

AppCreation mit ServiceNow Strategie und Roadmap

SNUG Jahreskongress
Heilbronn, Juni 2024



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CREATOR

Strategy & Roadmap

- 1 ServiceNow Studio
- 2 Creator Studio
- 3 AppEngine Management Center
- 4 GenAI for AppDev



Safe harbor notice for forward-looking statements

This presentation may contain “forward-looking” statements that are based on our beliefs and assumptions and on information currently available to us only as of the date of this presentation. Forward-looking statements involve known and unknown risks, uncertainties, and other factors that may cause actual results to differ materially from those expected or implied by the forward-looking statements. Further information on these and other factors that could cause or contribute to such differences include, but are not limited to, those discussed in the section titled “Risk Factors,” set forth in our most recent Annual Report on Form 10-K and Quarterly Report on Form 10-Q and in our other Securities and Exchange Commission filings. We cannot guarantee that we will achieve the plans, intentions, or expectations disclosed in our forward-looking statements, and you should not place undue reliance on our forward-looking statements. The information on new products, features, or functionality is intended to outline our general product direction and should not be relied upon in making a purchasing decision, is for informational purposes only, and shall not be incorporated into any contract, and is not a commitment, promise, or legal obligation to deliver any material, code, or functionality. The development, release, and timing of any features or functionality described for our products remains at our sole discretion. We undertake no obligation, and do not intend, to update the forward-looking statements.



Our vision is to empower everyone to build & automate workflows

"if you can imagine it, you can build it"

How we will achieve our vision



Unified, Intelligent Development

Harness the power of Gen AI and supercharge productivity across all ServiceNow development activities



Unlock Citizen Development

Bridge the talent gap by empowering non-developers to digitize their processes on the Now Platform



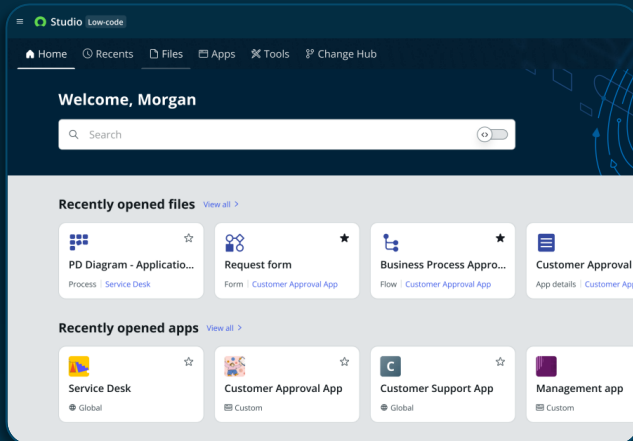
Governance & ALM

Empower platform owners with the tools & processes they need to open & scale development in a sustainable way

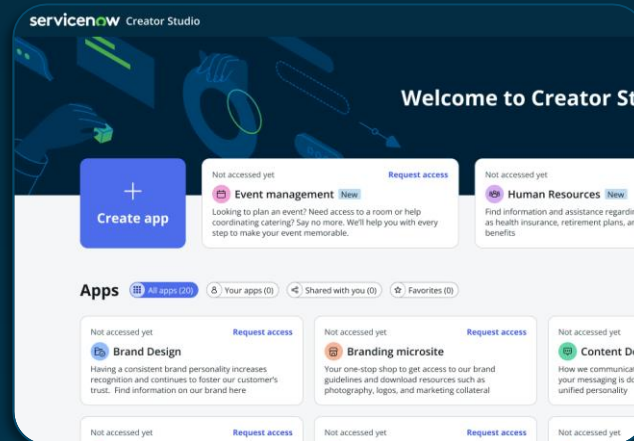
The solutions that will get us there



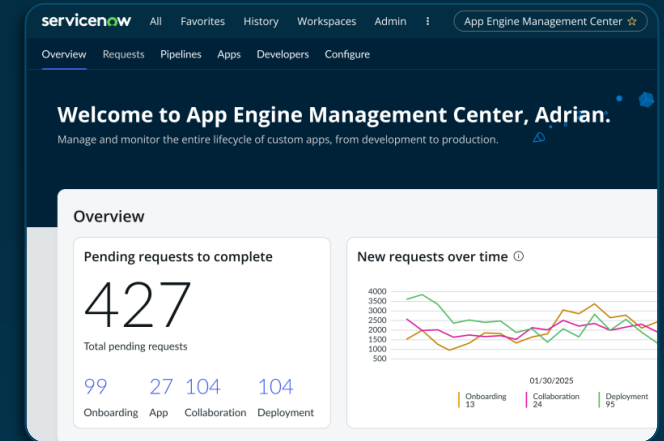
ServiceNow Studio



Creator Studio



Management Center

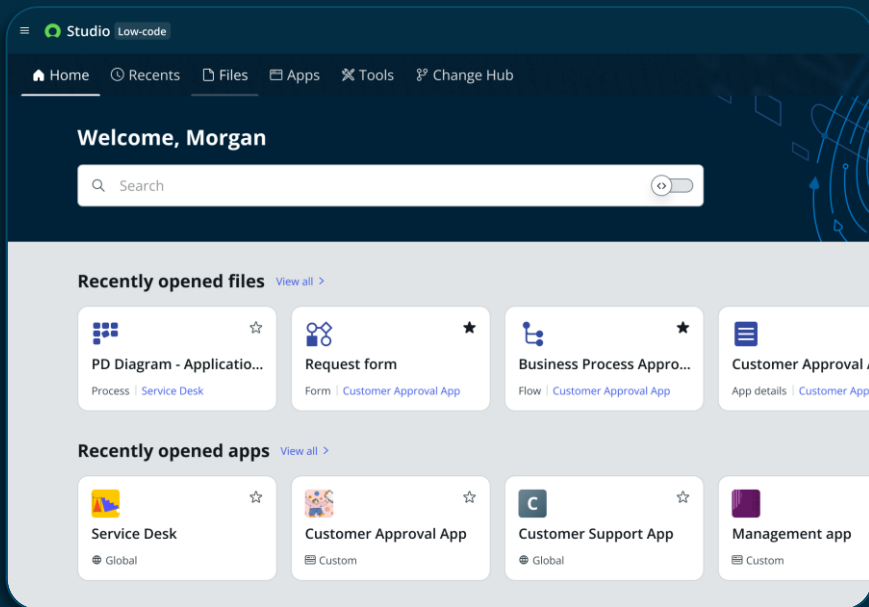


Adding GenAI capabilities

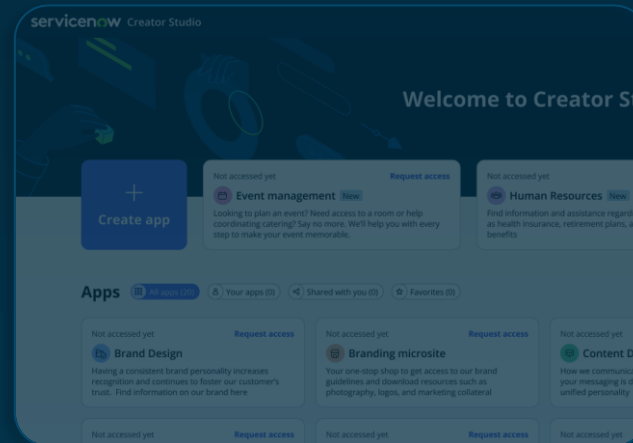
Let's talk about ServiceNow Studio!



