

FSI 고객사의 비즈니스 성과를 극대화 하는  
디지털 플랫폼 확장 전략

# ServiceNow AI Platform

오희정  
Technology & Creator Business  
ServiceNow Korea

# servicenow® at a glance

## 회사

**\$8.68 billion**

Subscription  
매출  
FY 2023

**25.5%** YoY  
성장률  
FY 2023

**26,200+**

Employees

## 고객

**8,100+**

**~85%** of Fortune  
500

**99%** Renewal rate  
Q4 2023

## 파트너

**2883**

## 지속적인 혁신

**25%** R&D 투자

2 New major releases per year  
Monthly **Store** updates  
**GenAI** innovation every quarter

## 커뮤니티

**571K+**

Active ServiceNow Community Members

**600+**

Free courses on Now Learning

**1M**

New ServiceNow skilled people by 2024

## Growth with Customers

**STRONG CUSTOMER MOMENTUM**

**2.2X**  
**\$20M+ Customers**  
(2023 vs. 2022)

**2.0X**  
**\$10M+ Customers**  
(2023 vs. 2021)

## Recognized leadership across multiple cloud solutions

**Gartner**

2023 Magic Quadrant for Enterprise Low-Code Application Platforms  
2022 Magic Quadrant for IT Service Management Platforms  
2022 Magic Quadrant for Enterprise Agile Planning Tools

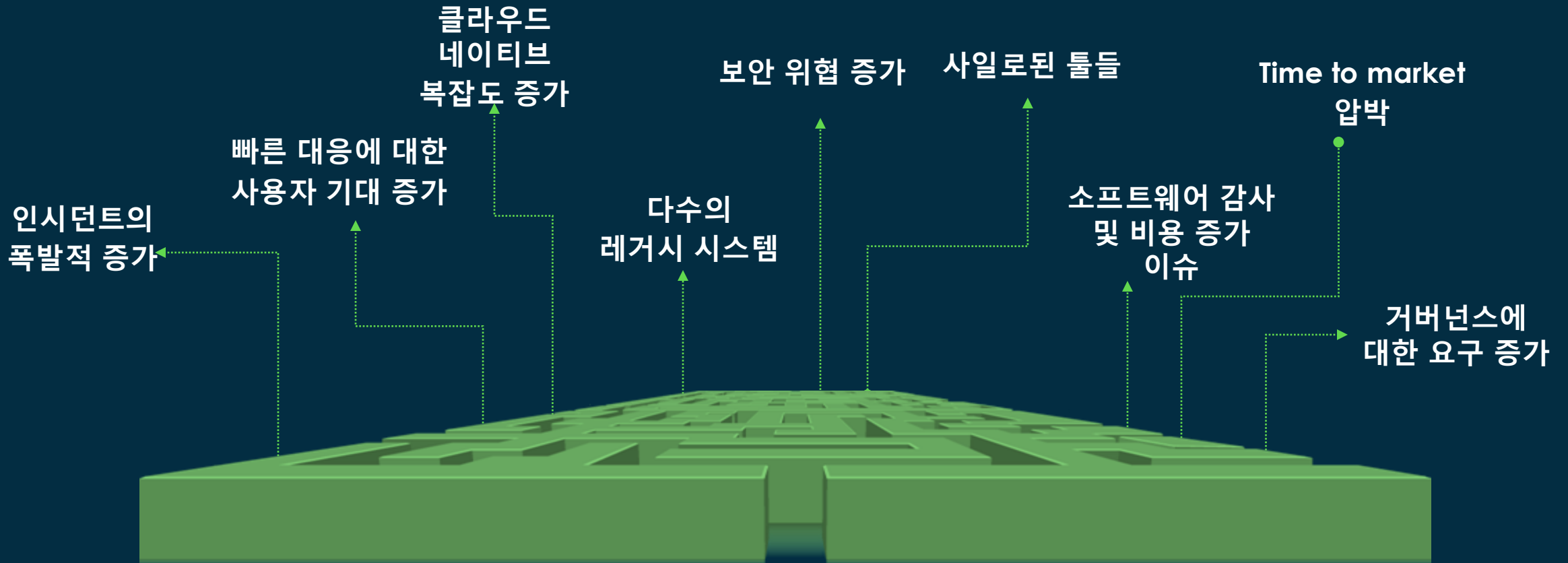
**FORRESTER®**

The Forrester Wave™: Digital Process Automation, Q4 2023  
The Forrester Wave™: Enterprise Service Management, Q4 2023  
The Forrester Wave™: Governance, Risk, And Compliance Platforms, Q4 2023  
The Forrester Wave™: Low-Code Development Platforms For Professional Developers, Q2 2023  
The Forrester Wave™: Process-Centric AI For IT Operations (AIOps), Q2 2023  
The Forrester Wave™: Value Stream Management Solutions, Q4 2022  
The Forrester Wave™: Third-Party Risk Management Platforms, Q2 2022

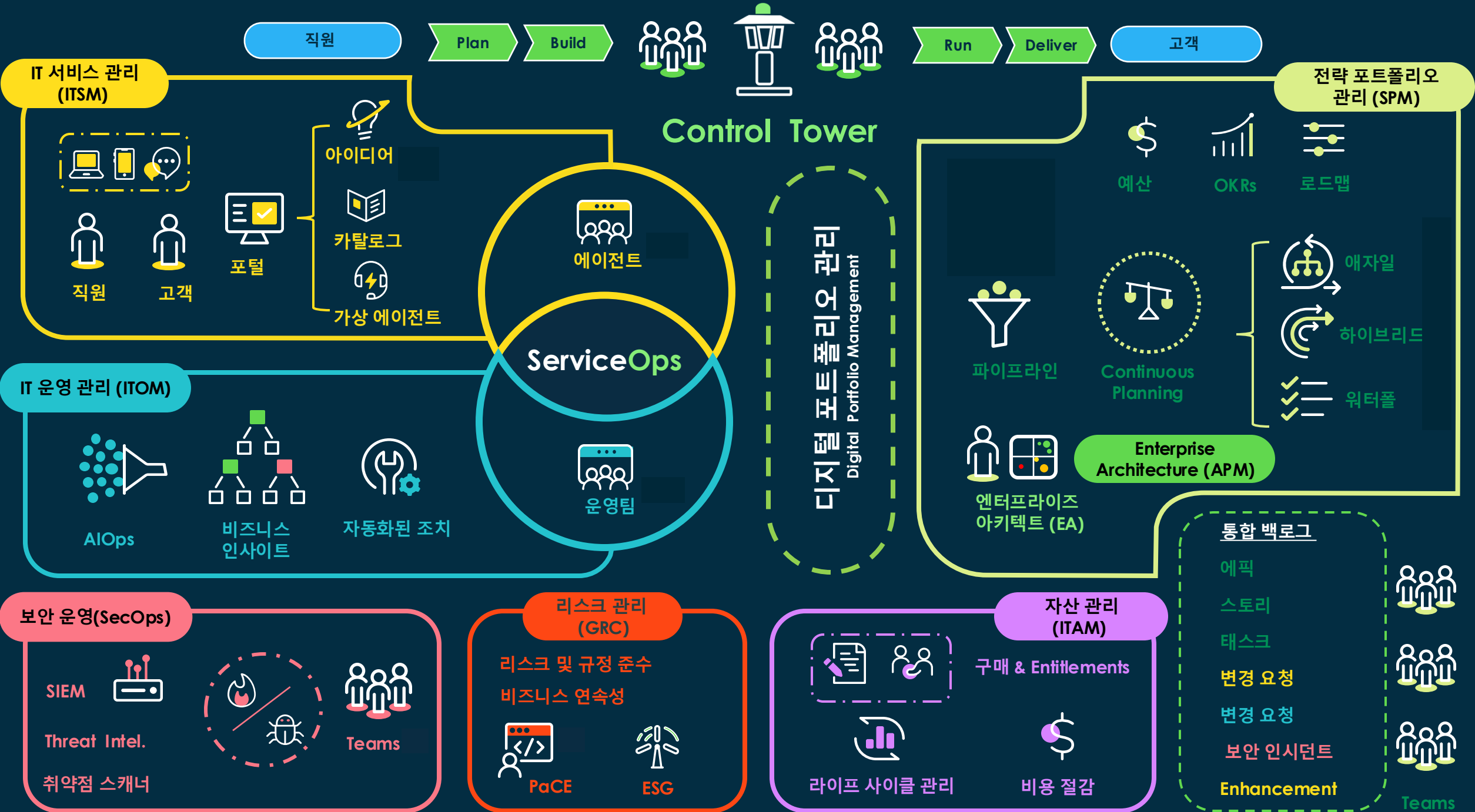
**BEST**  
**PLACES**  
**TO WORK**  
2024 'GLASSDOOR'



# IT의 도전 과제들



IT 내 사일로를 제거하고 비즈니스 성과를 효과적으로 달성할 수 있을까요 ?





