



**InfoBeans**

CREATING **WOW!**

# The Hidden Power of ServiceNow Apps

**White Paper**



## # Introduction

ServiceNow, the fastest growing Enterprise Software company, revolutionized the way organizations get work done across the enterprise. It offers a single platform to manage various activities across the organization such as incident management, customer request management, solving of employee issues, and addressing routine tasks. For today's digitally-savvy, modern enterprises, ServiceNow is the transformative cloud-based platform to help them effectively deliver and manage services. The 3,600+ customers, spread across more than 50 countries worldwide, leverage ServiceNow for a faster, more automated, and intelligent way to get work done.

As with all the enterprise applications, organizations with certain business needs and goals need to build some exclusive apps for their ServiceNow installation to perform some specific, repeated tasks. Earlier, organizations used to build those apps themselves. In April 2015, ServiceNow launched ServiceNow Store which allows ServiceNow customers to access a variety of third-party apps built on ServiceNow platform. Now, instead of developing the apps themselves, organizations can achieve faster time-to-value by simply using the free or paid apps available on the store. The store enables them to be more responsive to the business needs, be agile and be more flexible. Today, the ServiceNow App Store hosts more than 270 apps.<sup>1</sup>

## # Introduction to ServiceNow Store

ServiceNow is an extremely flexible, highly configurable, and scalable cloud application platform which allows its users to achieve a lot more through platform apart from the standard features. However, organizations don't always have the skills or time to build their own apps. The growing business pressures demand faster roll out and the ServiceNow App Store provides an answer for their needs.

The app store allows the ServiceNow customers to enhance the value of their ServiceNow investment by offering an access to a wide variety of readymade apps that let them



automate a variety of workflows and processes. For ServiceNow customers, the app store offers a wide variety of ready-to-run apps which allow them to automate several key services and enhance employee service experiences, automate workflows, and easily integrate IT operations.

The store features apps which are created by ServiceNow technology partners, solution providers, systems integrators, and service providers. ServiceNow certifies all the apps on the store for performance, security, and compatibility on the platform. The price of the app is determined by the app developers and customers can buy the apps using credit cards. Every application goes through a rigorous certification process. This ensures that all the applications on the store are stable and architecturally sound.

## # Introduction to the Now Platform

The Now Platform allows businesses to create custom apps. The platform uses single data model and makes it easy to create contextual workflows and automate business processes. The platform offers Intelligent Automation Engine, which combines machine learning with automated actions and helps in reducing costs.

The key features of the Now Platform include –

**Readymade Components:** The Now platform offers several readymade platform components and services, which can be reused across several apps.

**Industry-Standard Languages and Libraries:** The Now platform allows the use of popular languages and standards such as JavaScript, HTML5, and Angular, thereby, shortening the learning curve.

**Easy Integration:** Using the auto-generated and scripted APIs offered by the Now platform, integrations are extremely easy.



**Intelligent Automation Engine:** With the help of machine learning, the Intelligent Automation Engine brings in new levels of automation and helps in getting the work done smarter and faster. It uses the already existing data to create models that prioritize and route tasks across IT, security, HR, customer service, and other departments.

## # The Key Benefits of ServiceNow App Development

### Platform

Today's fast-moving digital businesses require a quick and easy way to build apps which can help them meet their business requirements and support their digital transformation goals.

Here are some of the key benefits of ServiceNow Apps Development Platform which allows quick and easy development of ServiceNow apps -

**Faster Automation of Business Processes:** Since ServiceNow offers on development environment and there is a single platform for all the workflows, it is easy to gather all the contextual workflows connected to a single system of record.

**Connected Enterprise:** Businesses can integrate process workflows and leverage the enterprise-wide systems and data from a single point to develop their apps.

**Mobility:** The apps developed using the app development platform provide an easy to use and familiar user interface to the mobile workforce allowing them to drive up their productivity.

**Faster Development and Increased ROI:** Businesses don't need to worry about development of commonly required features. The platform offers readymade universal components, services, APIs, integrations. This allows businesses to focus on feature development, workflows and meeting the business needs.



## # Examples of Various Types of ServiceNow Apps

The Now Platform allows development of applications for various business needs. Some of the most common types of applications which enterprises build on ServiceNow include -

- **Case Management:** This type of apps that can simplify the complex case management process which involves human intervention, electronic processes, support for workflow, collaboration, and decision- making.
- **Process Automation:** This type of apps can automate the relevant manual processes by connecting manual and system-based processes.
- **Employee engagement portal:** This type of apps can offer world-class, easy-to-user interface and a single portal for all the relevant services to the employees.
- **IoT:** The IoT apps can creates an end-to-end automation by connecting data, processes and outcomes across a variety of devices and systems.

## # ServiceNow Support for App Development

For developers who want to develop custom ServiceNow apps, ServiceNow provides ServiceNow Developer Program. This program offers the developers free access to the Platform services and helps them accelerate their app development. The ServiceNow Developer Program offers<sup>3</sup> –

**Free Developer Instance:** Developers get a free access to their own instance of ServiceNow helping them to quickly create and test their apps and integrations. For publishing on the ServiceNow Store, the developers need to buy credits from ServiceNow.