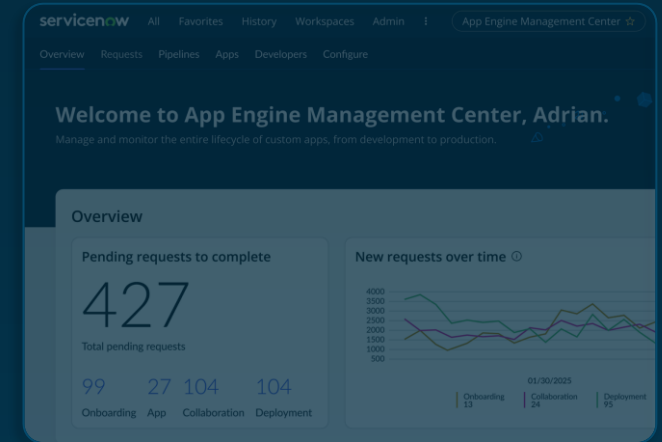
ServiceNow Studio



Creator Studio

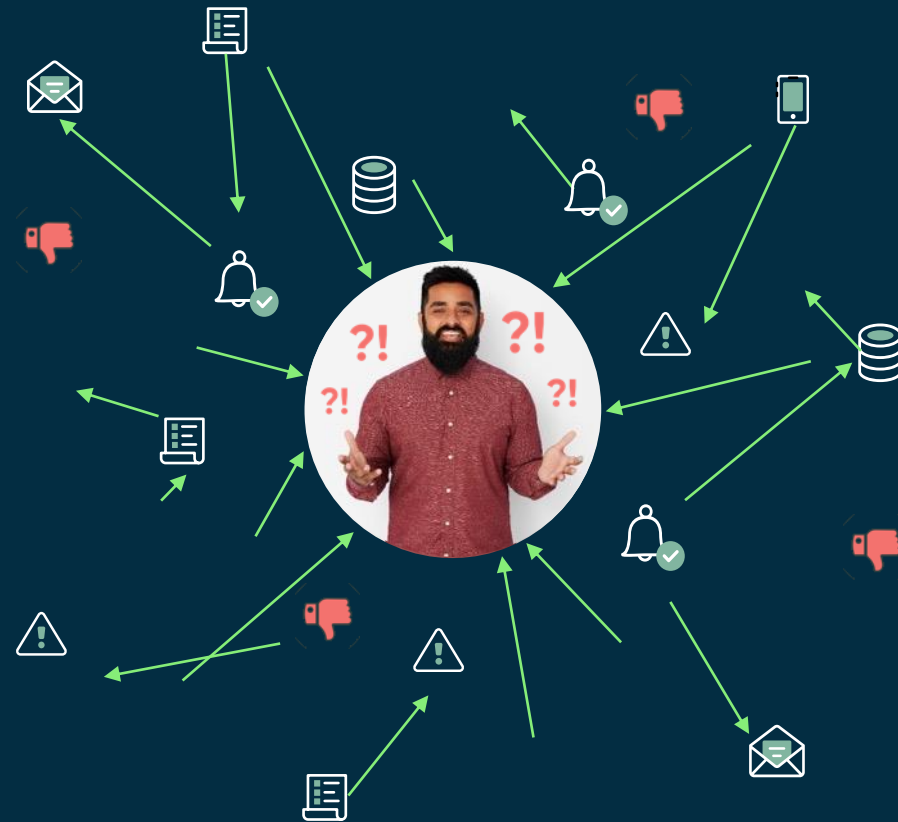


Management Center



Adding GenAI capabilities

Today's Developer Experience



View: All

Home

Tools

Deployment

Create

Welcome, Morgan

Describe an app you want to create

Sandbox quick view

DB utilization ⓘ

67%

Good

↑ 12% since last 30 days

DB connections in use ⓘ

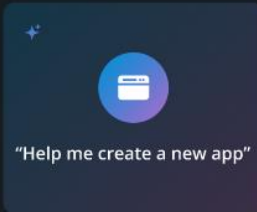
8

Good

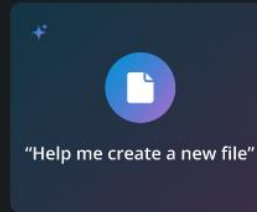
↑ 12% since last 30 days

Go to your Sandbox page

Create with AI



"Help me create a new app"



"Help me create a new file"