### Incident Management

Are issues getting resolved in a timely manner?

**Mean time to resolve**  
1 days ▲ 6,3%  
Dec 31 Target Gap

**% breached SLA**  
100,00% ▲ 0,0%  
Jul 31 Target Gap

### Request Management

How are we tracking with the requests backlog?

**Request backlog growth** Open requests  
0 ▲ 0,0% 176 ▲ 0,0%  
Jul 31 Target Gap Jul 31 Target Gap

### Change Management

How are we dealing with changes?

**% Urgent changes**  
Jul 31 Target Gap ▲

**% of Unsuccessful changes**  
Jul 31 Target Gap ▲

### CMDB

How is the health of cloud infrastructure?

**Count of CIs monitored**  
83 ▲ 0,0%  
Jul 31 Target Gap

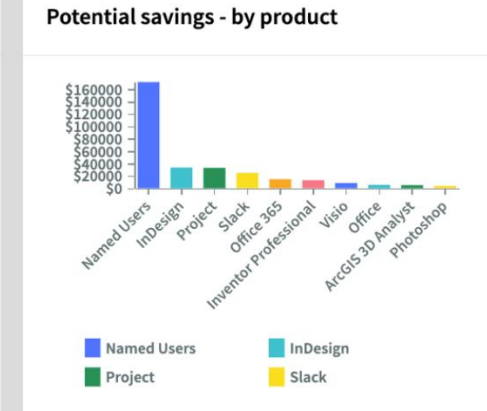
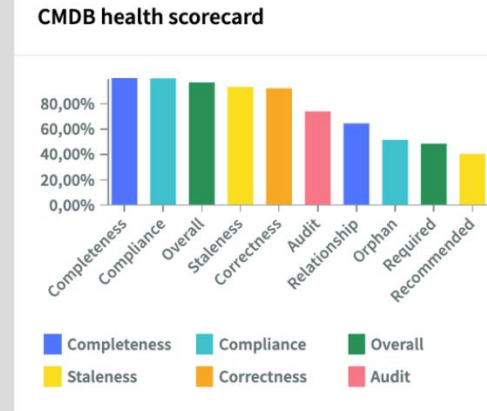
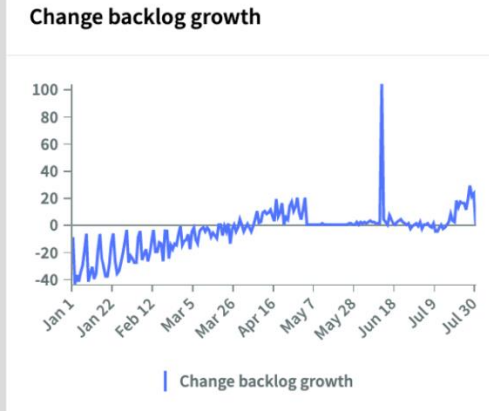
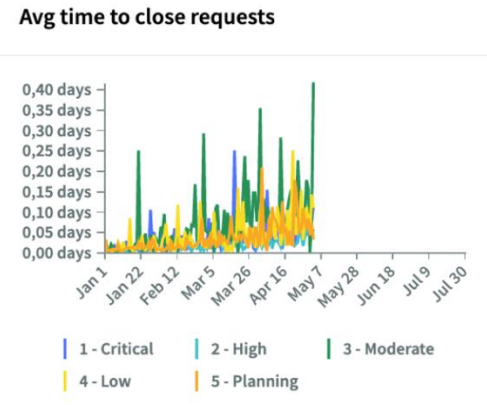
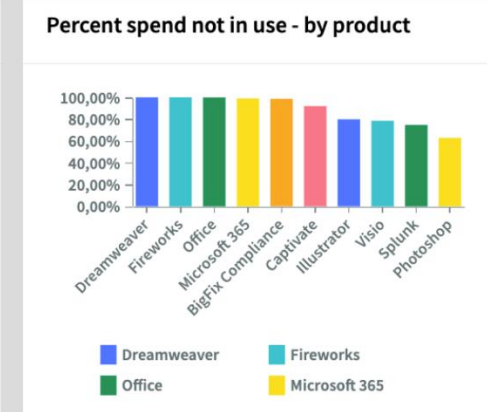
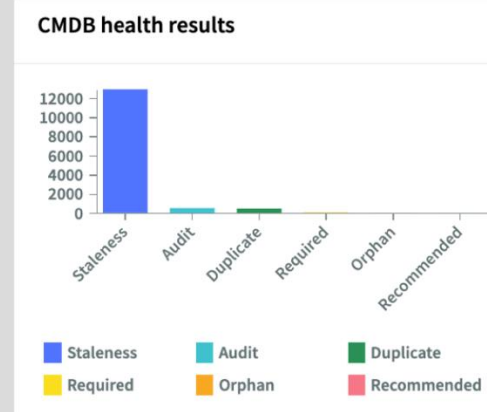
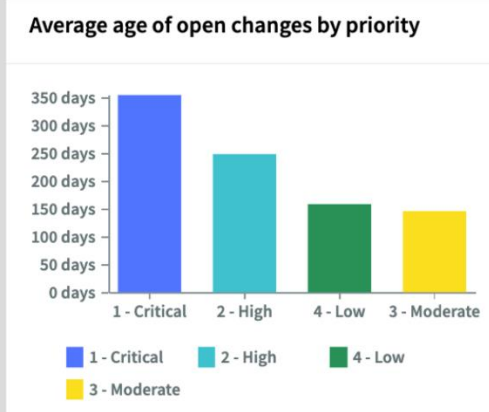
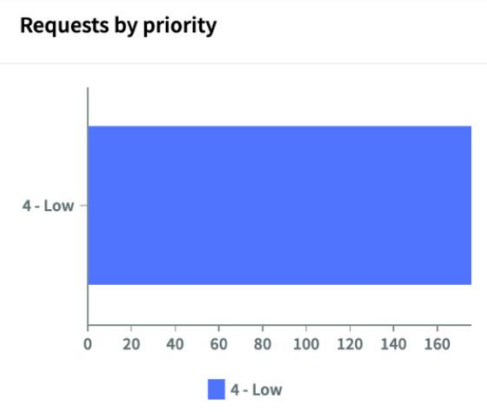
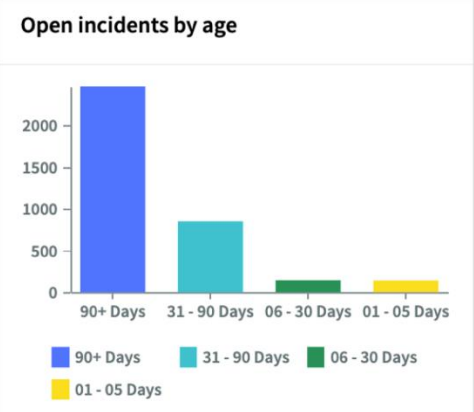
**Avg CIs fault count**  
0,00 ▲ 0,0%  
Jul 31 Target Gap

### Hardware & Software Asset Management

Status of Hardware and Software assets

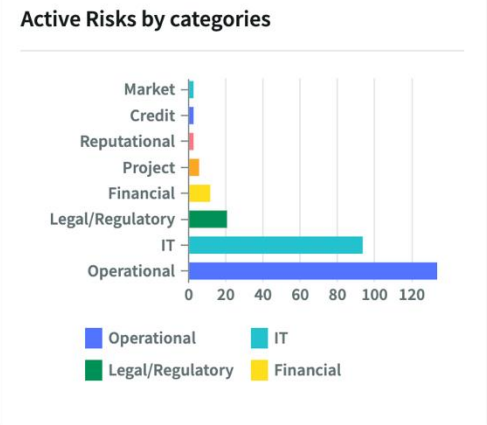
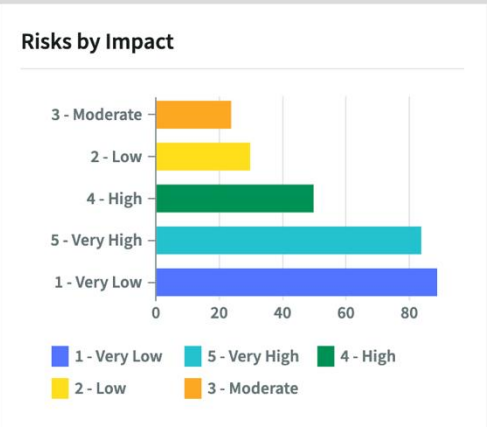
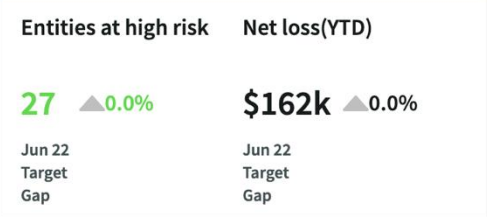
**Potential savings**  
\$204k ▲ 0,0%  
Jul 31 Target Gap

**Percent spend not in use**  
28,99% ▲ 0,0%  
W30 2022 Target Gap



### Enterprise Risks

What are all the enterprise risks we have?



