

# Ironing Out the Kinks - Optimization of ServiceNow®

## servicenow™ Case Study

“Thanks to abhra Inc. for their optimization of our ServiceNow® platform implementation particularly the IT Service Management module and Performance Analytics. They played a critical role in automating our IT Services.”

– IT Services, Director

### Client Description

A leading US trade publisher as well as a division of the 3rd largest educational and trade book publisher worldwide.

### Business Problem

- Lack of user-friendly interfaces contributed to high request creation times in the Service Portal.
- The ServiceNow® implementation was not ITIL compliant.
- Difficult to use Content Management System (CMS) and processes.
- Glitches in existing functionalities due to data overload in the system.
- High resolution time due to complexity of user interfaces and system redundancies.
- Duplicate and redundant processes and catalogs.

### Modules

- Change Management
- Incident Management
- Service Catalog
- Reports
- Notifications, Workflow, Integrations

### Solution

- Ongoing value management through Global Delivery model.
- Implementation of ServiceNow® user license management.
- Suggested and implemented Data Archiving to tackle data overload.
- Well defined process for SNOW Instance Management.

### Benefits

- Optimized ServiceNow® License usage by tracking and minimizing under-utilized licenses, thereby reducing costs.
- Smooth & hassle-free upgradation including capture and re-deployment of customizations for the implementation.
- Automated audit controls and reports.
- Quantifiable and transparent data.
- Maintenance of data for auditing purposes and supporting the CMDB.
- Implemented JIRA Integration and Customized Support Operation Model.