ebridge

A BETTER WAY TO GET USEFUL DATA INTO SERVICENOW

Learn how to reduce the cost of bringing large volumes of IT management data into your CMDB

Introduction

Over the past few years, ServiceNow has evolved to become the market's leading cloud-based configuration management database (CMDB). Today, businesses everywhere take advantage of its ability to compliantly store IT management data about the hardware and software devices in use across their organization. In a recent report into the total economic impact of ServiceNow, Forrester estimated that it can offer large companies cost savings of up to $4 million. By now, the benefits of ServiceNow are clear for organizations of many sizes around the world.

Despite the clear benefits ServiceNow offers, many organizations are finding that they're spending too much time or money into getting the most out of their CMDB investment. In particular, getting IT management data into ServiceNow can often be an inefficient, manual task prone to human error.

If you've made an investment in ServiceNow or a similar CMDB product, you'll know it's not cheap. That's why it's so important for organizations to get the maximum possible value from the platform. In this eBook, we'll consider why today's organizations are struggling to get value from ServiceNow, and how they can address these problems.

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Getting information into ServiceNow

As a CMDB, ServiceNow lets IT managers better understand the technology in their IT environments, allowing them to diagnose and fix potential and current problems as they arise. Consider, for example, what happens when a user contacts the IT department with a hard drive issue. With ServiceNow, the IT manager can easily access important information about that particular device, including its IP address, serial number, model, processor name, as well as the last time it was serviced and how old it is.

This information allows them to efficiently diagnose what the problem is and fix it, ensuring the minimum possible downtime. This applies to every piece of technology in the IT environment; hardware like monitors, hard drives, and printers, as well as the software and operating system information. When used properly, ServiceNow is a great tool – and near essential in larger companies. Unfortunately, for it to be truly successful, it requires all this important information, about IP addresses, serial numbers, and much more to be properly recorded in the database – for every endpoint in the IT environment.

Today's IT departments are investing in a growing number of technologies and applications to help them manage ever evolving, and increasingly specific, IT and business problems. Consider, for example, apps like IBM QRadar and JASK, which are designed to automatically detect security threats in a business IT environment.

Or BigFix, which analyzes software to discover when patches and updates are missing. ServiceNow doesn't effectively communicate with these third-party business applications.

IT managers need the ability to efficiently diagnose and resolve IT issues from one interface – ServiceNow. But while important functions, notifications, and data are siloed elsewhere in third party business applications, this is impossible to achieve. It's vital therefore, that businesses can share information seamlessly between their chosen enterprise applications and ServiceNow – and back again.

Until recently, organizations looking to achieve this bidirectional connectivity were limited to a couple options:

The first

Involves getting a coding expert to manually customize the integrations they needed – a time consuming, potentially risky and expensive option.

The second

Involves ServiceNow's native add-on, ServiceNow Discovery. This option solves a small amount of the wider problems; by allowing ServiceNow to pull in information from a limited number of third-party applications. Unfortunately, there's no functionality to customize integrations with unsupported applications, and ServiceNow Discovery's ability to transfer IT management data into ServiceNow has some limitations. Today, however, organizations have access to a simple and cost-effective solution that solves this problem in its entirety.

The Information Gap

Let's consider the example of a large company, with 1,000 seats or more. They use ServiceNow to record all the information in their environment, as well as third-party enterprise applications. One of these, IBM QRadar, is used to detect security threats in their environment.

Whenever IBM QRadar sends out an alert or notification, the IT manager will have to switch to ServiceNow to find out more about the problem. During the process, they'll continue to switch between investigating the problem in ServiceNow and resolving it in IBM QRadar. This is an inefficient way of working. As well as this, when the problem is resolved, the IT manager will have to manually update the ServiceNow records with all the relevant information.

With **ebridge**, the process is very different. Alerts sent out from IBM QRadar can be automatically diverted to ServiceNow, where the problem can be investigated and dealt with through a single pane of glass. From there, all relevant stakeholders are notified, and reports are sent through ServiceNow to the appropriate people.

Getting your data into ServiceNow

ebridge allows information to be passed seamlessly between third party enterprise apps and ServiceNow, providing a simple, quick to use, and cost-effective solution to this problem.

ebridge comes with inbuilt, bidirectional integrations with a range of leading business applications, including BigFix, IBM QRadar, JASK, Microsoft Azure, Microsoft Active Directory, SCCM and SolarWinds. With more integrations being added constantly, the platform can also be customized to include any number of other enterprise applications.

With **ebridge**, notifications, information, and updates from these third-party enterprise applications are seamlessly shared with and recorded in the ServiceNow CMDB. It allows IT managers to complete the entire breadth of their IT management tasks from one integrated pane of glass in the ServiceNow interface.

