

INSOURCE

Transforming Business Through Technology

Event + Orchestration = ITOM Value

Why monitor a problem if you don't fix it?

Joe Senna

Chris Layman

Joe Denning

August 29, 2018

Biography

Joe Senna

ITOM Practice Director - ITOM

Accreditations and Certifications

- ServiceNow Discovery and BSM
- ITIL v3 Foundations in 2010
- PMP Certification

Work Experience

- ServiceNow Journey started on Aspen
- Infrastructure owner Fortune 25 Retailer
- Launched Insource ITOM Practice March 2016

Chris Layman

Lead Architect - ITOM

Accreditations and Certifications

- Certified ServiceNow Developer
- Certified ServiceNow BSM
- Accreditation ServiceNow Discovery
- Event and Cloud Beta Certification Program
- CCNA, MCITP, RHCE

Work Experience

- Lead Architect for large data center provider
- ServiceNow Lead Architect
- Joined InSource in March 2016

Agenda

About InSource

- Offerings
- Partners & Our Clients

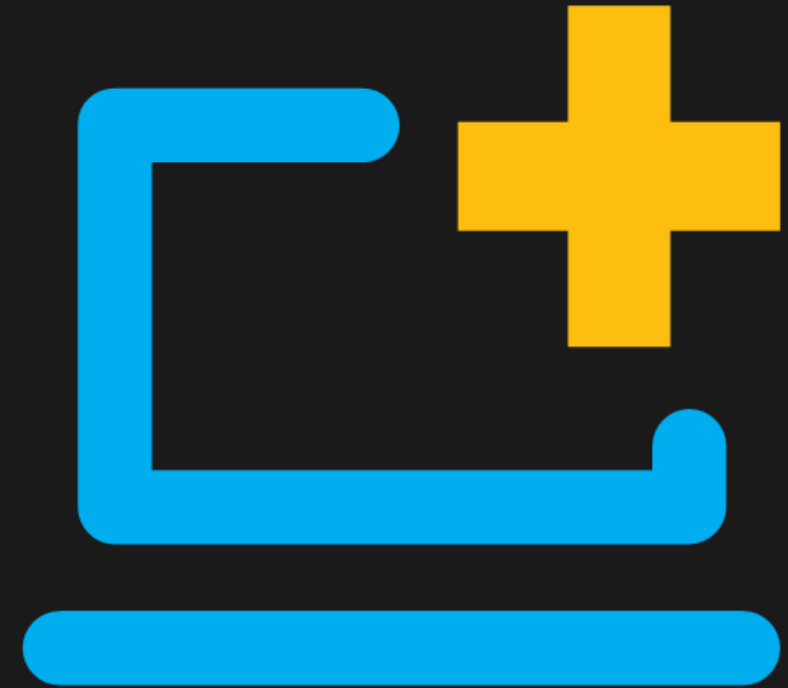
Event + Orchestration = ITOM Value

- Why systems monitoring alone is just the start
- Business Challenges with Service Outages
- A relevant Use case
- Demo
- Resources
- How Can InSource Help?



InSource Offerings

- IT Service Management (ITSM)
- IT Operations Management (ITOM)
- Project & Portfolio Suite (ITBM)
- Customer Service Management (CSM)
- Security Operations
- Process Improvement Workshops
- ServiceNow Instance & Process Assessments
- Talent Acquisition
- Okta Partner



2017 and 2018 Partner Award

InSource Receives “Highest Number of Deployments” PartnerNow Award for Americas Services Partners at ServiceNow Knowledge 17 Conference

May 9, 2017

INSOURCE

“Highest Number of
Deployments”
PartnerNow Award for
Americas Services Partners

knowledge17

May 7–11, 2017 • OC Convention Center • Orlando, FL

Leading ServiceNow partner recognized for exceptional professional services and commitment to growth



Over 500 Deployments Nationwide – Clients You Know

InSource Presence

Headquarters:

Wayne, PA

Office Locations:

Washington, DC

Tampa, FL

Atlanta, GA

Dallas, TX

Charlotte, NC

History

Founded 2000

ServiceNow Partner since 2012



The InSource Mission

We leverage the best cloud technologies to transform our clients' business by:

- Building **ITSM & ITOM** solutions that enable the highest efficiency & availability of digital technology for business
- Providing project **Insights** to manage **decisions, performance & action**
- Deploying **Customer Service** solutions to enable the most intimate customer relationships
- Delivered in a **Secure** and **Integrated** model