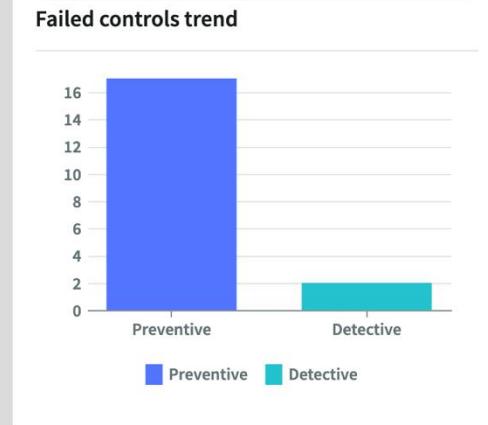
### Enterprise Issues

How many open enterprise issues do we have?



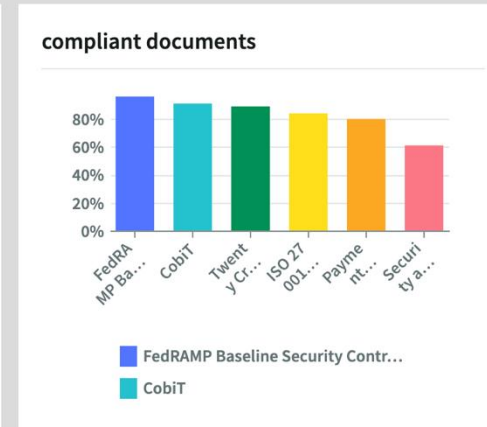
### Internal audits

How is our audit rigor and tracking?



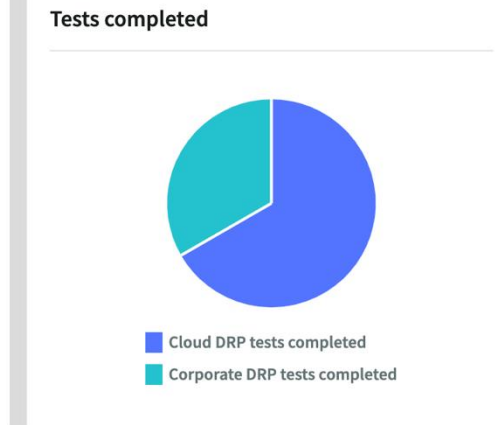
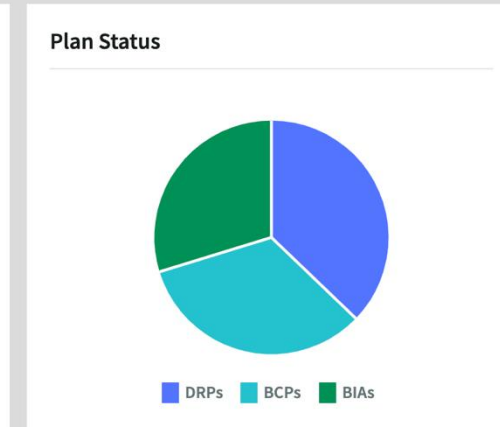
### Compliance

How is our compliance?



### BCM Governance

How effective is our BCM governance program?



# ServiceNow 의 Gartner® 시장 점유율

# #1

IT Operation <sup>1</sup>

# #1

IT Service Management <sup>2</sup>

# #1

Artificial Intelligence for IT Operations <sup>2</sup>

# #1

IT Asset Management 및  
Software Asset Management <sup>2</sup>

# #1

Project and Portfolio Management  
SaaS segment<sup>3</sup>

# #2

Other Security Software segment<sup>1</sup>

GARTNER는 Gartner, Inc. 및/또는 그 계열사의 미국 및 국제적으로 등록된 상표이자 서비스 마크이며, 본 문서에서는 허가를 받아 사용되었으며, 위에 명시된 객관성 고지 사항이 포함되어 있습니다. Gartner는 연구 간행물에 언급된 어떤 공급업체, 제품 또는 서비스를 보증하지 않으며, 기술 사용자가 최고 등급을 받았거나 다른 지정이 있는 공급업체만을 선택하도록 조언하지 않습니다. Gartner 연구 간행물은 Gartner 연구 조직의 의견으로 구성되어 있으며, 이를 사실에 대한 진술로 해석해서는 안 됩니다. Gartner는 이 연구와 관련된 명시적 또는 묵시적인 모든 보증을 부인하며, 여기에는 상업성 또는 특정 목적에 대한 적합성 보증이 포함됩니다.

ServiceNow, Inc.에서 Gartner 연구를 바탕으로 제작한 그래픽. 출처: Gartner, Market Share: All Software Markets, Worldwide, 2023, 2024년 4월 22일, Gartner, Market Share: IT Operations Management Software, Worldwide, 2023, 2024년 6월 18일, Gartner, Market Share: Enterprise Application Software as a Service, Worldwide, 2023, 2024년 6월 14일