Go to the A.I. page

Installed products



Customer Service Management
Resolve issues quickly and delight customers



Automation Engine
Connect quickly to any system and automate



View all of your apps

Jump back in

Files

Apps

Tools



Activate Plugin

Change Management

Process

Edited 20 min ago



Business Process Approval

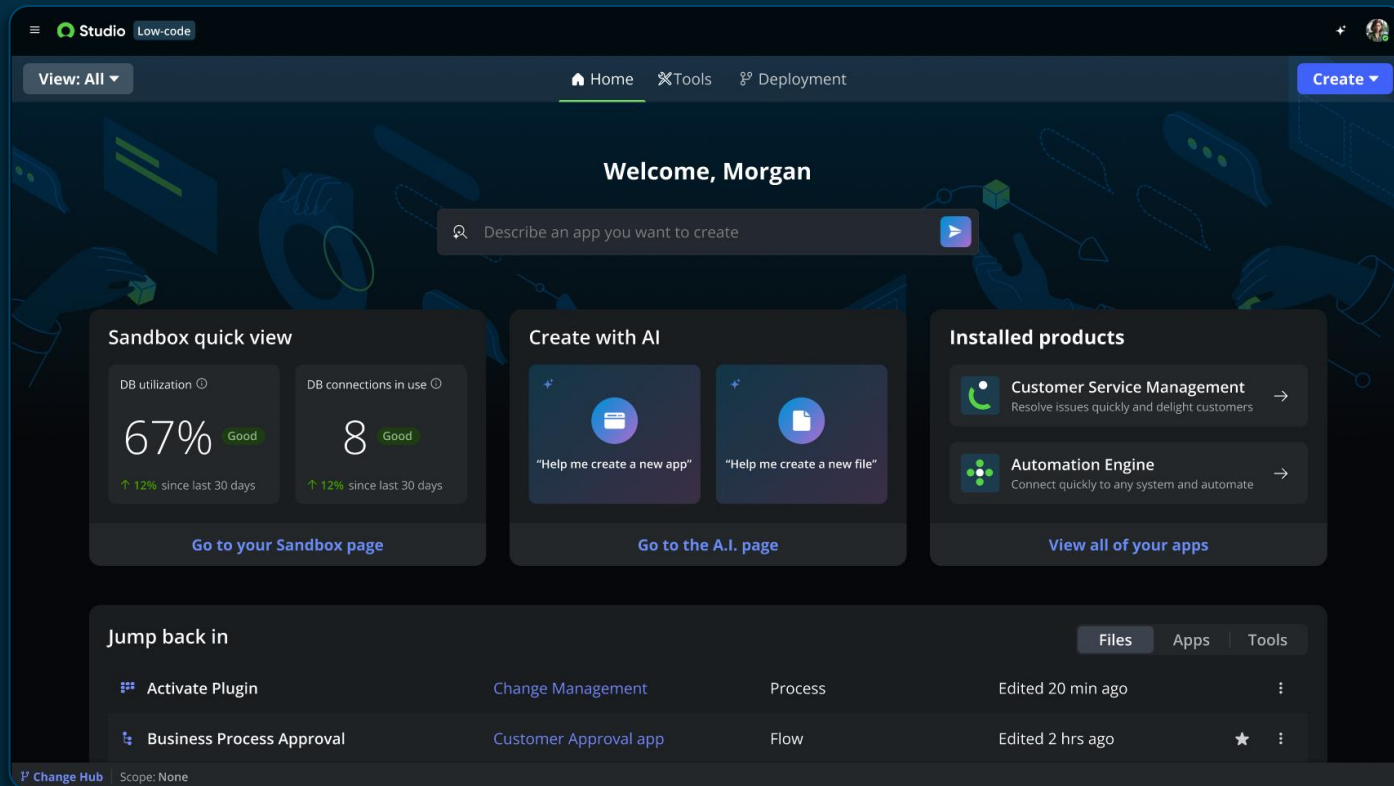
Customer Approval app

Flow

Edited 2 hrs ago



ServiceNow Studio



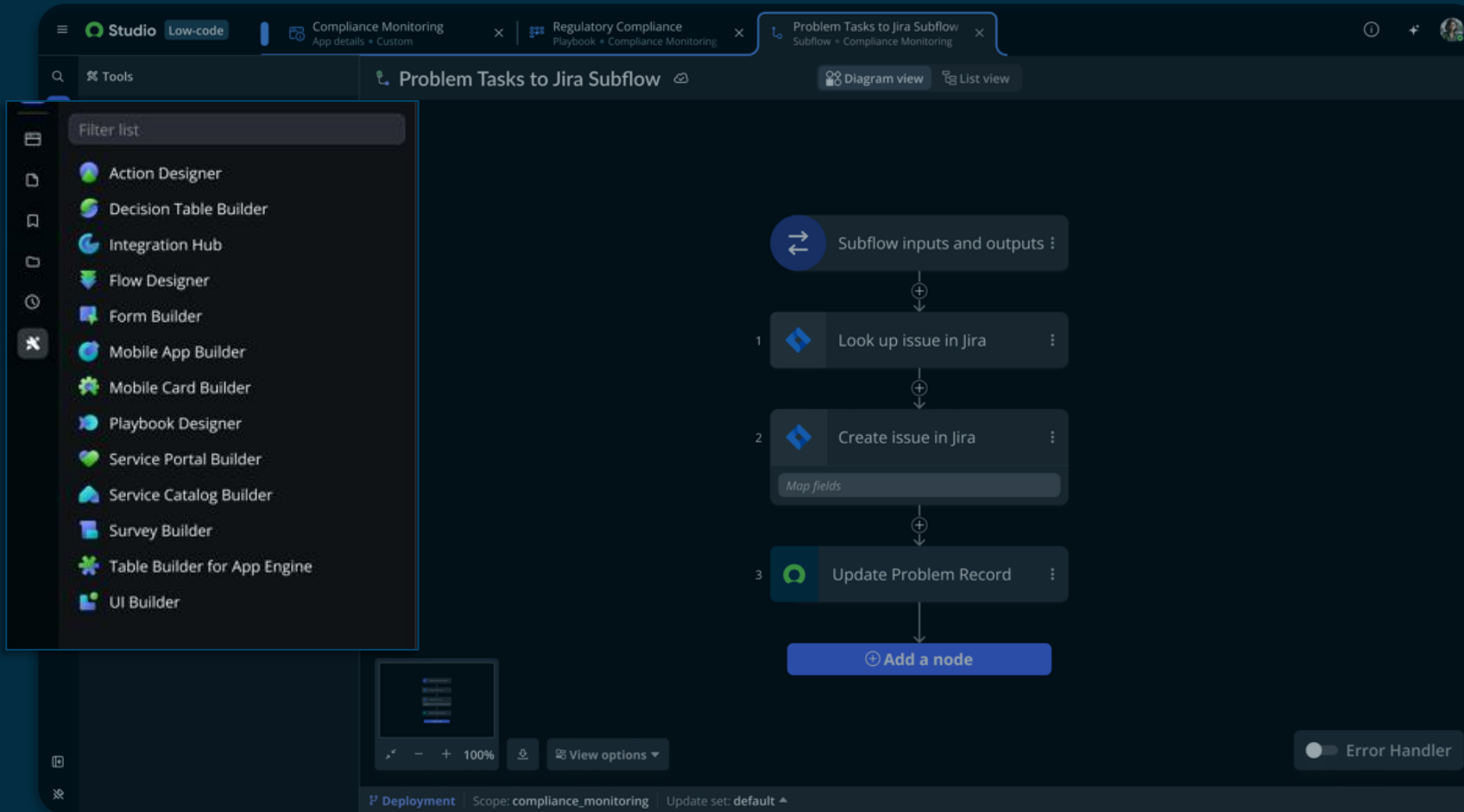
What are we delivering

A unified experience for all your development activities on ServiceNow

Value to you

Accelerate your development, decrease the learning curve, and build awareness of all the development tools available for you

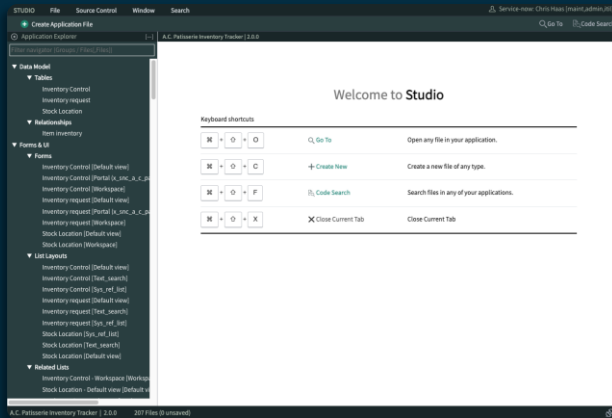
ServiceNow Studio



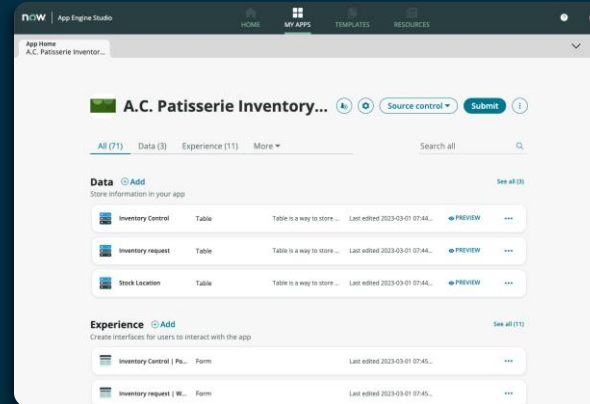
Every Low-Code
Builder. Integrated.

ServiceNow Studio

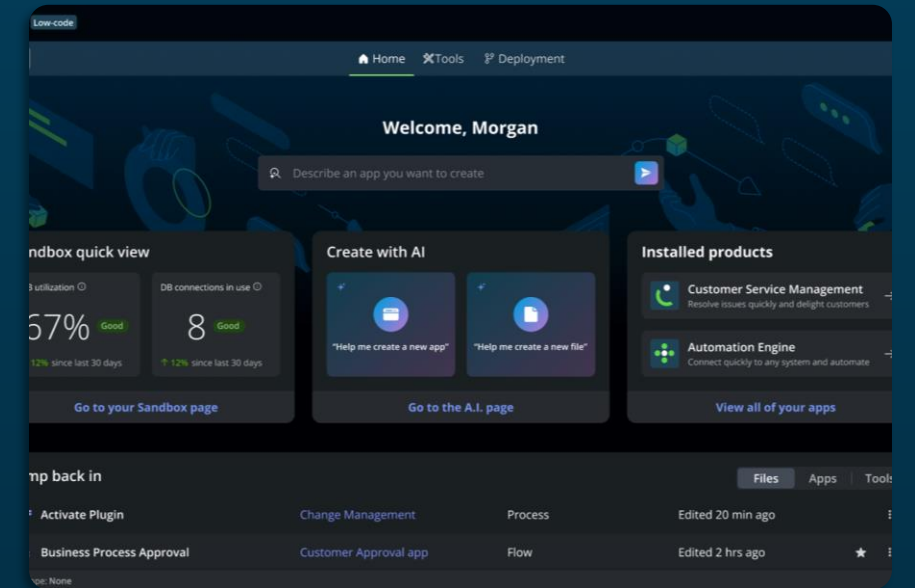
Supercharged with the features of Studio IDE & App Engine Studio & **MORE!**



Studio IDE



App Engine Studio



ServiceNow Studio

ServiceNow Studio MVP

Features

Feature	Studio IDE	App Engine Studio	ServiceNow Studio
Navigation			
Multi-tab navigation	✓	✓	✓
Navigate across multiple scopes			✓
Access recently opened apps & files			✓
Favorite apps & files for quick access			✓
Browse integrated builders			✓
Taxonomy			
Browse & edit custom apps	✓	✓	✓
Browse & edit store apps	✓		✓
Browse & edit Global files			✓
Files organized by categories	✓	✓	✓
Access all file types in an app			✓
Create new scoped apps	✓	✓	✓
Create new global apps	✓		✓

ServiceNow Studio MVP

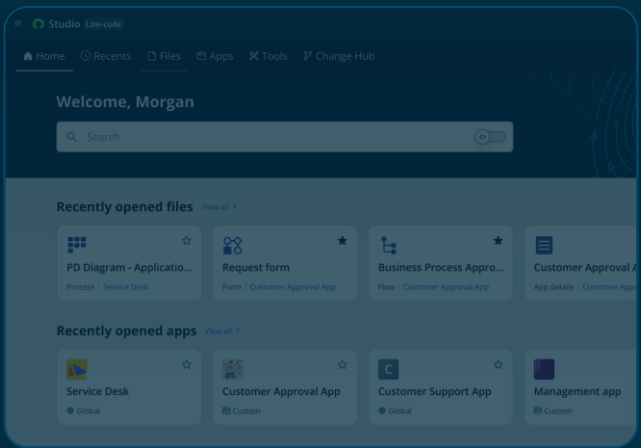
Features

Feature	Studio IDE	App Engine Studio	ServiceNow Studio
Packaging			
Support for Scoped Apps	✓	✓	✓
Support for Application Customizations	✓		✓
Support for Update Sets			✓
Deployment			
Publish scoped apps to App Repo	✓	✓	✓
Publish app customizations to App Repo	✓		✓
Export Update Set to XML			✓
Deploy scoped apps using App Engine Pipeline		✓	✓

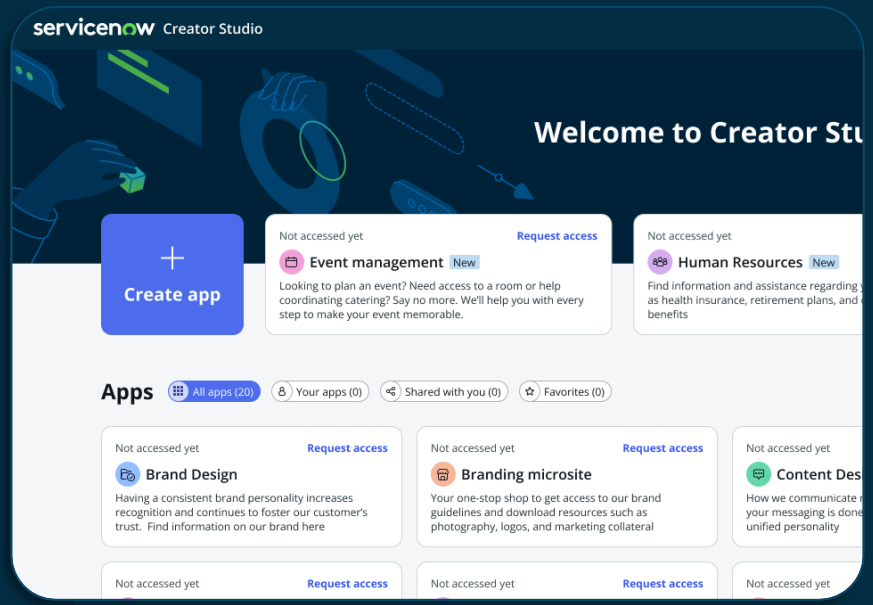
Let's talk about Creator Studio!