Into a single ServiceNow interface, IT workers can deliver greater value to their organizations. There are several clear benefits this provides:

Maximize the value of ServiceNow

ebridge seamlessly integrates ServiceNow with a range of third-party enterprise applications. By communicating information seamlessly between these disparate systems, a single version of the truth can be maintained which is automatically updated with alerts, notifications and updates from third party business applications. This eliminates the inefficient task of manually maintaining and updating this information.

Automate endpoint discovery

As well as communicating with third party business applications, **ebridge** also offers IT managers the ability to populate their CMDB with information about their IT environment. This includes the discovery of hardware specific data points, as well as the ability to analyze and detect installed software on asset management systems. With this ability, IT managers can optimize their daily tasks, by removing the need to manually compile, enter, and maintain this information in ServiceNow.

Improve uptime

With **ebridge**, IT workers can automatically maintain important information about their IT environment in the ServiceNow environment. This means, when problems arise, workers have fast access to all the information they need to diagnose and fix the problem. This means IT equipment can be back up and running with the minimum possible delay.

Reduce inspection and maintenance costs

With a properly maintained CMDB, IT managers have the tools they need to identify where threats exist in their IT environment, with security or maintenance. With this information, they can proactively maintain the hardware and software in their environment before issues arise, allowing repair and maintenance costs to be reduced later down the line. **ebridge** makes this task quicker and easier by integrating all the information they need to identify threats into the shared ServiceNow interface.

Remain compliant

By storing IT information in a CMDB, businesses can prove that they are compliant with ISIL regulations. **ebridge** helps ensure compliance by allowing a more detailed supply of information to be automatically bought into the ServiceNow. This reduces the manual effort involved in ensuring important compliance information is stored in the correct place.

Integrated IT management data
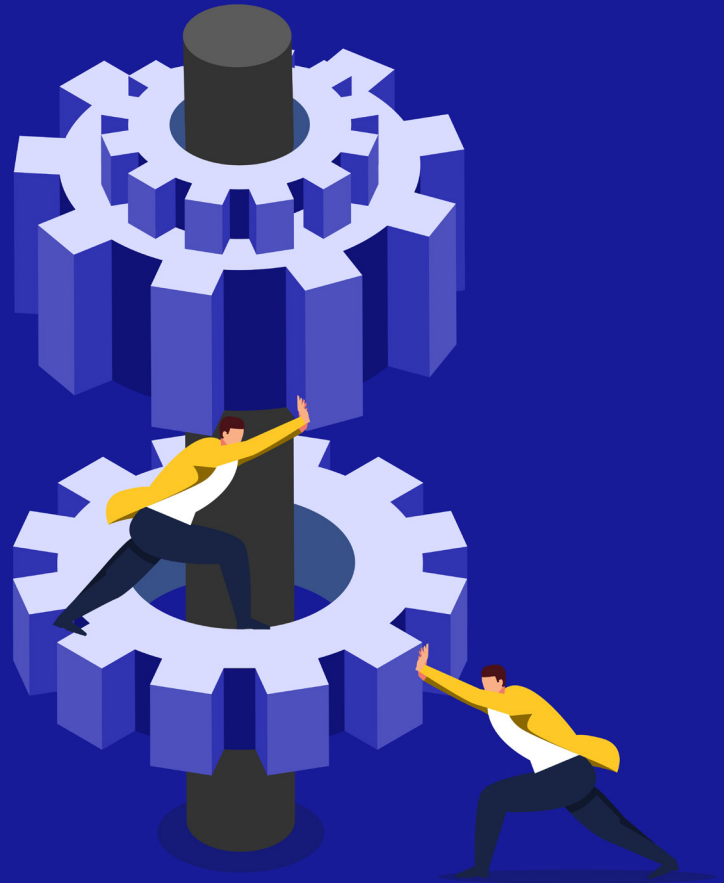
With **ebridge**, IT managers have access to the tools they need to automatically maintain their CMDB with the most complete and updated version available of information about their IT environment.

As the most effective CMDB integration solution on the market, **ebridge** is the only tool that makes transferring bidirectional information between ServiceNow and enterprise applications seamless. It's also quick to deploy, easy to use, and less costly than competitors.

If your chosen business enterprise application is already supported by **ebridge**, you can download the application today and get started integrating its information into ServiceNow. If not, we can add further customizations to the **ebridge** interface in as few as two weeks or less.

Either way, the team here at **ebridge** are dedicated to ensuring your business gets the maximum value from your ServiceNow investment.

If you want to find out more about how **ebridge** can help your company, get in touch to **schedule a demo today.**

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