Take Your Service Availability to New Heights

servicenow

Start

Increase Your Service Quality with Service-Aware Event Management

Look up on a clear night. If you're lucky you'll see a bright star moving across the sky. That's the International Space Station, and it's our gateway to the universe. It's also home to half a dozen intrepid astronauts, living a precarious existence hundreds of miles above our planet. Their only lifelines are radio communications back to ground control and periodic visits from supply ships. These links are incredibly important—in fact, they are mission-critical services that can't afford to fail.

Just like the space station, enterprises depend on mission-critical business services. While it's not usually a matter of life and death, when business services fail, the consequences can be catastrophic. A single service outage can cost hundreds of thousands of dollars. For example, when Facebook went down for 40 minutes in 2015, the outage cost the company $500,000 and knocked 4% off of its stock market value. Or, consider a major airline. If their booking system is offline, this can affect millions of dollars in fares every hour.

It's enough to keep you awake at night. And with good reason. IT organizations continue to struggle with service availability issues— and when outages happen, they take far too long to fix. For instance, when the Center for Digital Government surveyed 127 government IT organizations back in 2015, 80% reported a critical outage within the last three months. 1/3 of these outages took a day or more to fix.

servicenow

A Disconnected Deluge of Infrastructure Events

Here's the problem. IT organizations are drowning in a flood of infrastructure events—sometimes tens of thousands every day. There's just no way to keep up. And, a lot of these events are meaningless. There's no easy way to figure out which ones actually affect business services. Even if you could, the chances are you would end up missing critical issues because of the deafening background noise.

Do you have multiple monitoring tools? Most IT organizations do, and it makes the problem even worse. Instead of getting right to the root cause when a service goes down, your domain experts spend their time knitting together disconnected data and pointing fingers in the war room. The result? Wasted time, extended service outages, and untold harm to your business.

Wouldn't it be easier if you had a simple dashboard that showed you the status of all of your business services? And, when a service went down, you could instantly see why? With service-aware event management, you can.

servicenow

How Does Service-Aware Event Management Work?

Service-aware event management starts by mapping all of your business services. If you've ever tried to map a service manually, you know this can take weeks. However, service-aware event management is different. It automatically maps a business service in as little time as hours, and then keeps the map up to date as your infrastructure changes. This means that you always have an up-to-date, accurate view of the specific IT components that support the service and how they are connected to each other.

Next, service-aware event management makes sense out of your monitoring data. It collects events and metrics from all of your monitoring systems, normalizing, deduplicating, and filtering data so you have a single, consistent view of the truth without all of the noise. It then uses advanced artificial intelligence techniques to spot patterns in the data, neatly grouping related symptoms. There's no longer any need to wade through masses of raw events—you're just left with a small number of meaningful alerts.

Then, the magic happens. By using service maps to correlate monitoring data, service-aware event management automatically identifies which business services are affected by infrastructure issues. There's no more guessing—you're completely service-aware. You know when a service is in trouble, and you can instantly see which component is causing the issue. And, because service-aware event management continuously tracks your IT infrastructure, you can even see if the outage was caused by a change.

servicenow

What are the Benefits?

With service-aware event management, you will:

- Dramatically reduce the time it takes to diagnose and fix service outages.

- Identify potential service issues that were previously hidden in noisy monitoring data.

- Free up your experts from fighting fires, allowing them to focus on strategic activities.

- Deliver the levels of service availability that your business demands.

- Increase business confidence in IT, giving you the opportunity to deliver increased business value.

servicenow

Let's Recap

Your business depends on you to deliver mission-critical services. However, if you're like many IT organizations, you're losing sleep over service availability. There's just too much disconnected infrastructure monitoring information, and there is no clear view of business service health. As a result, service outages take too long to fix, and many potential service issues go undetected.

Take back control with service-aware event management. See the health of all of your business services at a glance—and instantly get to the root cause of service issues. No more war room finger pointing, just rock-solid service availability.

And, best of all, getting there isn't rocket science.

servicenow
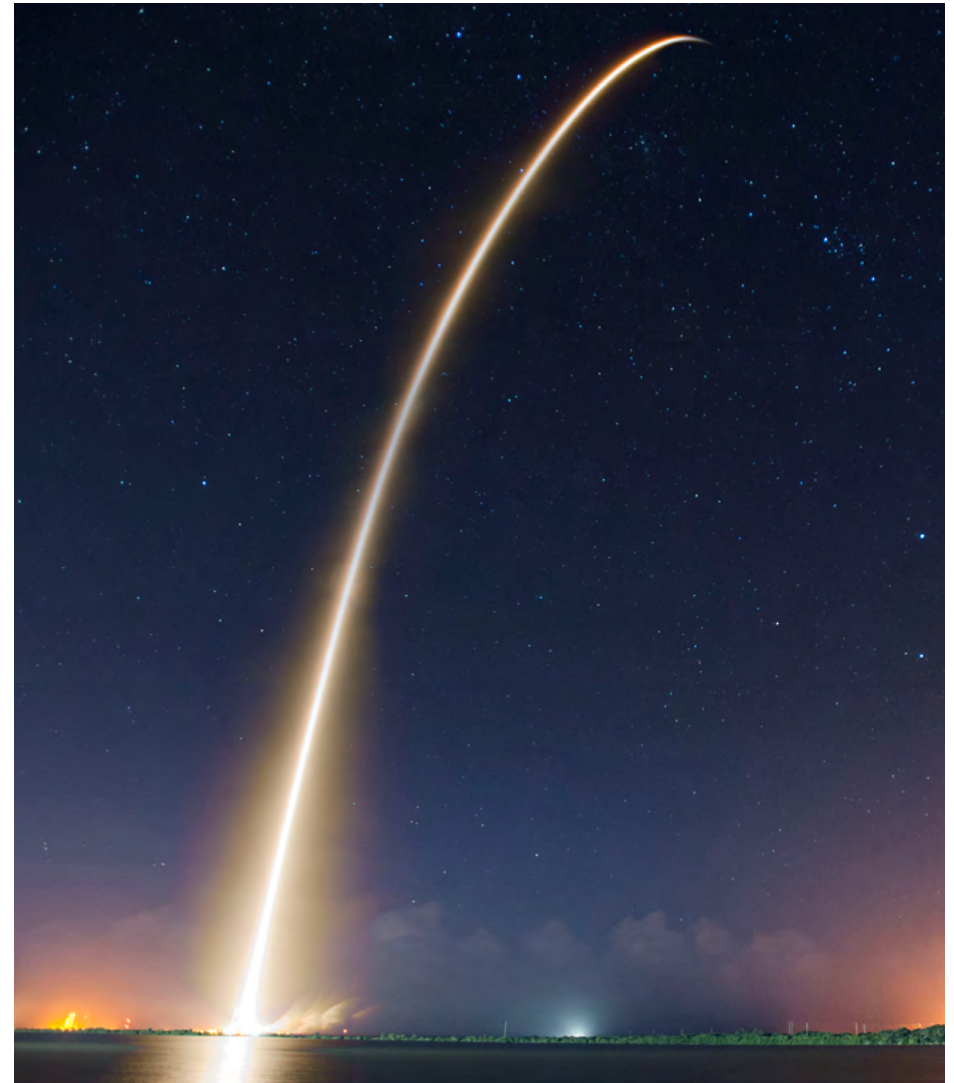
Learn more

Learn how service visibility can help you quickly spot IT issues that threaten your business services:

Service Visibility: Your green light to a clear road ahead

Are you ready to transform IT Operations Management? Visit our ITOM Resources page at:
http://www.servicenow.com/it/transform/itom.html

servicenow