ServiceNow
Service Creator

Benefits

- **Empower Business Users to Create Applications**
  Individuals from across the enterprise can rapidly create service catalog items and applications with no coding required.

- **Scale Operations**
  Reduce IT workload demands by delegating the creation and maintenance of applications.

- **Provide a Service-Oriented Framework**
  Enables IT to transform service across all business domains by providing the framework for automating manual, tactical activities.

The IT Challenge

Business users throughout the enterprise are struggling to manage work using email and spreadsheets. Much of this work is manual and repetitive tasks that could be automated, just like IT has done for their own systems and processes. Automating this work typically requires the development of custom applications. But IT does not have the resources to build an application for every process and the business users do not have the skills required to build these applications themselves.

Thus there is a dilemma. IT, with finite resources, needs to better support lines-of-business, while business users want to be empowered to do more themselves.

The ServiceNow Solution

ServiceNow® Service Creator empowers non-technical business users to quickly build applications on the ServiceNow Service Automation Platform. Individuals request the services provided by these new applications in a service catalog. Service Creator provides a simple drag-and-drop experience that enables business users to create or modify applications without programming knowledge or experience.
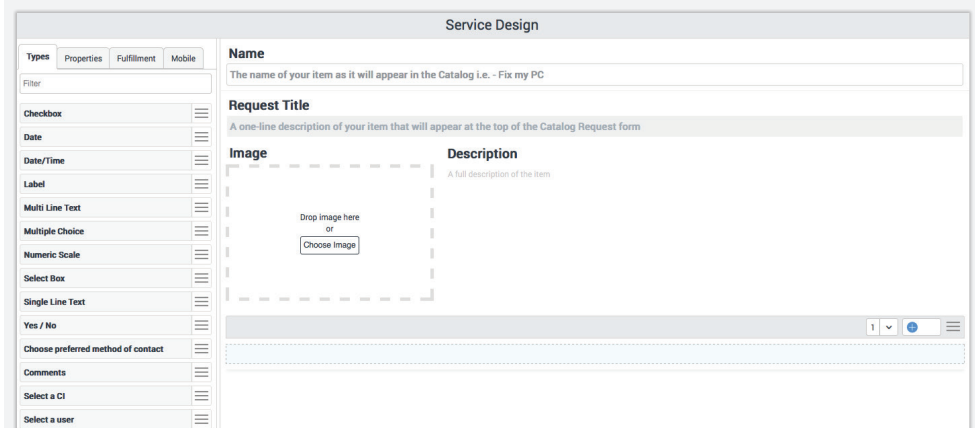
Service Creator provides a simple drag-and-drop experience – no programming required

Departmental Service Category Creation in the Service Catalog

Service Creator allows business users to request their own departmental service category or categories within the service catalog. For example, service categories might include facilities services or legal inquiries. A service catalog administrator – generally an admin within IT - approves or rejects the request for the new category. Approval automatically publishes the new departmental service category, creates a ServiceNow application for managing service requests associated with the category, and creates system components for the application. The now-authorized manager and selected team members can start to create and publish their own services within the service category.

Easy Design and Publishing

Using Service Creator, business users can quickly create, change, and publish services as service category items. The service design interface provides a work area where a simple drag-and-drop experience enables the non-technical staff to create or modify a service item without programming knowledge or experience. The service designer can create a form to collect the required information, add advisory information and graphics, and define the fulfillment groups or individuals that requests will be sent to for fulfillment. Once designed, the manager publishes the service to the relevant category within the service catalog.

Visibility of Offered Services

Individuals can easily see all of the services available to them in the service catalog and an authorized Service Creator business user has a clear view of what's in their service category. Within the Service Creator application menu the business user can see: My Service Categories, to view and edit service categories for which they are the manager or an editor; My Published Services, to view published services for which they are the manager or an editor; My Draft Services, to view and edit published and unpublished services for which they are the manager or an editor; and Category Requests, to view, request, and edit service categories.

Extension through Other ServiceNow Capabilities

The applications created via Service Creator can be enhanced through other ServiceNow capabilities. Notifications can be used to alert fulfillers that new requests have arrived or to keep requesters informed about the status of their request. Service Level Management can be leveraged to add response time objectives to monitor, prioritize, and improve service delivery. Workflow can be used to automate fulfillment activities. And Performance Analytics can be used to monitor demand and cycle time trends, and to gain visibility into team performance to help to improve operations and service.
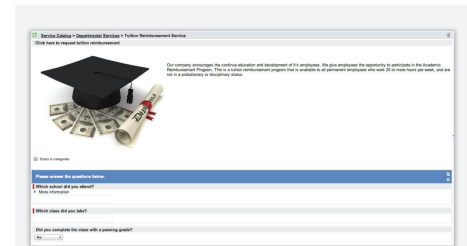
Service Creator example: tuition reimbursement service

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