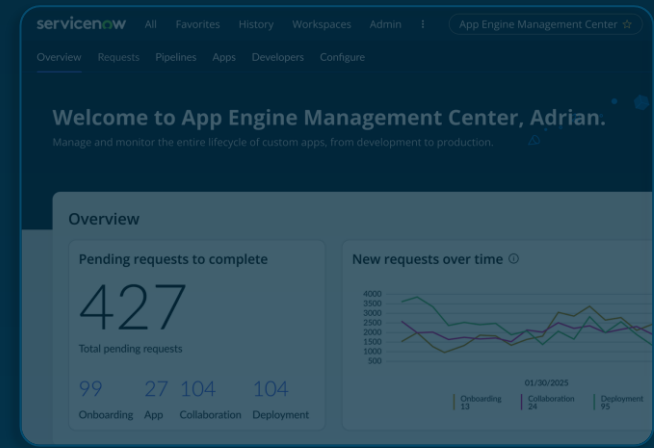
ServiceNow Studio



Creator Studio



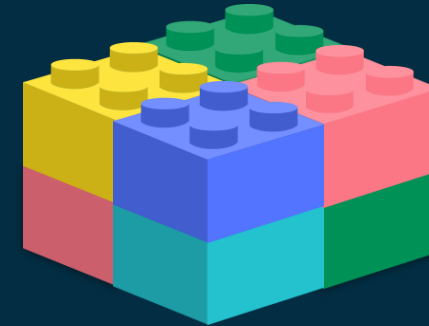
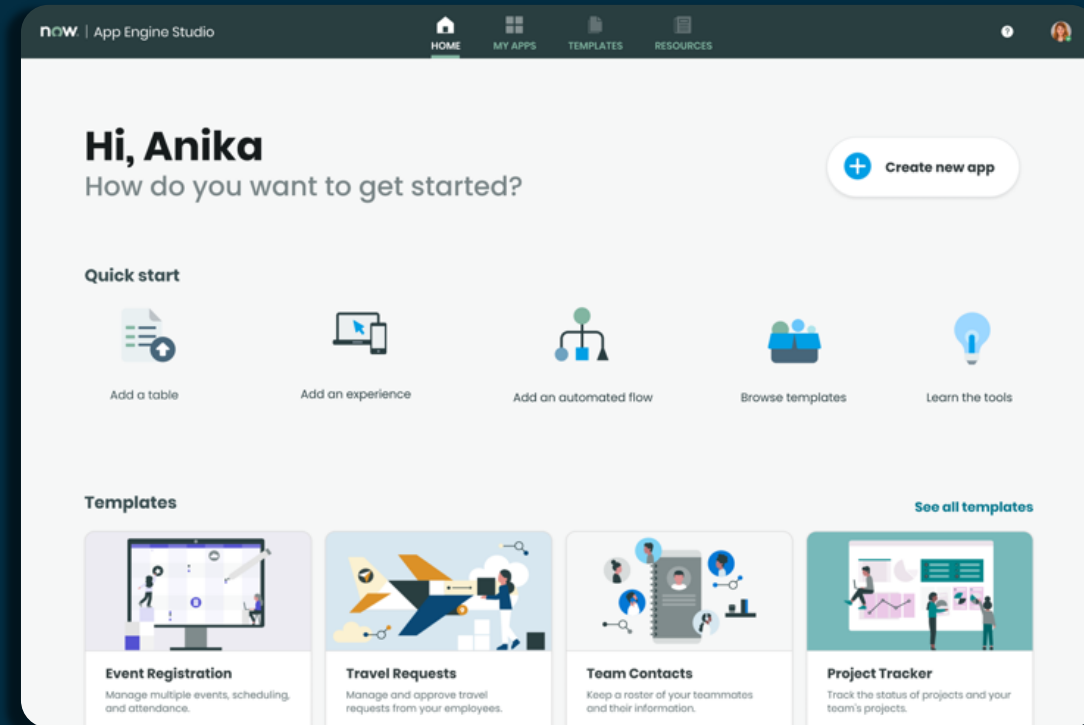
Management Center



Adding GenAI capabilities

App Engine Studio simplified things

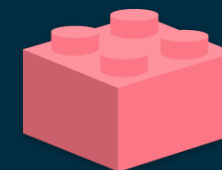
But users still need to understand how to assemble the blocks



