and current)

### 5.2.3 My Company KPI Overview

This will include following KPIs:

- Percent of tickets re-opened
- Percent of tickets misrouted
- Percent of tickets closed by service desk

## 5.3 COUNTRY MANAGER – TWO DASHBOARD

There will be two dashboards for Country Manager:

### 5.3.1 Country-wise General Overview

This will have following KPIs filtered on the basis of a given country manager:

- Best 20 assignment groups based on the number of incidents handled.
- Number of tickets received with their priorities
- Mean time to repair
- Number of times the tickets are re-assigned
- Number of tickets re-opened.

### 5.3.2 Country-wise Customer Satisfaction Index

This will have following KPIs filtered on the basis of a given country manager:

- Best 20 assignment groups based on the feedbacks received form the customers.
- Monthly CSAT from the users with negative and positive aspects with the comments.

## 6 TERMINOLOGIES USED IN THIS DOCUMENT

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### 6.1.1 Service Level Agreement (SLA)

A service-level agreement (SLA) is a commitment between a service provider and a client. Particular aspects of the service – quality, availability, responsibilities – are agreed between the service provider and the service user.[1] The most common component of SLA is that the services should be provided to the customer as agreed upon in the contract.

### 6.1.2 Key Performance Indicator (KPI)

A Key Performance Indicator (KPI) is a measurable value that demonstrates how effectively a company is achieving key business objectives. Organizations use key performance indicators at multiple levels to evaluate their success at reaching targets. High-level KPIs may focus on the overall performance of the enterprise, while low-level KPIs may focus on processes or employees in departments such as sales, marketing or a call center.