**Technical Library:** The technical library of ServiceNow has over 1200 tutorials, documentation, APIs which can be used by the developers.



**Online Training:** For those who want to become ServiceNow Certified Application Developer, ServiceNow offers online courses, modules and exercises.

**Developer Community:** There is a growing community of highly-skilled and knowledgeable ServiceNow app developers who provide the ongoing support, content, and collaboration. All registered members of the ServiceNow Developer Program are automatically registered for the ServiceNow Community. The community allows the developers to ask questions, engage in development discussion, and participate in online events.

## # How Enterprises Have Leveraged ServiceNow Apps

Several enterprises have leveraged the power of ServiceNow apps to increase their business velocity. Let us have a look at some of the examples<sup>2</sup> –

**H&R Block Canada (A leading tax preparation firm):** During the tax season, the company opens hundreds of stores and kiosks across the country. As the load increases because of thousands of tasks, the store logistics becomes difficult which creates a direct impact of store opening at the end of the season. The delayed store opening has a negative impact of the company's bottom line and also creates unhappy customers. To resolve this problem, H&R Block created Field Office Readiness app on ServiceNow. This app tracks various milestones for each of office being opened. It allows the field staff to update their milestone status directly from their mobile devices. With all the opening and closing procedures stored in knowledge base, each location gets a documented, repeatable process to follow. Through the use of this app, the company could achieve on-time opening of 97% of stores!

**Latham & Watkins LLP (An elite law firm):** With business growth, the company felt the need to implement corporate controls and consistency of service while accommodating specific local needs. The company wanted to provide secretarial service to all the attorneys regardless of their location. To address this need, it created a ServiceNow app which allows the attorneys to put support requests via email. These support requests are automatically converted into service requests. The app then matches the request with the skill levels and



availability of appropriate secretary who fulfils the job. Through this app, the company was able to increase the secretary-to-lawyer ratio by more than three times the firm's average.

**Desjardins Group (The largest cooperative financial group in Canada):** This large group of companies had more than 3500 custom individual applications, addressing the specific needs of various departments. These applications were running on legacy platforms such as Lotus Notes and Microsoft Access. After adopting ServiceNow platform, the company has migrated several of these applications to ServiceNow. With applications on one platform, the company does not have to struggle with distributed applications and data silos – the applications are now streamlined and centralized.

## # ServiceNow Apps by InfoBeans

InfoBeans has developed two ServiceNow applications which are hosted on ServiceNow store.

**Moonshot for Nimble Storage:** This [App](#) leverages features of powerful ITSM platform for quick, simple and automated storage provisioning. With the help of this application, organizations can provision storage and can perform storage-related operations in a single pane of glass. With the help of automated workflow, anybody, even with a little knowledge of storage, can make complete utilization of available storage resources with very little dependency on Storage Administrators.

**Quotematic:** This [App](#) enables manufacturers to generate customized quotations. It has a built-in approval workflow, ability to integrate with product catalog, taxes, discounts and ability to general PDF quotations which can be printed or e-mailed to the customer directly without having to leave the ServiceNow dashboard. The Quotematic application is available for free use on the ServiceNow store.

## # Conclusion

Today's digital organizations need to respond to market conditions quickly. To address the specific changing needs of the organization, ServiceNow, one of the most popular enterprise



platforms, offers creation of ServiceNow apps which can perform some specific repeated tasks.

Organizations can choose to build the custom apps or can choose from a variety of ready apps available on ServiceNow Store. Custom app development can be done using the Now platform offered by ServiceNow for app development. Since app development requires skills, knowledge and expertise, several organizations also choose to get their apps built through ServiceNow technology partners who have the in-depth knowledge and understanding of ServiceNow and can build the apps quickly.

## **# InfoBeans' Expertise in ServiceNow**

InfoBeans is a technology service provider offering customized implementation of Service Operation Process areas. It enables enterprise transformation by automating and standardizing business processes and consolidating IT services.

With certified ServiceNow Administrator, Certified Implementation Specialists, ITIL Certified Team Members, expertise in ITIL, ITSM WebServices, Java and JavaScript, understanding of startNow methodology for rapid deployment, and agile adaptation of user stories, InfoBeans has helped several companies across the globe with successful implementation of ServiceNow projects.

InfoBeans has worked with enterprises in the automobile, ITSM, engineering, telecom, currency printing, and storage domains and helped them with Incident Management, Problem Management, Custom App Development, SLA Management, Configuration Management (CMDB), Automated Business Processes (Workflows), Scripting, Service Catalogue, Employee Self Service, Reporting, and Third Party Integrations.

For more information, visit us at <http://www.infobeans.com/services/servicenow>



## # References

1. [https://store.servicenow.com/sn\\_appstore\\_store.do#!/store/home](https://store.servicenow.com/sn_appstore_store.do#!/store/home)
2. <https://www.servicenow.com/lpebk/building-business-apps-at-light-speed.html>
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