Achieving Holistic Governance in Multisourced Environments

Effective Service Process Integration with ServiceNow and Cisco ServiceGrid

Connecting Data, Evolving Support

Our world is becoming more digitized and more connected. The flood of people, processes, data, and things on the network is making technology environments more complex. At the same time, enterprises still expect IT to cut costs and boost business agility. To handle these growing challenges, enterprises are turning to service providers for IT support. In fact, today's IT departments are managing five times more providers than they were seven years ago[1]. Regaining control over the entire service process and having the right framework in place to support end users and service providers, as well as enable the business to grow, are critical.[2]

Governing complex ecosystems is not easy. You need to coordinate multiple service partners, manage processes across a variety of environments, and measure service-level agreements (SLAs). Service integration and management (SIAM) can help. It's a framework designed specifically for multiprovider management in today's hyperdistributed support environments. When you put effective process governance in place both in house and across companies, you set the stage for successful vendor management and multisourcing.

In this white paper, we'll explore how you can apply SIAM methodology for better process governance and control. It's done using two complementary solutions: ServiceNow for IT service management (ITSM) and Cisco® ServiceGrid® for service process integration.

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[1] Gartner.
[2] The Transformation of Collaborative Support in a Radically New ICT and Business Environment, IDC, January 2014.

Four Steps to End-to-End Processes and Governance

How do you build a transparent support ecosystem? The first step is taking charge of your internal processes. A state-of-the-art ITSM system such as ServiceNow lets you consolidate and automate IT processes and deliver better visibility across your organization. ServiceNow is a unified process platform that provides service management for all departments within the enterprise. But IT service delivery can often extend beyond your organization. You may be working with external service providers that have their own ITSM systems in place. To support real-time collaboration and quick issue resolution, you need to include them in the service delivery process as well. To govern joint processes, you need an integration platform on top of your ITSM system that provides a scalable, adaptable way to connect everyone in your multisourced support ecosystem.

This combined solution, featuring ITSM and an integration platform, should be based on four pillars (Figure 1):

- Enterprisewide service management function
- Integration platform
- Operational interface monitoring
- Data protection and data security

A comprehensive, automated ITSM suite such as ServiceNow enables enterprisewide service management. You can build the other three pillars within your existing ITSM tools or use generic middleware frameworks. Or you can apply an integration platform that is designed specifically to enable integration of various ITSM applications.

Figure 1.   Four Pillars of End-to-End Processes and Governance
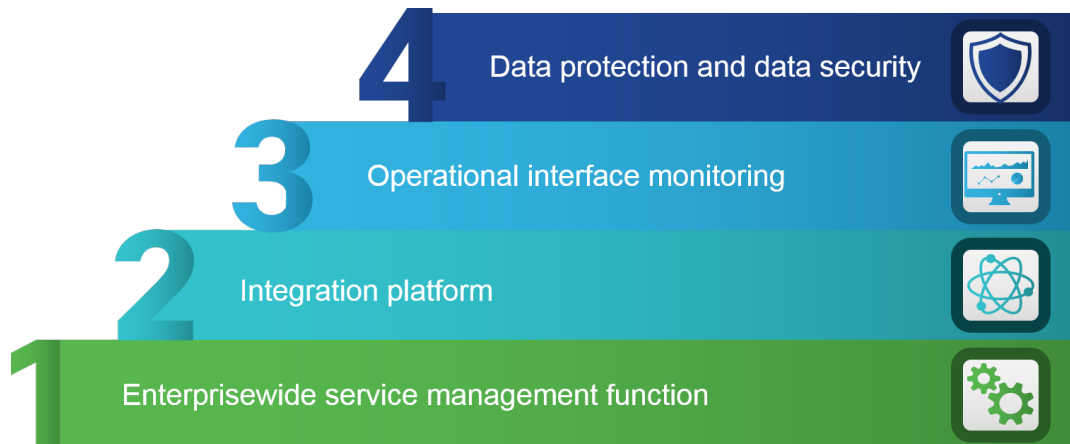
Enterprisewide Service Management

Service management simplifies the delivery of enterprise services and helps ensure high service quality. It can support not only IT, but also other departments that deliver internal services, such as human resources, facilities, finance, and other departments. To deliver process improvement across the entire organization, it's best to manage services centrally, rather than individual departments. When you focus on addressing cross-functional challenges, you can standardize services to provide a consistent experience for end users.