Basic Service Request App



Playbooks



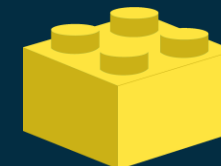
Workspaces



Extended Tables



Flows



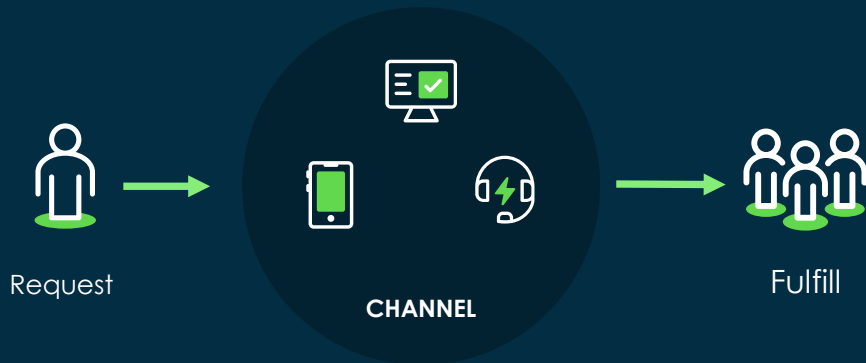
Roles



Record Producers

Service Requests

The most common type of app on the ServiceNow platform



Core competency of the
ServiceNow Platform



Main source of **IT's backlog**

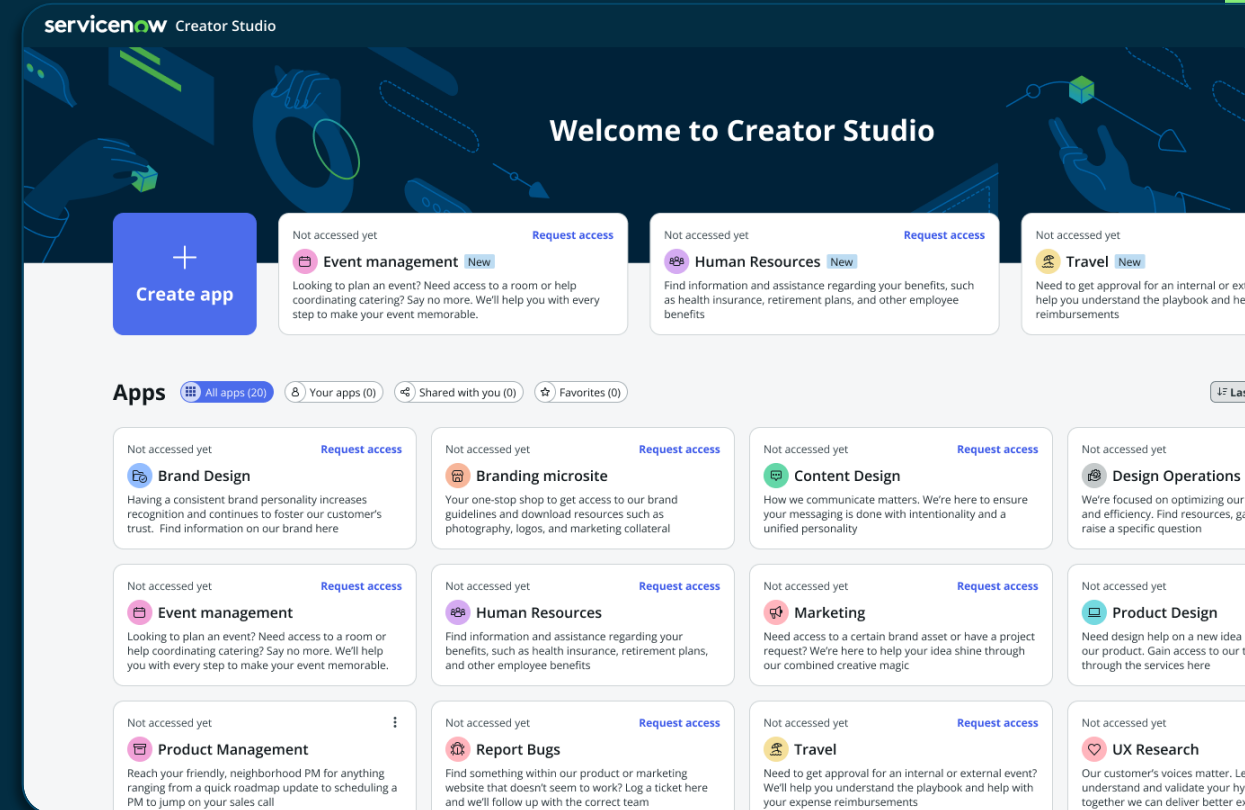


For most customers, this is
where **citizen development**
starts

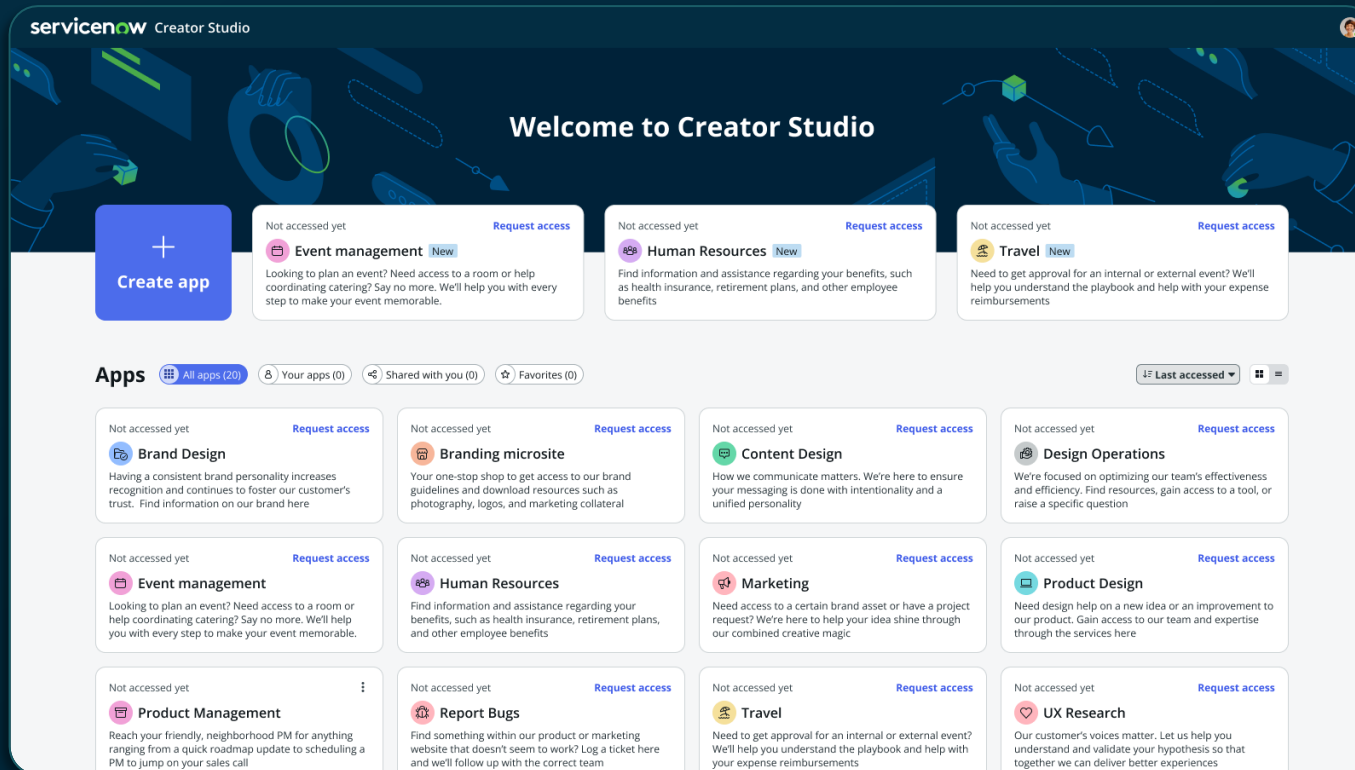


Creator Studio

- ✓ **Creates value for all App Engine customers**
 - Govern with App Engine Management Center
 - Option to build further in AES and Studio
- ✓ **Offers a guided & curated development**
 - Designed for process owners
- ✓ **Lowens the barrier of entry for low-code apps**
 - Empower IT to offload the most common ServiceNow use case (request/fulfill apps) to business



Creator Studio



What are we delivering

Simple & straightforward request/fulfill no-code workflow application creation

Value to you

Enables non-developers to build the most common types of apps for the Now Platform with no code

Washington, D.C.

**Unlock Citizen
Development**

Creator Studio



Placeholder for Roadmap

Management Center



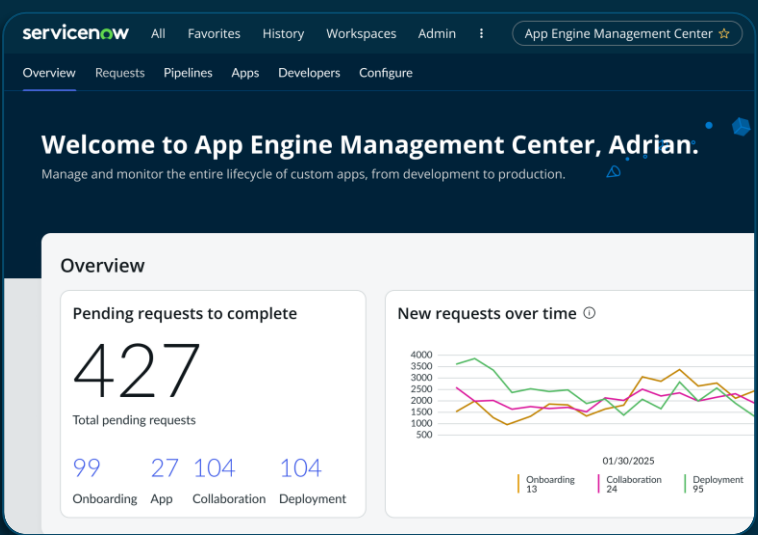
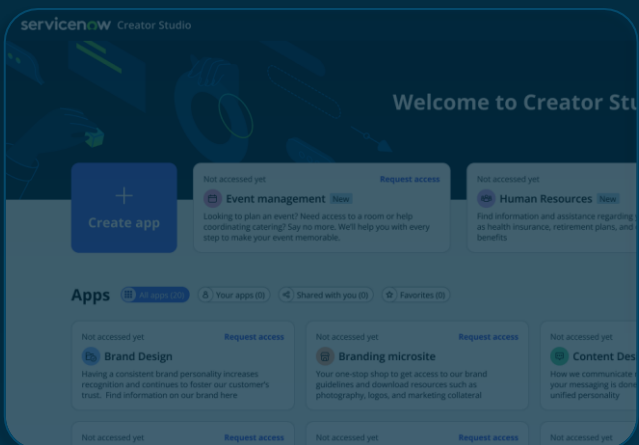
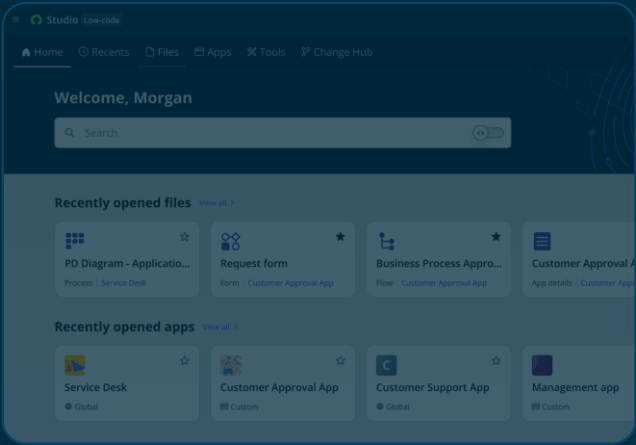
ServiceNow Studio



Creator Studio



Management Center



Adding GenAI capabilities



NEW Pipelines & Deployments

- ✓ Support for Update Set deployments
- ✓ Enable admins to more adequately test apps by mapping ATF and Instance Scan suites to individual apps
- ✓ Enable admins to leverage dynamic governance with multiple pipelines starting in the same instance
- ✓ Empower admins to use a single pane of glass by supporting deployment of scoped apps, Global app bundles, app customizations, and update sets

The image displays three overlapping screenshots of the ServiceNow App Engine Management Center interface.

The top screenshot shows the "Manage ATT Pipeline A" page. It includes a sidebar with navigation options like "System admin account", "Pipelines & deployments", and "Roles & permissions". The main content area shows details for "ATT Pipeline A", including its creation and last update information, and a "Maintenance mode" toggle switch.

