

VENDOR SNAPSHOT

PRODUCTS AND SERVICES

ServiceNow serves over 7,000 enterprises in a wide variety of industries with its SaaS-based Now Platform® for workflow automation with revenues exceeding \$4B in 2020. It provides workflow for operations in IT, customer management, and network operations.

In the telecoms space, it offers specific vertical solutions for:

- Telecommunications Service Management: omni-channel customer engagement system (CRM)
- Telecommunications Order Management: service order management, focusing on the technical catalog (SOM)
- Telecommunications Network Performance Management: cross-domain service assurance, interfacing with network-facing external service assurance systems (SA)
- Inventory: CMDB-based logical inventory (Inventory)

Key Customers (telecom)

AT&T
BT
Deutsche Telecom
Lumen
Telia

Founded
2004
Public

SaaS-based NOW Platform® for enterprise workflow automation. In telecoms, it provides its traditional workflow platform coupled with purpose-built telco applications to connect ordering, care, and assurance domains.

Ecosystem

- Ciena Blue Planet
- Cloudify (edge)
- Itential
- Salesforce
- Tech Mahindra

Santa Clara, CA

Worldwide

KEY STRATEGIES

- Provide a strong platform for workflow automation in all aspects of enterprise and service provider operations.
- Expand its market by offering verticalized solutions for telecoms and financial services.
- Use strength in enterprise market in its expansion into telecoms service & order market through technical and market synergies between the solutions.
- Provide an integrated provisioning, assurance (IPA), inventory solution via the platform with fully automated operations.

ANALYSIS

- ServiceNow has targeted major expansion in telecoms providers where I expect it to try to become the Salesforce of OSS, based on workflow automation that leverages and enhances existing BSS/OSS systems.
- Recent hires & thought leadership articles indicate a plan to turn the current IT-resource-level CMDB into a full-featured telecoms inventory system by enhancing the network topology information.
- The acquisition of major Tier 1 CSPs in the US & Europe for service order management for enterprise orders give it a strong position.
- Providing full telecoms slicing management will require adding design functions to the platform for full P-A-I-D functionality via partnerships, acquisition, or development.