



Self-service analytics for ServiceNow

Part of the Westbury SMI Suite

DATA SHEET

SMI Analytics for Service Now is the analytics solution for Service Now Service Management®, putting the power of reporting in the hands of the people who need the data; end users, process owners and managers.



SMI Analytics for ServiceNow bridges the information gap for you. On one side is the ServiceNow database, where data about IT Service Management operations is stored. On the other side are the people who most need access to that information.

An end-to-end solution

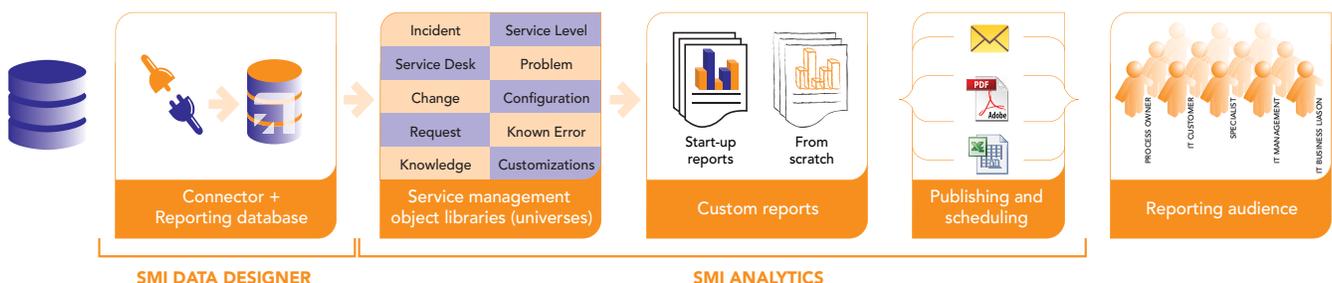
SMI Analytics for ServiceNow leverages the unique architecture of SMI Suite. The back-end fully understands the data schema, and the front-end makes it easy for even

non-technical staff to create complex, investigative reports and dashboards before efficiently distributing these to a wide audience.

Let's look at exactly how SMI automatically and seamlessly bridges the information gap between the ServiceNow data and the reporting audience.

Dealing with the data

The first step in bridging the information gap is to prepare



the data so it's suitable for reporting. ServiceNow saves its data in a way that is optimized for operation, rather than retrieval. To make the data easy to retrieve, the SMI automatically pulls the relevant data from the ServiceNow database and runs it through our Connector, an ELT (or extract, load, transform) layer before delivering it to the central reporting database. The Connector knows the data schema of the ServiceNow database and is able to make intelligent decisions about which pieces of data to transform, and which are already in a suitable format. When it comes to pieces of data that are stored in a particularly complex way our Connector knows exactly how to parse them out correctly so that by the time that data reaches our reporting database, it is in a format that can be easily accessed.

Adding the analytics model

Upon installation a complete analytics model is automatically generated for you. This model specifies how the data can be used to create reports and dashboards and attaches objects, with clear, simple names that match the terminology used in the front end of ServiceNow, with the relevant piece of underlying data in the reporting database.

This means that the end user is completely isolated from the underlying technology, and can create report and dashboards solely by selecting data objects with familiar names, while never having to understand what is going on with the data behind the scenes.

Self-service analytics

SMI ships with 55+ startup reports and KPIs, covering some of the most commonly requested metrics. And of course, these are fully editable and customizable, allowing you to use them as a starting point from which to explore different options.

Creating a report entirely from scratch is intuitive and easy to learn, allowing even the least technically-minded users to become reporting experts. The user interface is almost entirely based around drag-and-drop processes, and no knowledge of SQL or the database schema is ever required to create powerful reports.

Communicate the value of IT

Creating reports and dashboards based on ServiceNow data isn't the end of the story, however, as that information

still needs to bridge the final part of the gap: reaching the final reporting audience. In some cases, the report creator themselves will be the final audience, but other times reports will need to be passed to colleagues, team members, customers or up the line to senior management. With SMI this process is as seamless as report creation.

About SMI Analytics Solutions

With the SMI analytics solutions, you can get up and running quickly. By bringing together a preconfigured integration, a library of startup reports and KPIs, best practices and fixed-scope implementation services, we give you everything you need to run better, faster. What's more, these pre-integrated solutions enable you to start small with what you need now, and expand your solution as your requirements change and needs evolve.

About Westbury Software

Founded in 1998, Westbury Software is a leading provider of business value reporting solutions for IT Organizations and represents enterprise customers around the globe.

Its SMI Suite delivers a comprehensive platform for automated data integration and IT business analytics that allows IT organizations to easily access and combine any data from any data source without the need to managing and maintaining a complex data warehouse.

Westbury has offices in the Netherlands and Burlington, MA.

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