# IT 자산 관리 솔루션



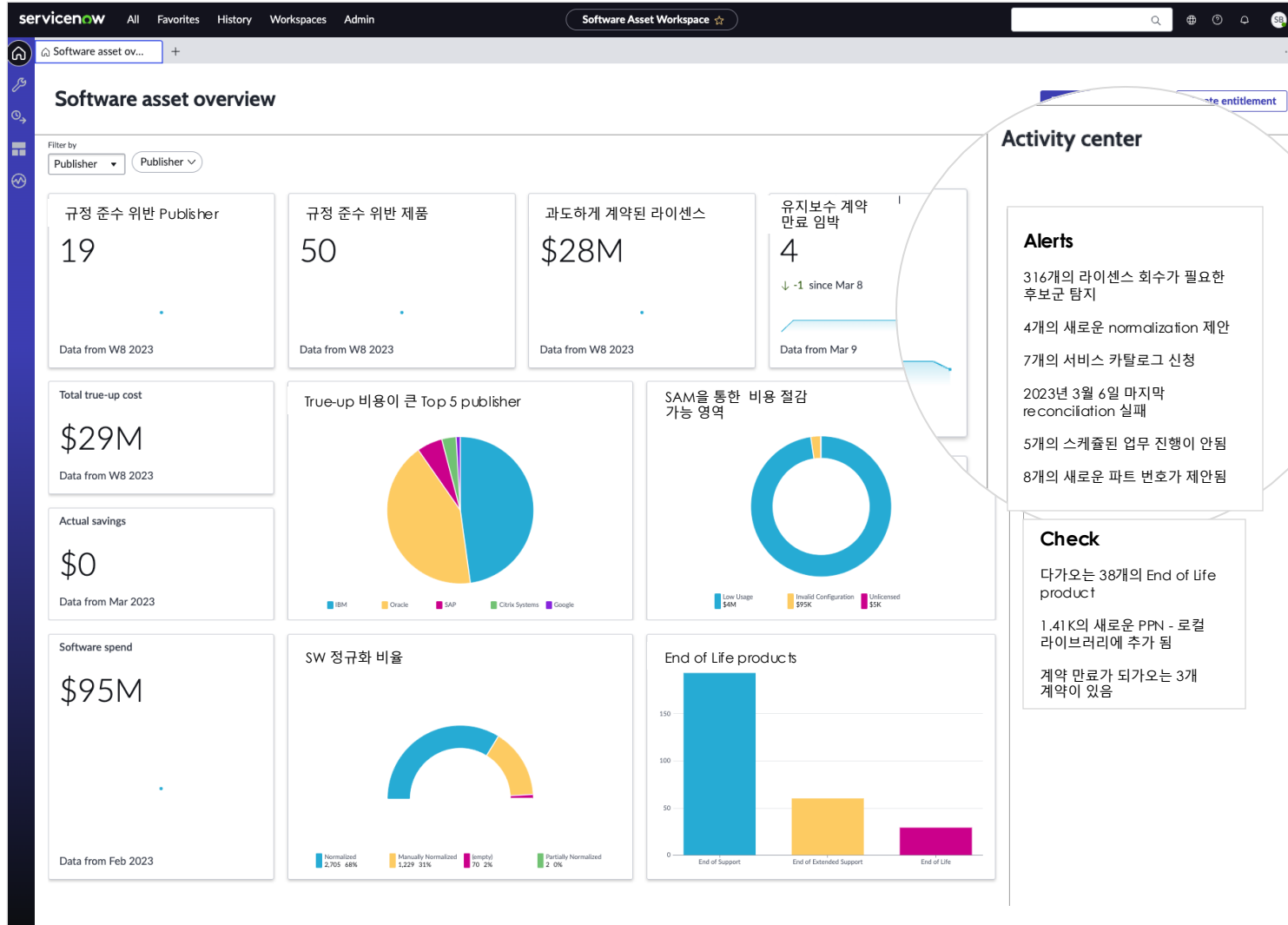
# 단일 플랫폼 기반 금융사의 다양한 자산 관리 지원



다양한 워크플로우를 지원하는 단일 플랫폼



# Software 자산 관리 워크스페이스



- 자산 관리팀이 수행하고 있는 업무에 대한 진척 상황 **알림**

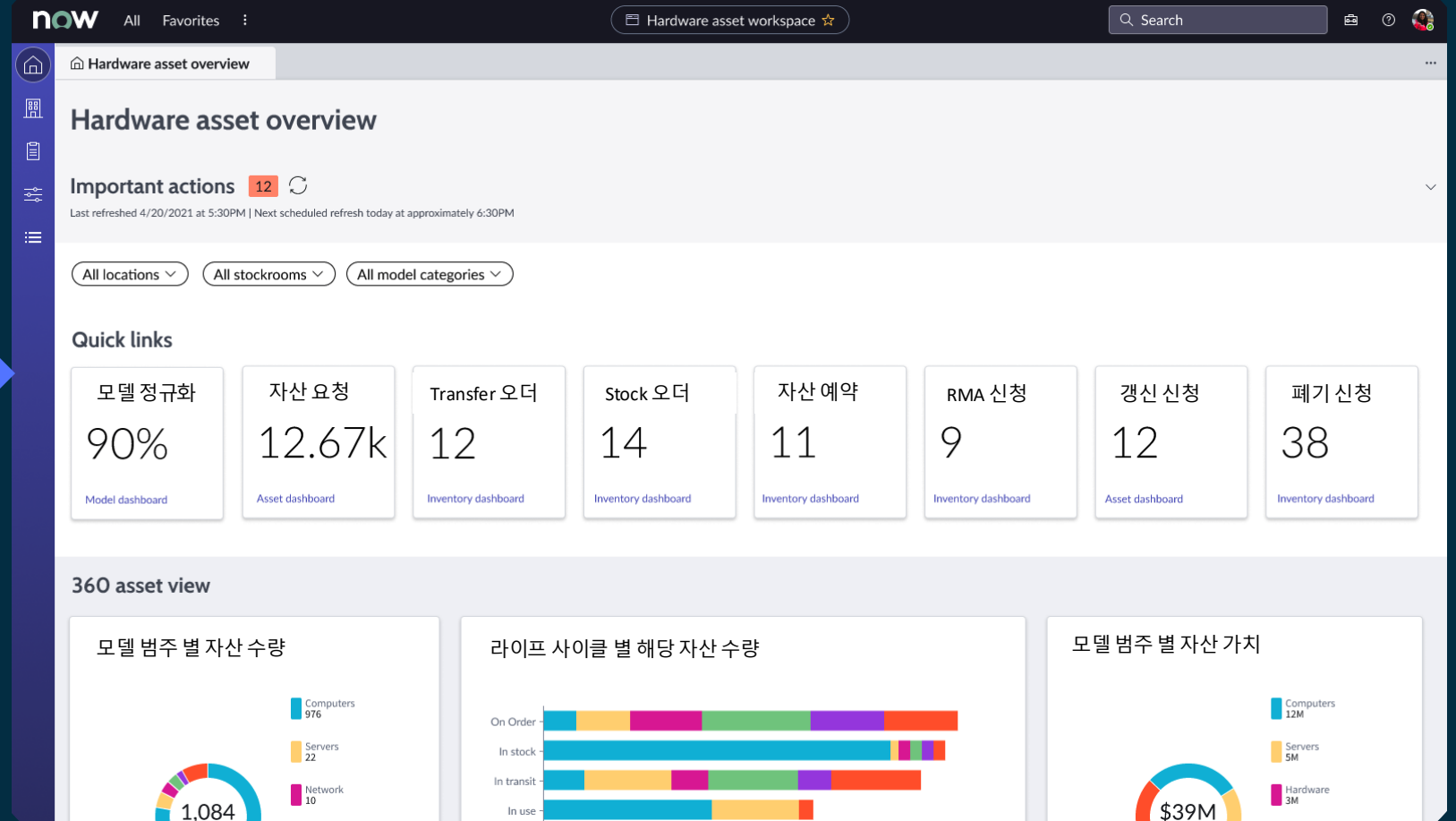
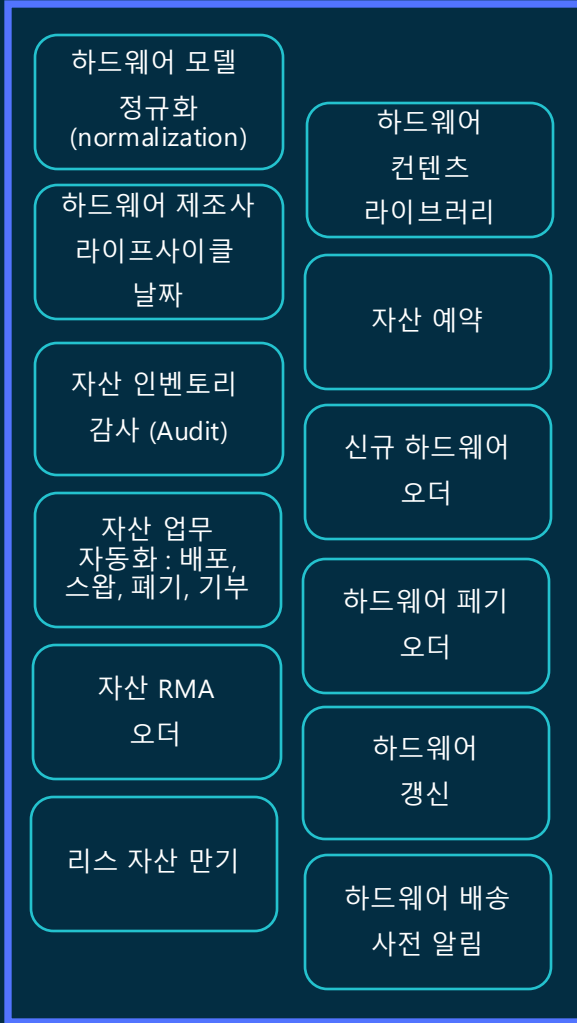
- 자세한 업무 내용을 필터링하거나 확인하여 작업할 수 있도록 **주요 티켓 항목을 모니터링**