The middle screenshot shows the "Pipelines" overview page. It features a "Create pipeline" button and two charts: "Average deployment time" (showing 20 minutes) and "Number of deployments started per month". Below the charts is a diagram of "ATT Pipeline A" showing a sequence of environments: nwpcnv, nwdevelopment, and nwusercpttest.

The bottom screenshot shows the "Add environments" dialog box. It prompts the user to "Select environments, put them in the right order, and map them to the instance type." The dialog lists several environments with checkboxes and dropdown menus to select their instance types. A dropdown menu is open, showing options: Sandbox, Development, Test, Stage, and Production.



Deployment Playbook

- ✓ Provide customers with a deployment playbook that walks platform owners through the deployment process
- ✓ Enables easier customization through Playbook Designer, enabling customers to modify to meet their unique needs

The screenshot displays the ServiceNow Compliance Monitoring interface. The top navigation bar includes 'servicenow', 'All', 'Favorites', 'History', 'Workspaces', 'Studio', and a search bar. The main content area is titled 'Compliance Monitoring' and shows a deployment status of 'In progress' for 'Morgan M.' with a task type of 'Deployment req...'. The 'Deployment' section on the left lists steps: 'Development Complete', 'Test 4/5', 'Retrieve and preview', 'Resolve conflicts', 'Commit', 'Review test results' (selected), 'Monitor scheduled deployment', and 'Production Pending'. The 'Review test results' section shows 'Assigned to You' and a table of related tests. The 'Compose' section on the right allows for comments, and the 'Activity' section shows a recent event: 'ATF scan suite executed'.

Test	Result	Frequency	Dependency
Prediction plu...	Success	2	None
Assessment	Success	2	None
Change mana...	Success	2	None



App Summarization

- ✓ Ensure quality documentation and release notes are generated for every app quickly

Your app is ready to submit for review

App name	Company	Vendor prefix
Compliance Monitoring	Nike	x_nike2
App owner	Deployment date	Update sets included
Morgan Morrison	2024-01-30	default

Risk score ⓘ

A

Instance scan Passed

% of code or scripts 0%

Complexity of the app 3

Version

1.0.0

Release notes ⓘ

Key Features

- 1. Real-time monitoring for data protection compliance with laws like GDPR, CCPA.
- 2. Tracks and reports financial compliance with SOX, PCI DSS, and more
- 3. Offers audit trails and customizable reporting for compliance and regulatory needs.

Compliance Monitoring

Cancel

Submit



App Readiness Score

- ✓ Determine the risk of an app based on a combination of conditions from best practices and customer conditions

✕

Your app is ready to submit for review

App name	Company	Vendor prefix
Compliance Monitoring	Nike	x_nike2
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Compliance Monitoring

Cancel

Submit



Developer Onboarding

- ✓ Ensure developers have the right training to be successful, while increasing platform owner's confidence in developers' skillsets by giving admins visibility into training and certifications completed

The screenshot shows the ServiceNow 'Onboarding request' interface. The top navigation bar includes 'servicenow', 'All', 'Favorites', 'History', 'Workspaces', 'Admin', and a search bar. The main navigation tabs are 'Overview', 'Requests', 'Pipelines', 'Apps', 'Developers', and 'Configure'. The 'Requests' tab is selected, and the 'Onboarding' sub-tab is active.

The 'Onboarding request' card displays the following details:

- State:** In progress
- Requester:** Morgan M.
- Category:** Onboarding
- Manager:** Alex Reed
- Skill level:** Green - Mid-skilled
- Required training:** Completed

The 'Assessment' section on the left shows a progress bar for 'Training and certifications' (1/3) and a list of tasks: 'Review required training' (checked), 'Assign training', 'Review skill level', 'Access and roles' (Pending), and 'Development environment' (Pending).

The main content area is titled 'Validate required training' and shows 'Now Learning achievements' with a row of icons and '+ 28 more'. Below this is a 'Course details' table:

Course name	Required	Status
Introduction to Generative AI	Yes	Completed
Professional Application Developer	Yes	Completed
Robotic Process Automation (RPA)	Yes	Completed

At the bottom of the table are navigation arrows and buttons for 'Assign training' and 'Mark as complete'.

The right sidebar contains a 'Compose' section with a 'Comments' tab and a 'Post Comment' button. Below it is an 'Activity' section showing a log of changes for the 'Onboarding request for Morgan Morrison'.



GenAI App Summary & Risk Score

- ✓ Ensure quality documentation and release notes are generated for every app quickly
- ✓ Determine the risk of an app based on a combination of conditions from best practices and customer conditions

The screenshot shows the ServiceNow App Engine Management Center interface. The main section is titled 'Compliance monitoring' and includes a 'Review Deployment' modal. The modal displays a 'Risk Score' of 'A' and a table of file names with their security issues, manageability, and complexity.

File name	Security issues	Manageability	% of code	Complexity
Activate Plugin	None	100	0	2
Business process approval	None	100	0	5
Request Item Dept Head...	None	98	1%	11

Deployment Details

Deployment notes

Deployment Summary - Compliance Monitoring App for Data Protection and Financial Compliance

Key Features

- Admin rule setup and full data access.
- User activity reporting with restricted data visibility.

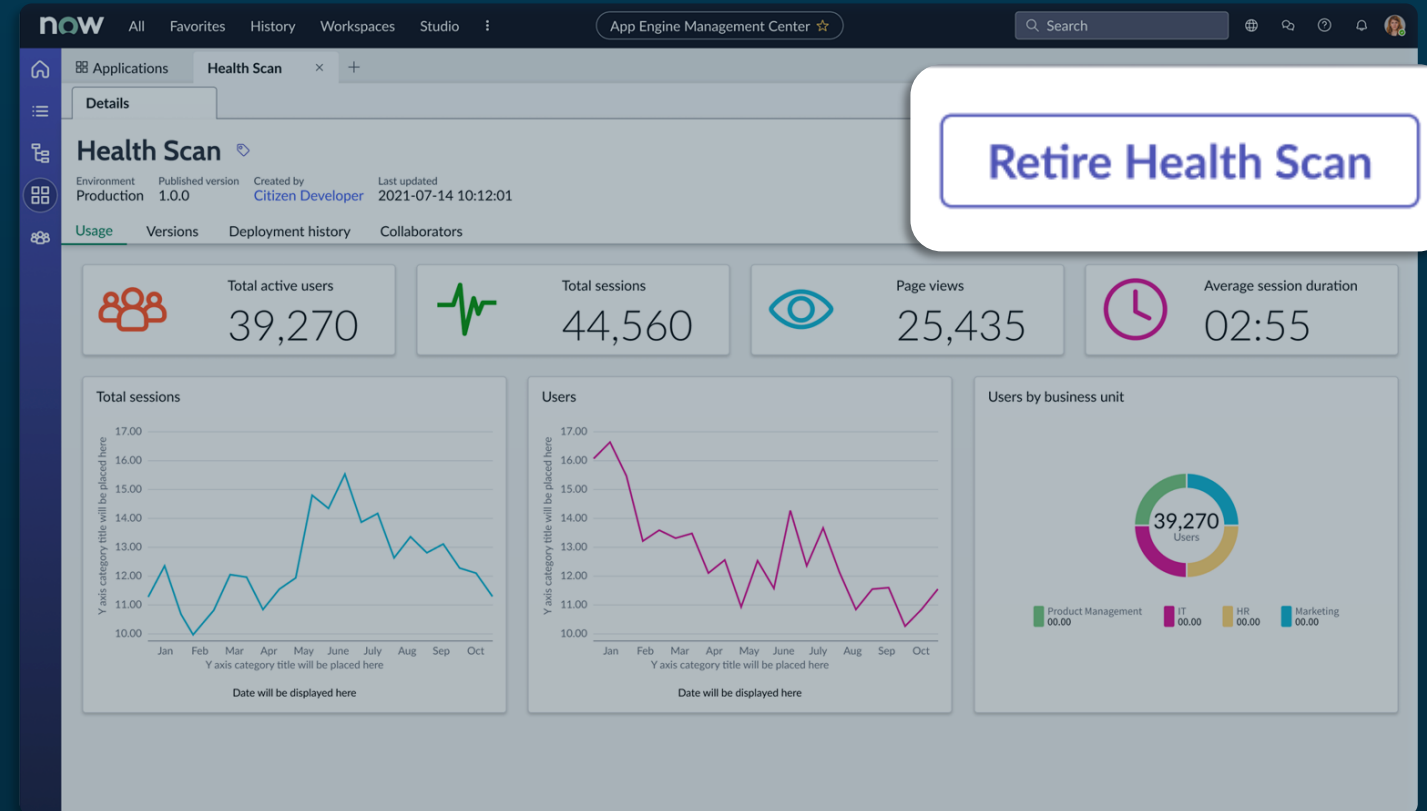
Compliance & Monitoring

- Tracks data access, transaction changes, and user behavior.