ServiceNow consolidates service management processes across the entire enterprise. It lets you build a single system of record that can be accessed by multiple applications. Its architecture lets services and applications share the same data model and code to help your IT team simplify fragmented IT environments and improve service delivery. ServiceNow supports configuration management, knowledge management, collaboration tools, survey management, service-level management, instant application mobility, reporting and analytics, and service mapping. It enables request management for all service domains through an easy-to-use service catalog.[3] The platform enhances not just IT, but also other lines of business by improving efficiency and productivity to help you resolve inquiries and requests more effectively.

Cisco ServiceGrid™ is an integration platform that connects the ITSM systems of enterprises and its external service providers to enable end-to-end service delivery over corporate boundaries. Although ServiceGrid is not a dedicated IT service management solution, its case management capabilities let you include external parties in the service delivery process, even if they do not have an ITSM system.

"We strategically expanded our product portfolio with Cisco ServiceGrid to help our customers solve their multisourcing challenges. In addition to our extensive knowledge of BMC Remedy and ServiceNow's IT service management, we are now able to provide a scalable integration platform for transparent process governance within multiparty engagements."

Norbert Gies
Senior Consultant
ComConsult

Integration Platform

Defining your service and delivery requirements for your organization and your service providers is fundamental for a structured, measurable end-to-end service process. Capturing all service data and ITIL processes in a single repository delivers real benefits. There are two ways to achieve this. You can use a single toolset that is mandated across all parties. Or you can deploy a centralized, easily accessible integration platform to connect service processes of different parties in a transparent, reusable, and manageable way (Figure 2). An integration framework on top of the platform defines how all these B2B transactions should be routed. Based on predefined, manageable rules, these internal and external processes can be triggered from each point of the support network. They can also be validated and enriched with external data such as configuration management database (CMDB) or entitlement framework data.

ServiceNow can provide some of the common tools needed to connect your organization with external service providers. It supports web services and can enable external processes and API endpoints through individual adapters and programming business logic. Integrations are typically done with custom-built one-to-one interfaces. Using ServiceNow as a single toolset and building the required connections are a good

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[3] Delivering Enterprise Value with Service Management, IDC, March 2015.

solution if your organization collaborates with just a few service providers or if you are only focusing on integrating a selected number of primary partners.

If you're working with numerous external service providers, Cisco's integration platform in the cloud, ServiceGrid, is a great addition to ServiceNow. ServiceGrid employs a standardized integration approach and ready-to-use components based on a secure, scalable, multilevel platform architecture. It lets you connect to everybody in your service ecosystem and share data and workflows across all tiers of partners in a transparent way. Its primary features include:

- Predefined attachment and error handling options
- A graphical interface to define and manage business rules such as routing and orchestration logic
- Scalable and robust message queuing
- Simple methods to consume B2B messages through web service and RESTful APIs

Cisco ServiceGrid is based on a modular framework that is easy to adapt and modify. It's simple to customize integration elements, so programming and compiling code are no longer needed. It contains all of the intelligence required to perform the translation between toolsets in a single repository with a common structure. ServiceGrid also provides a set of workflow definitions to support service request, incident, problem, and change processes. It includes predefined transactions (such as new, update, solve, and close) to cover the different mapping situations required to integrate various parties. This multiparty integration framework is generic, so it simplifies the integration process and lets you reuse processes. Instead of configuring a direct mapping between all involved parties, you only need to map and normalize processes once to the generic framework. This leads to the unique integration approach "connect once, connect all."

