

ServiceNow San Diego

ServiceNow's San Diego release is focused on usability and productivity. It is also focused on advancing ServiceNow's footprint beyond IT service management (ITSM) in key areas such as customer experience (CX); employee experience (EX); and environmental, social, and governance (ESG).

- Next Experience is ServiceNow's new user interface (UI) design, with a new component library, new icons and typefaces, broader accessibility preferences, and UI builder enhancements to support more rapid development and deployment of desktop and mobile workspaces for ServiceNow users in specific roles and departments.
- The new Automation Engine SKU combines existing and enhanced application integration and robotic process automation (RPA) capabilities (including more than 1300 prebuilt components to connect ServiceNow to other applications and systems) for broader RPA.
- New out-of-the-box industry solutions for banking, insurance, and technology accelerate time to value for financial services and technology providers seeking to leverage the ServiceNow platform.



FROM THE SUMMIT

A new user interface and new automation capabilities are key advances of San Diego that extend across the platform. The release also includes new industry solutions for insurance, banking, and technology; a new ESG solution; and enhancements to core CX and EX features.



DEEP DIVE

The big San Diego story is the UI and UI builder, which extends to CX and EX with refactored configurable workspaces for agents. In CX, the main advances are in field service management, with enhanced scheduling optimization and contractor management. In ESG, San Diego offers a new Operational Control solution.



LONG VIEW

With this release ServiceNow has prioritized UI modernization and platform intelligence over big leaps in individual product features. However, these investments will deliver economies of scale across all ServiceNow solution pillars over time.



MONEY: Prebuilt RPA components, configurable workspaces, and low-code enhancements extend the value of ServiceNow and broaden development capabilities beyond resource-limited IT teams.



MARKET: As companies increasingly look at platform intelligence and UI flexibility as the key factors in vendor selection, ServiceNow is investing in both to advance its attractiveness beyond the CIO.



PEOPLE: Any change in UI presents a hurdle to user adoption. ServiceNow customers on previous releases will have to weigh those hurdles as well as the rebuild and test efforts needed to take advantage of San Diego.



TECH: As low-code platform providers seek to extend deployments across the enterprise, ServiceNow has the benefit of deep ITSM and governance capabilities to scale beyond departmental use.