App deprecation workflow

- ✓ Prevent app sprawl in production by deprecating or retiring unused app at the click of a button

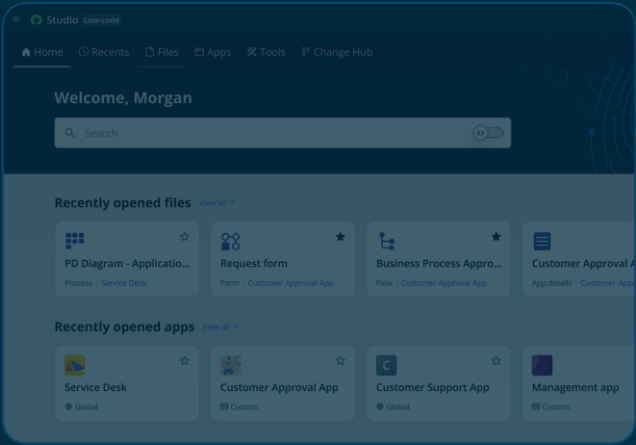


Placeholder for Roadmap

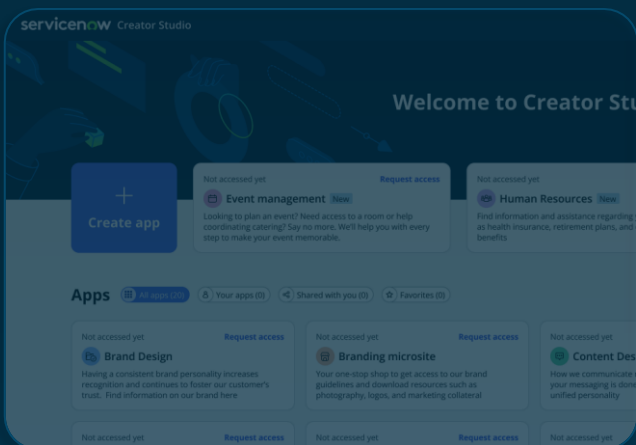
GenAI



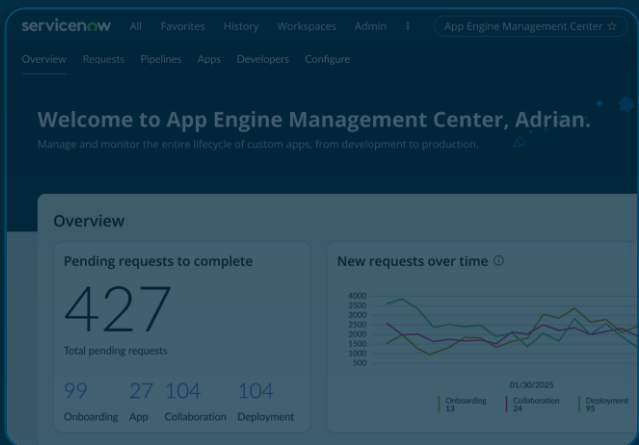
ServiceNow Studio



Creator Studio



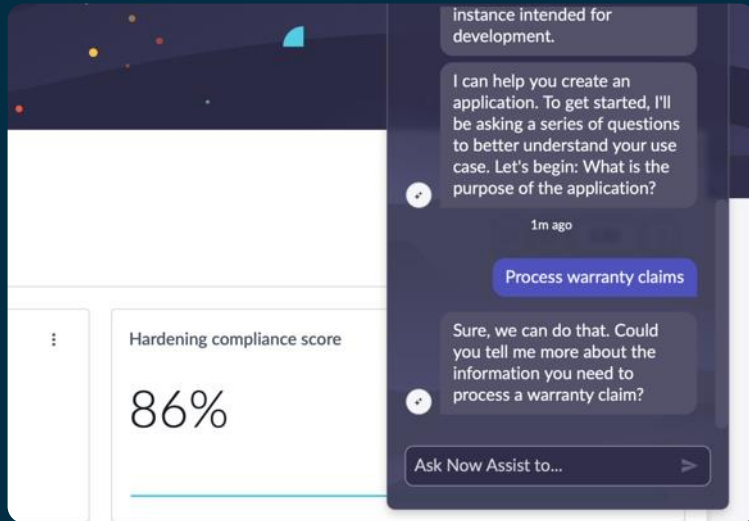
Management Center



Adding GenAI capabilities

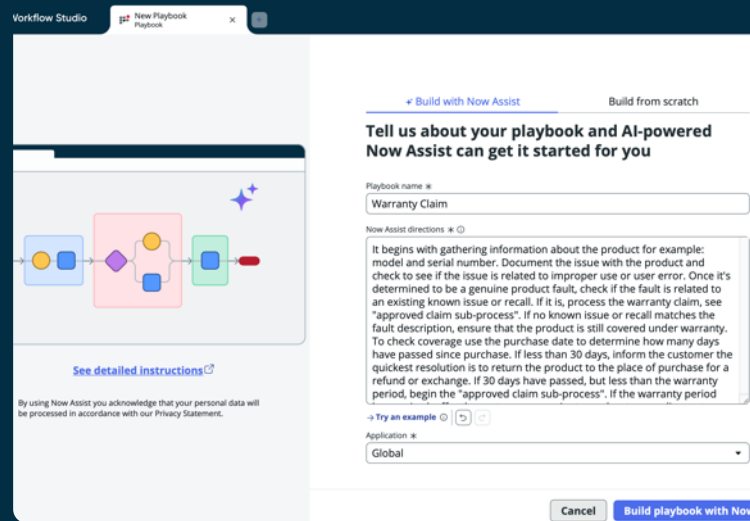
Placeholder for Roadmap

Application generation



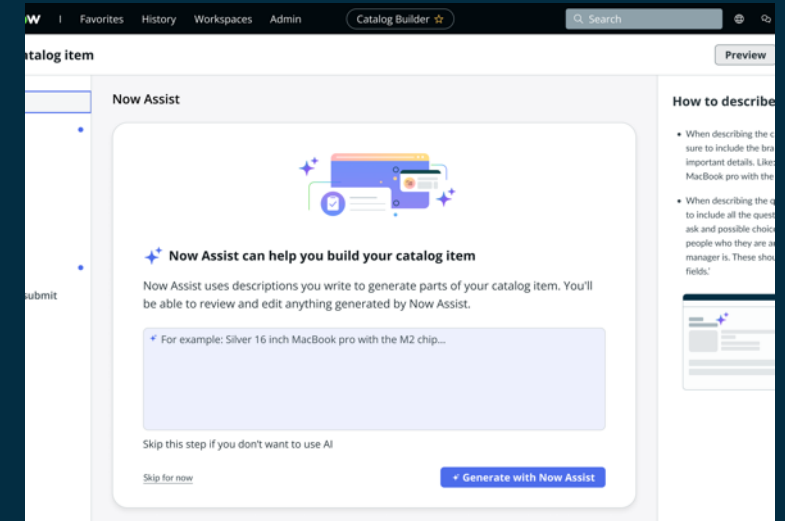
Discuss requirements, personas, data and UX, and generate app scope, tables, roles, forms, and records producers in minutes vs. hours/days.

Playbook generation



Generate a playbook from process description. Each stage of the playbook is mapped out and populated with placeholder activities.