Figure 2.   Integration Platform
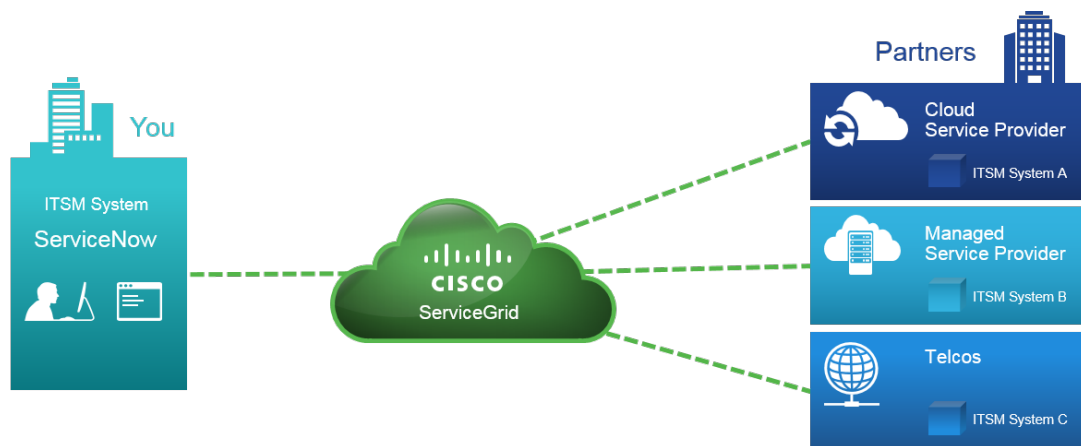
Operational Interface Monitoring

To help ensure transparent end-to-end collaboration between multiple parties, you need to keep all internal and external connections and processes up and running 24 hours a day, 7 days a week.

ServiceNow is internally focused, so it does not include built-in end-to-end monitoring out of the box. However, you can add monitoring capabilities to your custom-built interfaces with external monitoring tools.

Cisco ServiceGrid supports end-to-end interface monitoring for all involved parties and service processes in multisourced support ecosystems. This includes the integration platform itself, plus all physical interfaces to all connected applications. The monitoring makes sure of a successful and continuous transaction flow between you and your providers and vendors.

Data Protection and Data Security

Data protection and data security are cornerstones of every integration solution for enterprises, because applications and processes are working with personalized and sensitive data such as contract and asset data.

You can protect data in ServiceNow with unauthorized access control and data protection. If you're using ServiceNow internally across different departments, security is less of an issue. But when you are sharing and managing data with service providers and other external parties, security discussions and data privacy concerns are essential.

A centralized integration platform can support strict environment encapsulation. This lets you precisely define which types of data need to be shared and the most appropriate security standards to be used between the involved parties. Cisco ServiceGrid provides a variety of secure transport protocols that enables you to safely exchange data with external partners. You can customize it to support specific needs, and it offers a variety of authentication and encryption options, as well as role-based access control.

Realize the Full Benefits from Your Ecosystem

It's clear that supporting your growing ecosystem is becoming more complex and difficult. According to Gartner's primary metrics survey, only 11 percent of respondents say that they have mastered their approach to sourcing, and 89 percent need to improve competencies and significantly raise their maturity levels to manage multisourcing successfully.[4] A SIAM approach can provide a strong foundation for future service delivery models. In a recent survey by the Outsourcing Institute, 75 percent of respondents using service integration with their service providers said they would renew the contract in the future, compared with just 52 percent of customers not using service integration.[5]

ServiceNow and Cisco ServiceGrid complement one another to enable better, more transparent process governance using SIAM-based best practice methods. Within a common architecture, ServiceNow and ServiceGrid enhance one another's capabilities.

ServiceNow automates processes within your organization, enables self-services and KPI management, and provides an intuitive and efficient ITSM tool. It provides process continuity and optimizes the collection, management, and utilization of information across the entire organization, with a single system of record to increase productivity and efficiency.

Cisco ServiceGrid is strategically aligned to address today's multisourcing challenges. It acts as a translation engine and allows multiple tools to talk to one another even beyond organizational boundaries. It lets you integrate with your service providers quickly, and its standardized approach makes it easy for you to connect with everyone in your service ecosystem, regardless of size, for end-to-end service process control and visibility. Cisco ServiceGrid provides the governance you need to support cross-company processes. It gives

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[4] Outsourcing Competencies Key Initiative Overview, Gartner, April 9, 2014.
[5] Want to Improve Business Outcomes in Outsourcing Deals? Outsourcing Institute, January 2014.

you a central, neutral point of control to actively manage your entire ecosystem across customers, vendors, suppliers, and internal support organizations.

Together these solutions help you achieve effective SIAM strategy. They enable you to power successful vendor management and multisourcing and unlock your most important business outcomes.

For More Information

To learn more about Cisco ServiceGrid, visit www.cisco.com/go/servicegrid.