- 자산 관리자가 해야 하는 작업에 대한 **알림 제공**

- 엔터프라이즈 아키텍트 및 SecOps용 보안 분석가가 필요한 **노후화된 기술 스택 리스크에 대한 가시성 제공**

# Hardware 자산 관리 워크스페이스

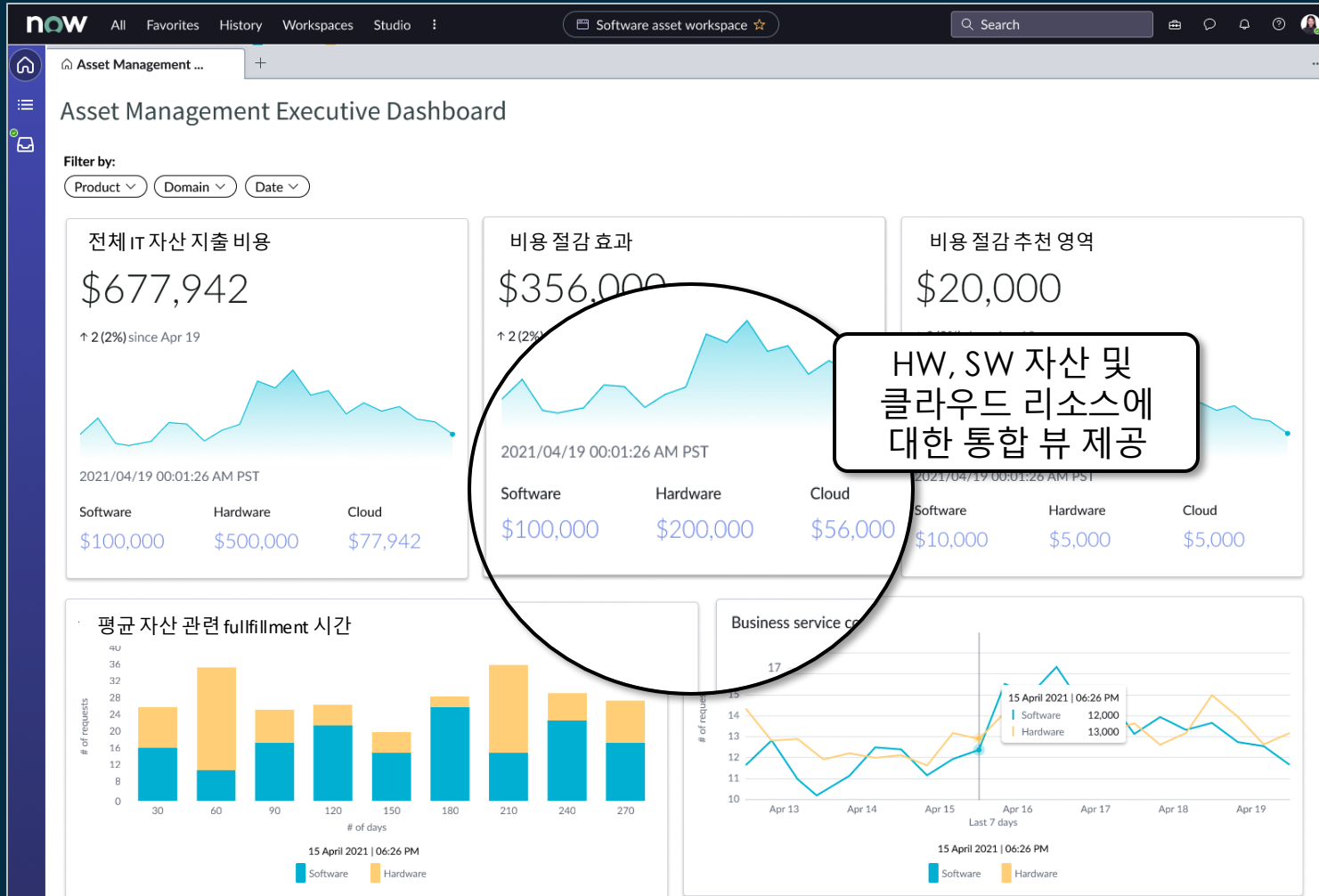
자산 및 자산 전체 라이프사이클 전반의 가시성 기반 효율성 향상



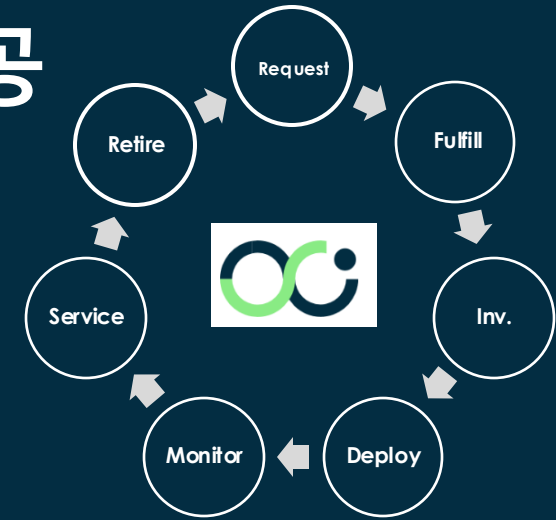
하드웨어 자산 워크스페이스

# 금융사 조직 내 모든 자산에 대한 가시성 제공

하드웨어, 소프트웨어 및 클라우드 기술을 모두 모니터링



HW, SW 자산 및 클라우드 리소스에 대한 통합 뷰 제공



- 소프트웨어에서 하드웨어, 클라우드 리소스에 이르는 모든 기술 자산의 상태 및 수명 주기 보기
- 다수 ServiceNow ITAM 제품 사용 시, 대시보드 및 워크스페이스를 통한 통합 뷰 제공
- KPI를 관리하여 비용 절감, 위험 감소 또는 다양한 라이프사이클 단계에 있는 자산 식별