ITOM
IT Operation Management



ITSM
IT Service Management



CSM
Customer Service Management



Security
Security & Identity Management



ITBM
IT Business Management



HR & Facilities
HR & Facilities Management

How We Help? ... Throughout the Journey



Advisory Services

- Road Mapping
- Health Assessments
- Process Strategy
- Configuration Management
- IT Service Management
- IT Operations
- Cloud Operations
- Domain Separation



Cloud Implementation

- Event Management
- CMDB
- Discovery
- Orchestration
- Service Mapping
- Cloud Management
- Asset Management



Managed Services

- Enhancements
- Fixes and Support
- Instance Health
- System Monitoring
- Patching

ITOM Practice Overview

- In 2016 Insource created a dedicated practice and created roles within Sales, Solution Consulting, and Delivery
 - Practice Director in 2016
 - Lead Technical Architect in 2016
 - Dedicated Sales Director in April 2018
 - Dedicated Solution Consultant late 2018
 - 2nd Lead Architect late 2018
 - Nine (9) resources dedicated to ITOM portfolio
- In August of 2017 Insource became fully accredited with Service Mapping training and exams
- Team currently holds certifications in Administration, Developer, Discovery and BSM
- Participating in beta training and certification program for Event and Cloud

We've Been
There ..
..and Done That



- Certified team with involvement in **500+ implementations**
- ServiceNow **Gold Partner**
- Expertise in all aspects of ServiceNow, including NOW Platform Development
- Authorized **ServiceNow Training Partner**
- ServiceNow Road Mapping & ROI Assessments offerings
- Dedicated ITOM team
- Deep certifications across ServiceNow and on ITOM, PMI and ITSM including **Service Mapping and Discovery**
- Process expertise in **ITSM, ITAM, ITOM & Security Operations, ITBM, CSM & Financial Management**
- Niche skills include expertise in Integration & Orchestration, and Service Aware Discovery

Business Challenges Managing Service Outages

- Root Cause analysis takes longer than desired without relationships and dependencies documented in CMDB
- Systems monitoring tools generate output which require de-duplication and correlation, often takes manual interpretations
- Information is typically not in a business service structure, lack relationships and impact analysis
- Applications and infrastructure outages are not easily related
- **We spend more time reacting to outages, doing RCA, than preventing outages**
- Difficulty in routing tickets across infrastructure and support team
- Tasks to remediate are costly, executed by level 2 or level 3 staff

Webinar Use Case Overview

- Organization has a key control that all Servers must have the following:
 - For systems monitoring standards all Windows Servers must have a Zabbix agent installed
 - Critical scripts for file integrity, monitoring and configuration assurance are executed by agent
 - A critical configuration component is a healthy present agent that executes scripts as needed
 - Remediation of security vulnerabilities via patching and critical updates

Platforms In Use

now™



Orchestration



Event Management

ZABBIX

aws

servicenow

- We are using the following in this demo
 - ServiceNow Kingston Version
 - Discovery
 - Service Mapping
 - Event Management
 - Workflow with Orchestration
 - SNOW OOTB Zabbix Connector
 - AWS
 - Windows Datacenter Server 2012
 - Linux Servers
 - Zabbix Systems Monitoring

INSOURCE

The ServiceNow Solution

- Installed ServiceNow Event Management
 - With Event Management we have an alert rule that is generated on all servers which have a
 - Missing agent via CMDB Dashboard by class
 - Unreachable or unresponsive agent
 - We produce the alarm from within the Zabbix environment integrated to event mgt
 - We ingest that alarm within ServiceNow and create an alert with remediation steps
 - With ServiceNow Event dashboard, teams can easily identify degraded services