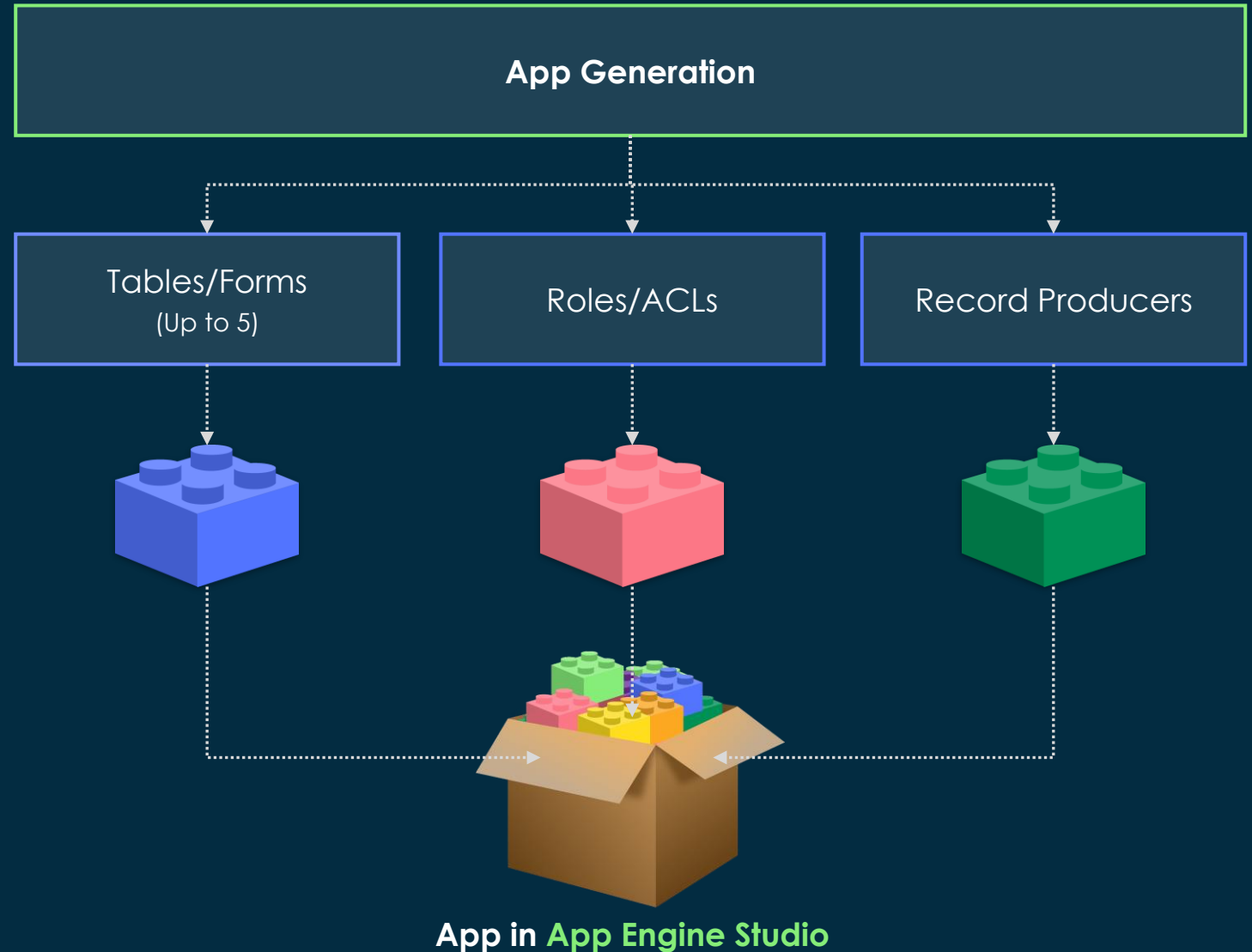
Catalog generation



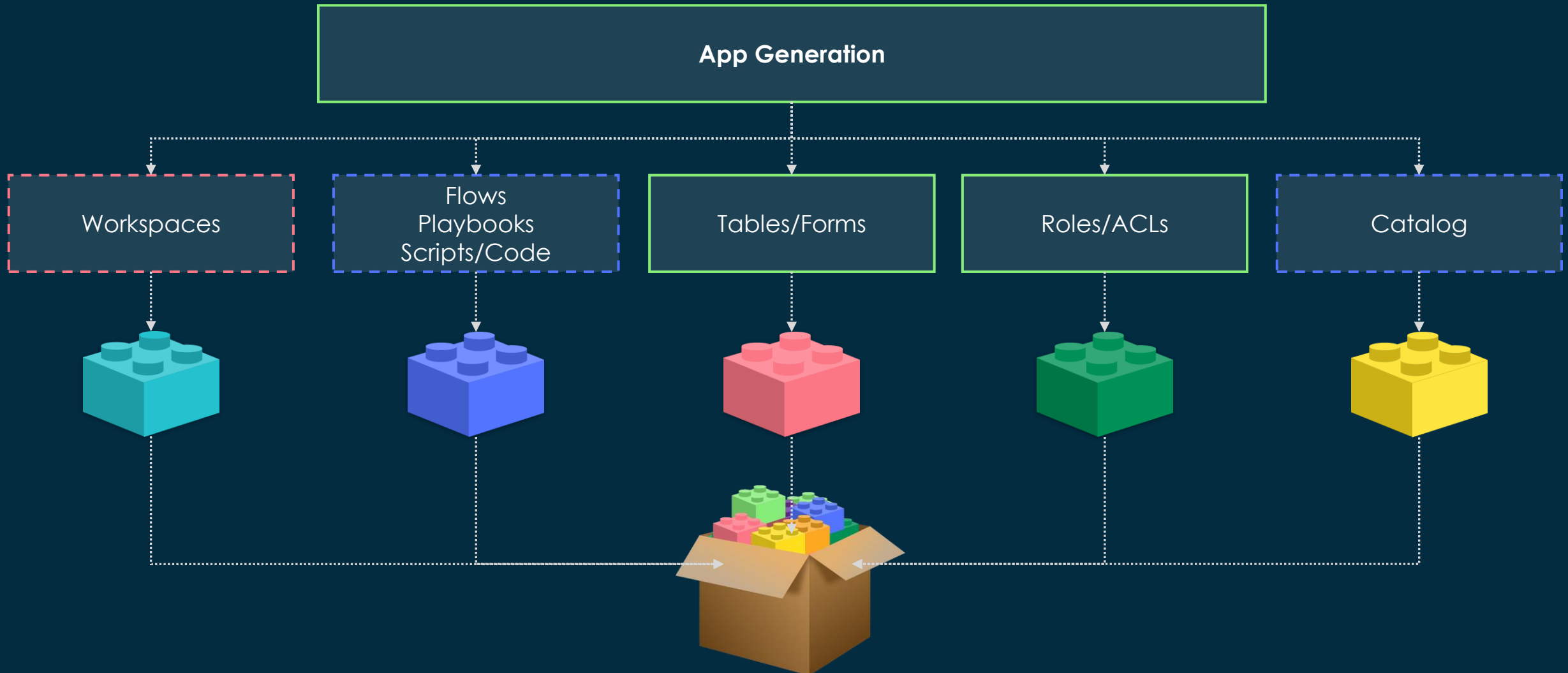
Generate a catalog item from a text description including item questions and data definitions.

App Generation GA release

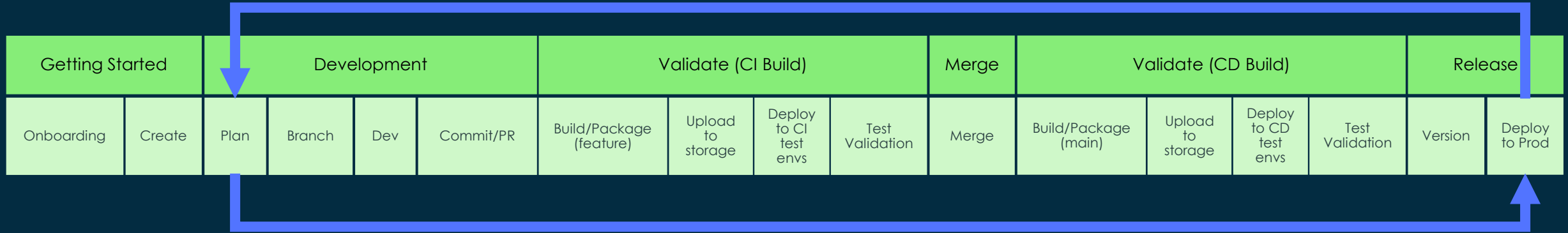
- Helps developers *get started with creating* new applications reflecting business processes.
- Generates *tables, roles, and record producers* as a starting point.
- Runs on Azure OpenAI *GPT-4*.
- *50 assists* per generated app.
- Goal is to *save developers time and friction* of starting to build an app.
- Target: Days/hours down to *5 minutes*



App Generation helps develop **cross**-metadata applications



GenAI applied to entire SDLC to truly automate continuous development and delivery loops, so SN Developers can SCALE



Help developers **build** and **improve** applications

App & Metadata Generation

App Recommendation

App Copilot

Help developers **validate** and **deliver** applications

App/Change Summarization

Test/Scan Generation

Pipeline Generation

Help developers **launch** applications and **measure/track/increase usage**

Release Notes Generation

Usage Analytics Recommendation

Story/DEF Generation



Our vision is to empower everyone to build & automate workflows

"if you can imagine it, you can build it"

Creator Workshops

Let's start today - Our offerings for you

Hyperautomation and Low-Code Days

Choose a topic of your interest and register now free of charge.
You even request your own personal workshop that is tailored to your needs and challenges!

[Register here](#)

Low-Code Starter
Workshop

Governance
Workshop

Use-Case Discovery
Workshop

Low-Code Advanced
Workshop

Modernize ERP
Workshop

Enterprise Service
Management Workshop

Interested in another
or more topics?

Individual
Workshop

Hackathon



A photograph of two young women standing on a city street, smiling warmly at the camera. The woman on the left has long, wavy blonde hair and is wearing a dark jacket over a patterned scarf. The woman on the right has dark hair and is wearing a striped shirt under a patterned shawl. In the background, a blurred city street with trees and buildings is visible. A hand is partially visible in the foreground on the left, reaching towards the camera.

servicenow®

Thank you

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