# 전략 포트폴리오 관리 솔루션



# Strategic portfolio management



## Consolidate

작업 계획과 실제 업무 통합

Bring teams together



정해진 시간과 예산 내에  
작업이 완료



## Align

모든 업무를 전략과 Align

Focus on the right work



어떤 작업 방식이든  
활용하여 전달 속도 향상



## Accelerate

기업 전체 가치 실현 가속화

Transform how you operate



조직 전반에 걸쳐 빠른 가치  
실현



전체 비즈니스를 통합하는 단일 지능형 플랫폼  
완전한 통찰력을 위한 단일 데이터 모델

## GOALS & TARGETS

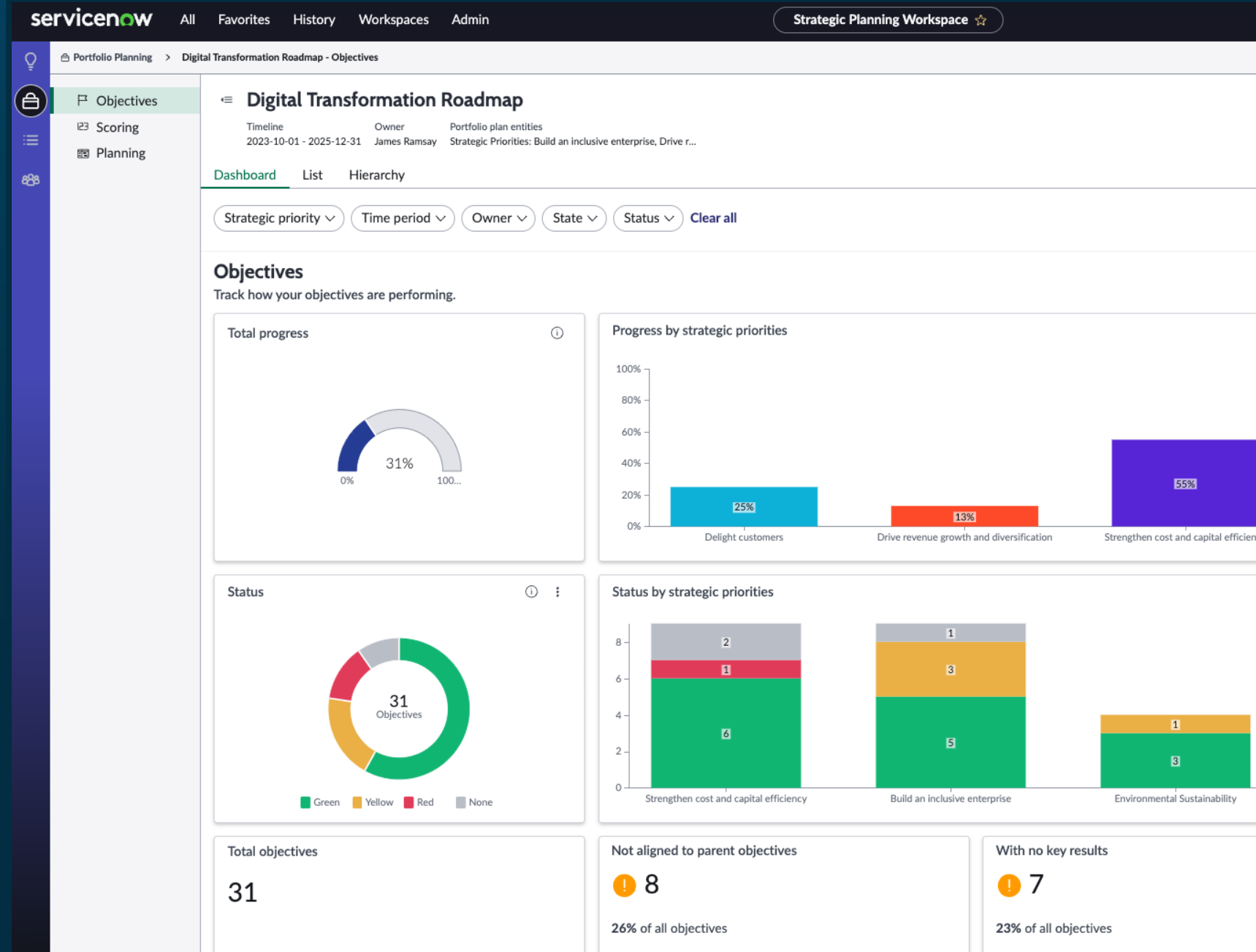
# 목표 달성률을 높이기 위한 전략 수립

올바른 비즈니스 결과를 달성하기 위해 올바른 작업에 집중하도록 지원

목표를 설정하고 평가할 수 있는 단일 플랫폼 제공

모든 작업 유형에 전략적 목표 연계

목표 진행 상황을 실시간으로 추적



## ROADMAP PLANNING

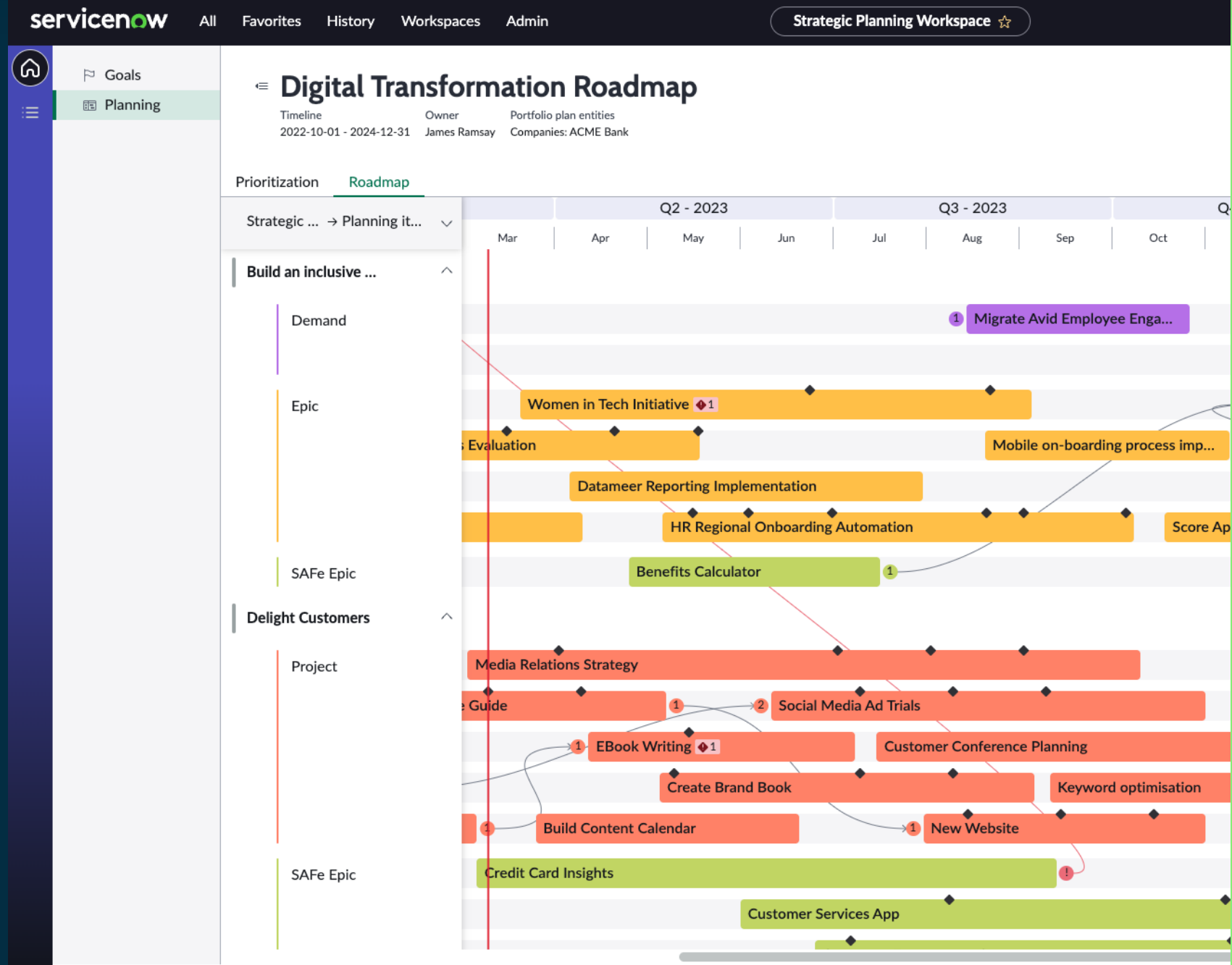
# 모든 작업을 Align하여 성과를 극대화

변화가 필요할 때 신속하고 과감하게  
대응하도록 지원

투자가 조직의 전략을 반영하도록 보장

로드맵 시나리오를 활용해 재무 및 역량  
활용을 평가

포트폴리오의 균형을 계획, 추적, 분석



## PROJECT DELIVERY

# 어떤 작업 방식이든 활용하여 가치를 더 빠르게 제공

전략에 부합하는 작업 성과를 빠르게  
창출

단일의 직관적인 작업 공간에서 모든  
규모의 프로젝트를 관리

모범 사례 템플릿을 바탕으로 가치를  
제공

협업을 증진하고 공유된 가시성 증가

The screenshot displays the ServiceNow Project Workspace interface. At the top, there are navigation tabs for 'All', 'Favorites', 'History', 'Workspaces', and 'Admin'. The current workspace is 'Project Workspace'. The main header shows the project name 'Migrate to Cloud based Recruitment Platform' and a 'Planning' dropdown menu. Below this, a table lists project tasks with columns for 'Short description' and 'Status'. The tasks are organized into phases: 'Initiating (4)', 'Planning (7)', and 'Executing (9)'. To the right of the table is a Gantt chart showing the project schedule from January 8, 2023, to January 15, 2023. The Gantt chart uses colored bars to represent task durations and dependencies, with a red vertical line indicating the current date.

Task ID	Short description	Status
1	Migrate to Cloud based Recruitment Platform (10)	Green
2	Initiating (4)	Green
3	Identify Project Stakeholders	Yellow
4	Gather High Level Business Requirements	Green
5	Deliverable: Business Case	Green
6	Deliverable: Project Initiation Document (PID)	Green
7	Quality Gate 1: Initiating Complete	Green
8	Planning (7)	Green
9	Gather Business Requirements	Green
10	Determine Project Team	Green
11	Project Team Kickoff Meeting	Green
12	Deliverable: High Level Design Document (HLD)	Green
13	Create and Baseline Project Plan	Green
14	Create Financial Plans	Green
15	Finalize PID	Green
16	Quality Gate 2: Planning Complete	Green
17	Executing (9)	Green
18	Project Kickoff Meeting	Green
19	Verify & Validate User Requirements	Green
20	Design System	Green
21	Procure Hardware/Software	Green