now™

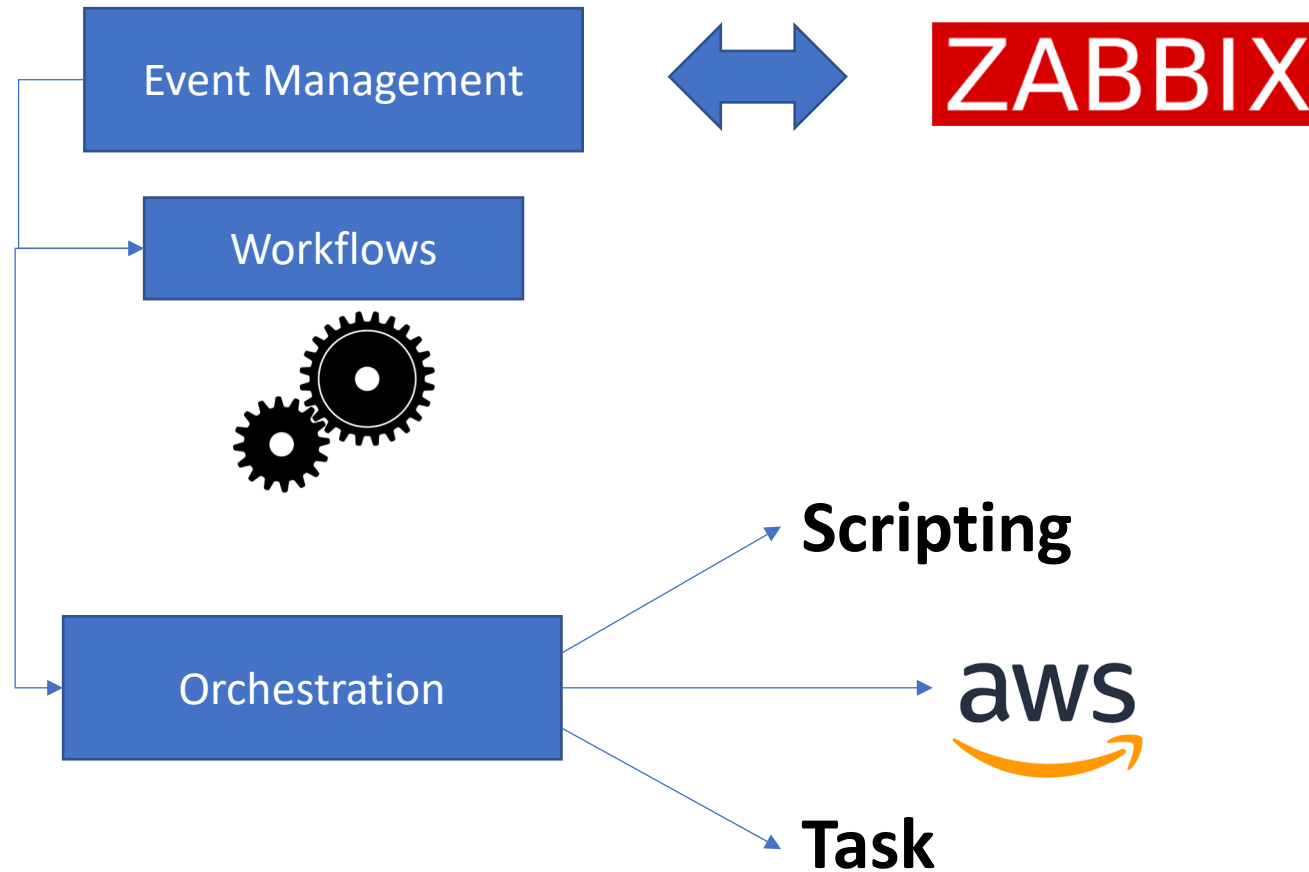


Event Management



Orchestration

Overview





Event + Orchestration What's in it for me?

- Shift left – prevention vs restoration
- Leverage Automation
- Leverage Workflows
- Exception handling

“The best incident is no incident at all”

“I don't want to measure MTTR any longer, I would rather measure preventions and incident avoidance”

“Just a 5% improvement on outages provides a favorable ROI with automating remediations”

DemoNow

Value Proposition – Event + Orchestration

- **Faster Resolution via Improved Routing**
 - **Actions on event patterns prevent outages and incidents**
- **Metrics**
 - **With Event management and service architecture preventative measures with event management are measured by business service**
- **Reduced Cost For Remediation**
 - **Automated tasks vs Manual Tasks**
 - **Example – Server configurations or performance remediation (i.e CPU, Memory, Storage)**



PROACTIVE

Resources

- **ServiceNow Conversations:** [Modernize IT Operations Management](#)
- **Product Info:** [IT Operations Management](#) [Operational Intelligence](#)
[CMDB](#) [Discovery](#) [Orchestration](#)
- **ServiceNow Docs:** [IT Operations Management](#)
- **ServiceNow Community:** [Measuring Success: Get Common KPIs & Tips](#)
- **Your Sales Teams:** ServiceNow & InSource

Questions?



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Join us for our upcoming
webinars

Let's talk CSM:
Why is Customer Service
All The Rage

September 27th, 2018



Scan me



A woman in a black top and white shorts stands on the peak of a large, reddish-brown rock formation. Her arms are raised in a celebratory gesture. The sky is filled with soft, white clouds, and the overall scene is bright and scenic.

**Join us for our upcoming
webinars**

Let's talk ITOM:
Configuration
Management Process &
Operations

October 11th, 2018

How can InSource help?

- Road Mapping
- Advisory Services
- ITOM Assessments
- Process Consulting with industry experts
- Implementation
- Custom Training
- Licensing
- And much more!

****Free ITOM Strategy Roadmap Session****



THANK YOU!!!

Feel free to contact us:

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