Now Assist for SPM



# Generative AI를 활용한 빠른 가치 창출

고객에게 더 빠르게 응답하여 민첩성 향상

수요 접수 프로세스를 간소화하여 경험을 혁신

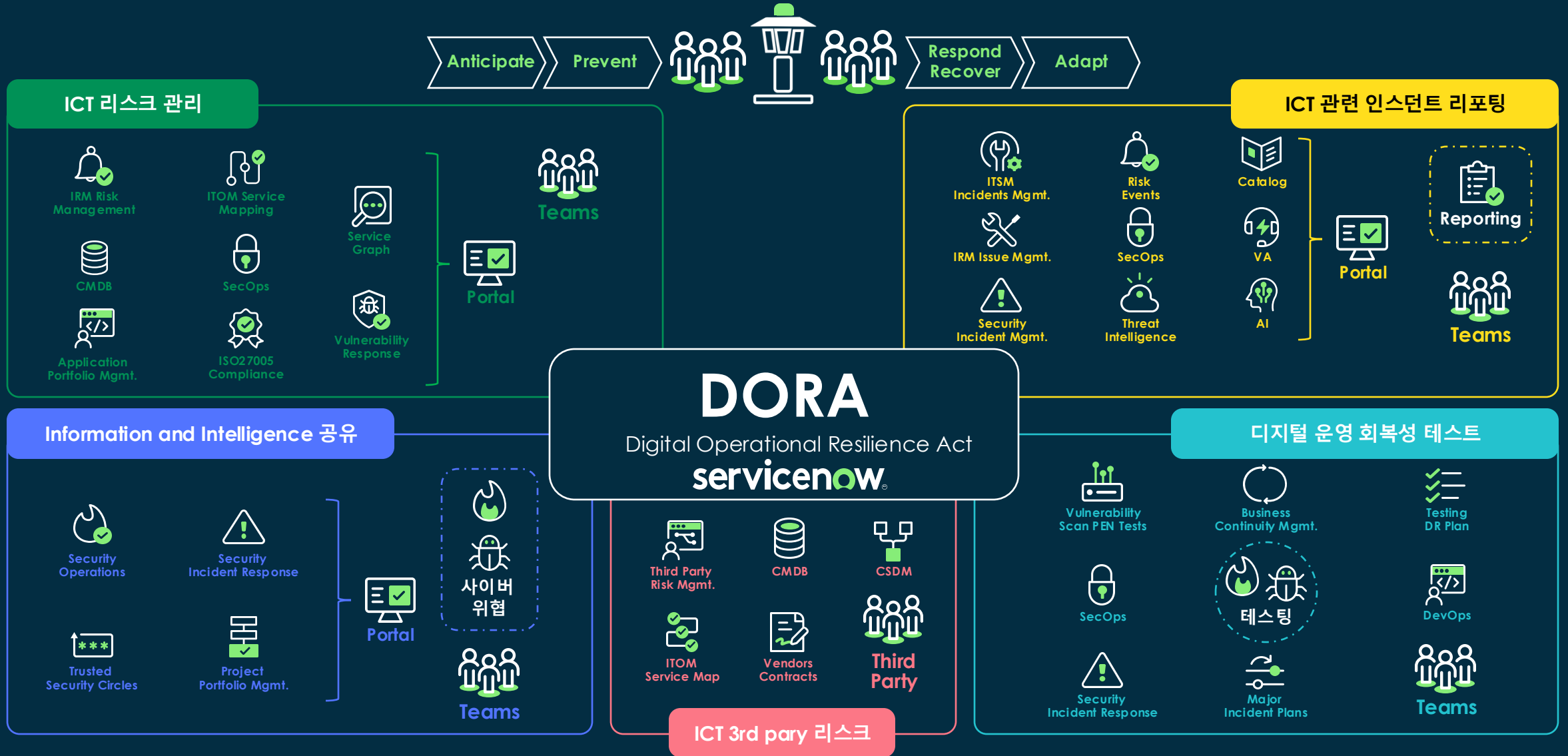
고객의 목소리를 요약하여 생산성을 가속화

The screenshot displays the ServiceNow user interface. At the top, the 'servicenow' logo is on the left, and navigation links for 'My Tasks', 'My Requests', 'My Favorites', and 'Tours' are on the right. Below the logo, there's a 'Technology services' dropdown menu. The main header area features the text 'How can we help?' and a search bar. The main content area is divided into several sections: 'Quick links' with three cards for 'Password reset', 'System status', and 'Request Standing Desk'; 'Popular topics' with four icons representing different service areas; 'My active items' with a list of 'Tasks', 'Requests', and 'Surveys'; and 'My favorites' with a heart icon. A 'Now Support' chat window is overlaid on the right side of the screen. The chat window has a title bar with a star icon and the text 'Now Support'. The chat history shows a message from the AI assistant: 'generally point you in the right direction. I'm still learning, so I might make mistakes sometimes. Check my answers for accuracy.' followed by a question from the user: 'How can I help you today?'. Below the chat history is a 'Create a New Demand' button. A card titled 'Create a New Demand' provides instructions: 'Describe the details of your demand using the fields below. Once submitted, your Demand Manager will review your demand and contact you to discuss...'. Below this card is a message from the AI assistant: 'I can help with: Create a New Demand. The best way I've found to do this is here in chat. What would you like to do?'. At the bottom of the chat window, there is a 'Get started' button and a 'Show more results' button. The input field at the bottom of the chat window contains the text 'Please type your response here' and a send button.



# 리스크 관리 솔루션

# 금융사를 위한 Control Tower 거버넌스 제공



# Policy Management

now All Favorites History Workspaces Compliance Workspace

Home > List view > Policy: Change Management Standard

## Change Management Standard

POL0010217

Number	State	Type	Owner	Valid from	Valid to
POL0010217	Published	Standard	Mack Jurasin	2016-01-01 00:00...	2022-05-31 23:59...

Overview Details Policy text Policy history Entity types (2) Control objectives (11) Policies More

Description

The purpose of this policy is to define the parameters for changing systems and configurable items (to include these policies, standards, and procedures) because it has been found that almost 80% of all compliance problems can be tracked to unauthorized or undocumented changes.

Progress: Draft Complete, Review Complete, Awaiting approval Complete, Published In progress (4), Retired Optional (5)

### Tracking

#### Policy acknowledgements results

9 Total

Category	Count
Accepted	9
Declined	0
Exempted	0
No Response	0

#### Policy exceptions By risk rating

Risk Rating	Count
0-Imptl	1
1-Low	1
2-Medium	1
3-High	1

#### Issues By priority

Priority	Count
1-Critical	1
2-High	1
3-Moderate	1
4-Low	1

### Highlighted details

Hierarchy

- IT Service Manag... (81)
- Change Ma... (89)

Regulations addressed

- CobiT
- Security and Privacy Controls for Federa...
- FedRAMP Baseline Security Controls
- Twenty Critical Security Controls f...
- Payment Card Industry (PCI) Data...

View all >

# IT RISK AND COMPLIANCE



Home

## Compliance Management

Welcome, System Administrator!

[Create](#) ▾

### Overview

#### Authority documents



Compliant 11 55% Non-compliant 9 45%

#### Least compliant 20

Name ▾	High priority issues	Compliance score (%) ▲ ▾
North American Electric Reliability Corporation Critical Infrastructure Protection Standards Cyber Security - Security Management Controls CIP-003-6	0	● 7
Regulation (EU) 2016/679 of The European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (Gener	13	● 18
Reporting on Controls at a Service Organization: Relevant to Security, Availability, Processing Integrity, Confidentiality, or Privacy (SOC2)	0	● 24
California Civil Code Division 3 Part 4 Title 1.81.5 California Consumer Privacy Act of 2018	12	● 34

### Tasks

[View all tasks](#)






#### My pending tasks

Open	Approvals
<b>13</b>	0
	Overdue
	<b>8</b>

#### My group's tasks

Open	Unassigned
0	0
	Overdue
	0

# REGULATORY CHANGE

**now** All Favorites History Workspaces Compliance Workspace      

Regulatory Change Management

## Regulatory Change Management

Welcome, System Administrator!

### Activity overview

#### Alerts

163

New	127	78%
In Progress	23	14%
Impact Assessment	7	4%
Deferred	6	4%

#### Change tasks

19

New	8	42%
Implementation	7	37%
Respond	2	11%
Awaiting Approval	2	11%

#### Import document tasks

6

Ready to Import	2	33%
In Progress	2	33%
Awaiting Approval	2	33%

#### Tasks

[View all tasks](#)

##### My tasks

Open	Overdue
0	0

##### My group's work

Open	Overdue
0	0

#### Alerts by overall impact

144

#### Impacted entities

3

#### Taxonomy alerts

[Jurisdiction](#) ▾



# OPERATIONAL RISK

servicenow All Favorites History Workspaces Risk Workspace

Home > Heatmap workbench

Risk assessment methodology Enterprise Risk Management Top Risks

Filter Overview

### RK0020282: Inherent Risk trend

The heatmap is showing the risk score movement for the last 5 assessments  Show trend line

Likelihood	Incidental	Minor	Moderate	Major	Extreme
Almost Certain	Low	Low	Low	High	Very High
Likely	Low	Low	Low	High	Very High
Possible	Low	Low	Low	High	Very High
Unlikely	Low	Low	Low	High	Very High
Rare	Low	Low	Low	High	Very High

Timeline of assessments:

- 1 Jan'22: Extreme (Score 10)
- 2 Feb'22: High (Score 8)
- 3 Mar'22: High (Score 7)
- 4 May'22: Low (Score 4)
- 5 Jul'22: Very Low (Score 2)

< All risks

Details Activity log

#### Risk details

Availability of training content  
RK0020282

Description  
The required training content for the employees is not available

Owner: Benjamin Schkade Entity: ACME Global Category: Project

Risk movement Risk trend

#### Risk rating

Inherent rating  
Low (Score: 4)

Residual rating  
Very Low (Score: 2)

#### Risk response

No response

#### Risk tracking

KRI breached: 0 Open risk events: 0 Open issues: 0

# AUDIT

now All Favorites History Workspaces Audit Workspace Search

## Audit Management

Welcome, Service-now: Aneesh Bhatnagar [maint,admin,itil!]

[Create](#)

### Overview

**Timeline**

**Engagements**

Total open	Overdue	Due in 30 days	Upcoming
4	2	0	1

**Budgeting**

Over resource budget	Over expense budget
0	0

### Tracking

Engagement filter

**Audit tasks**

Open	Overdue
23	23

**Observations**

Open: 4

Status by priority: 1

**Issues**

Open	Overdue
176	0

Overdue by priority

### Tasks

[View all tasks](#)

**My tasks**





Open	Approvals	Overdue
0	0	0

**My group's tasks**

Open	Unassigned	Overdue
0	0	0



# THIRD-PARTY RISK

**servicenow** All Favorites History Admin Vendor Management Workspace     

[Due diligence management](#)

## Due diligence management

Check these metrics to see the most important items to work on

All active process	IRQ process	Due diligence pro...	Approval process	Contract risk proc...	Closed
14	3	2	0	0	1

### All active process 14

Last refreshed 1m ago.

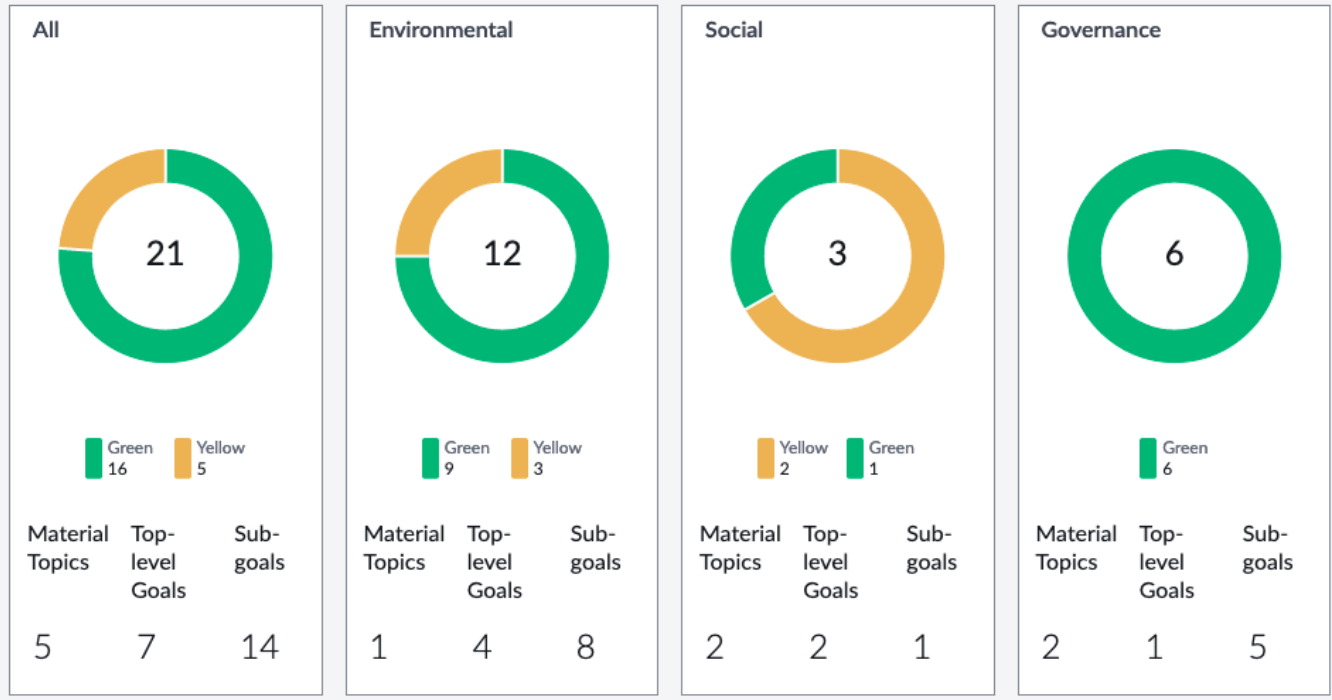
Number	Third-party	Engagement	Request type	State	Owner	Opened
<a href="#">DDR0001015</a>	3Com	Network installation services	Onboarding	IRQ in progress	System Administrator	2023-06-15 15:46:19
<a href="#">DDR0001014</a>	Acer	Laptop purchase for internal teams	Onboarding	IRQ in progress	System Administrator	2023-06-15 15:09:01
<a href="#">DDR0001013</a>	Acer	Service Outsourcing	Additional due diligence	New	(empty)	2023-06-15 15:04:55
<a href="#">DDR0001012</a>	3Com	(empty)	Onboarding	New	(empty)	2023-06-15 15:01:40
<a href="#">DDR0001011</a>	Workfaster	Scrum Methodology Consulting	Renewal of engagement contract	New	(empty)	2023-06-15 14:34:00
<a href="#">DDR0001010</a>	Adobe Systems	Software	Renewal of engagement contract	New	(empty)	2023-06-15 14:33:08

# ESG dashboard

Welcome, System Administrator!

## Overview

Show all goals



## Quick actions

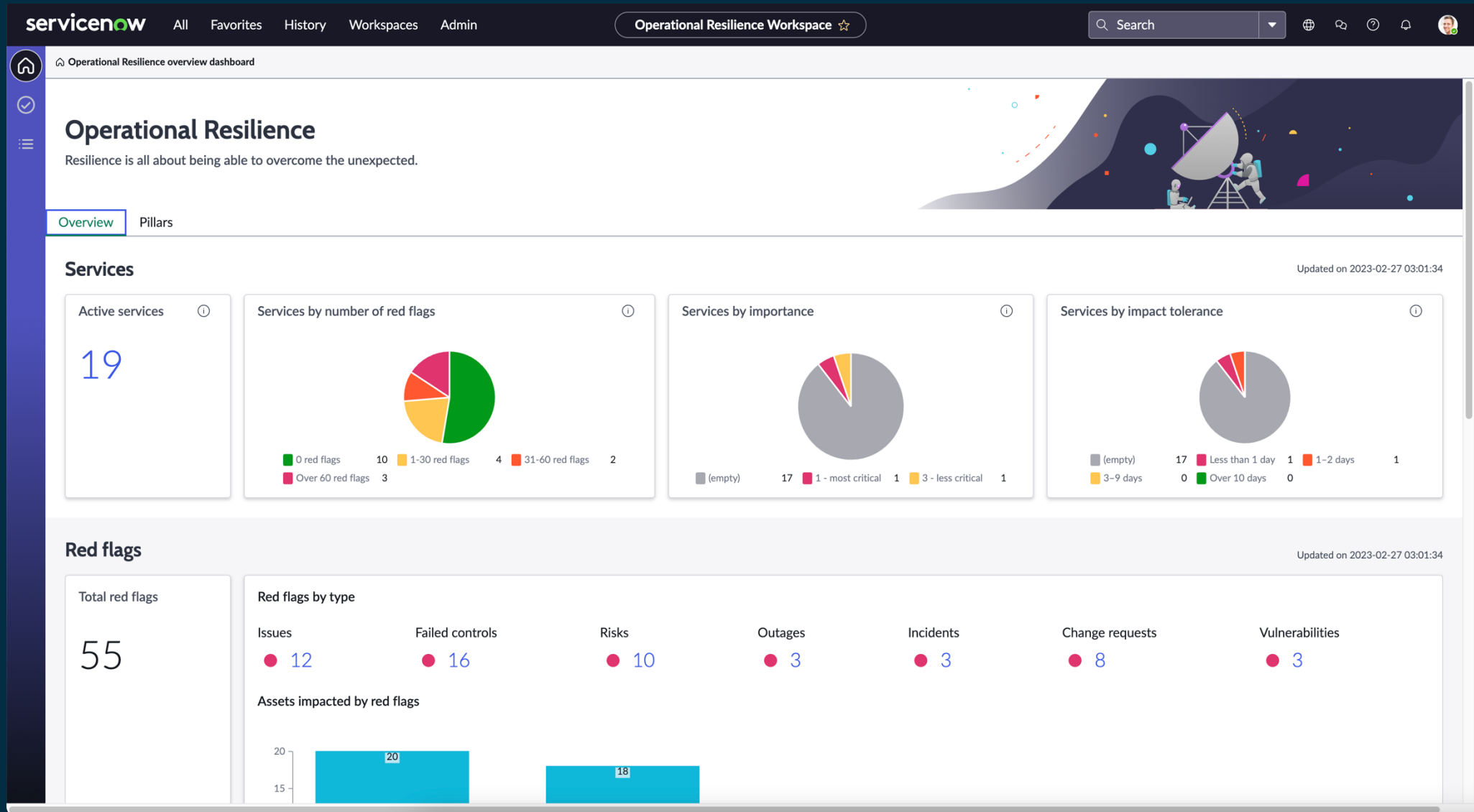
- Document a material topic
- Create a goal
- Create a program
- Create a project
- Start a disclosure

## Tasks

My pending tasks

Open	Overdue
0	0
	Approvals
	0

# OPERATIONAL RESILIENCE



# 글로벌 1,500개 이상의 금융사가 ServiceNow를 통해 비즈니스 가치를 창출하고 있습니다



85%





**93%**  
 높은 우선  
 순위의  
 인시던트 감소  
 Danske Bank



**92%**  
 MTR 감소  
 Twilio

**50%**  
 가상 에이전트를 통한  
 업무 로드 감소  
 Novant Health

**Great user  
 experiences  
 drive  
 business  
 value**



**수 개월에서  
 몇 분 안에**  
 규정 준수 (compliance) 리포트  
 생성  
 Avanade



**\$30M**  
 소프트웨어  
 최적화를 통한  
 비용 절감  
 Federal Agency



**\$1.7M**  
 자동화를 통한  
 비용 절감  
 Premise Health

