



PagerDuty

Integrate PagerDuty
with ServiceNow
to improve major
incident management
response times

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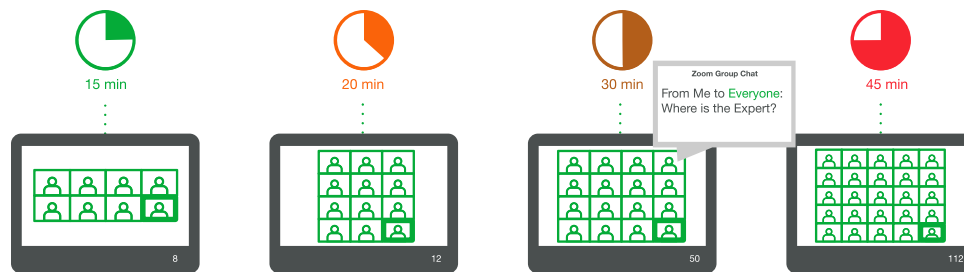
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Make your ITSM more efficient and effective

In the modern enterprise, we don't have a high tolerance for things that move slowly. Who likes to wait around? This expectation for fast, real-time response applies to consumers, customers, business partners, and employees alike. Now, plenty of requests can be—and are—designed to be queued. Examples of this include equipment upgrades, software licenses, or even a flickering office light bulb. These, while annoying, aren't urgent situations. They certainly aren't situations where you'd wake someone up in the middle of the night to mobilize and act.

But incidents are a different story. Incidents that impact your company's revenue, customer experience, or your brand's reputation need to be dealt with immediately. And this is where PagerDuty comes in. PagerDuty mobilizes and calls on the right people at the right time that they are needed.

Getting this right matters. Human time and focus is the modern enterprise's most valuable resource. The last thing you want is to unnecessarily bring in the wrong people in the middle of the night or pull them away from important focus work for the wrong incident.



In fact, one of our customers used to start a CollabOps channel with 102 people during a major incident prior to PagerDuty. The organization didn't know who the subject matter expert (SME) was, so everyone became involved. That is a lot of people for a Slack channel or a Microsoft Teams Meeting. We also learned that another organization invites 140 people to a conference bridge, but only some people immediately join. This means this organization wasted precious minutes trying to call multiple people who didn't respond initially.

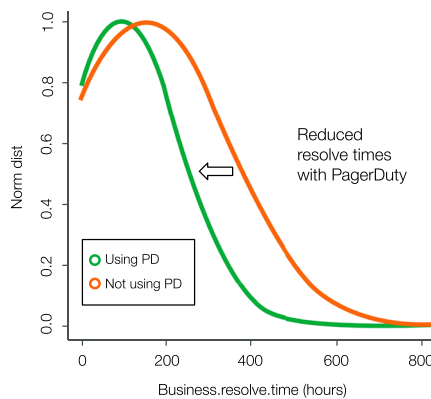
This mode of operation is quite reactive. Sometimes more than an hour goes by before figuring out what the problem is and who is needed. Team members are pulled away from their primary jobs, wasting time and stalling innovation.

Reduce Mean Time to Acknowledge (MTTA) and Mean Time to Resolve (MTTR) by at least 25%

Putting PagerDuty between your monitoring systems, CI/CD systems—really, anything emitting events about your digital environment— and your ServiceNow CMDB opens the door for better event management and correlation, incident response automation, advanced analytics and more, helping you service distributed and central teams together for faster turnaround and better customer experience.

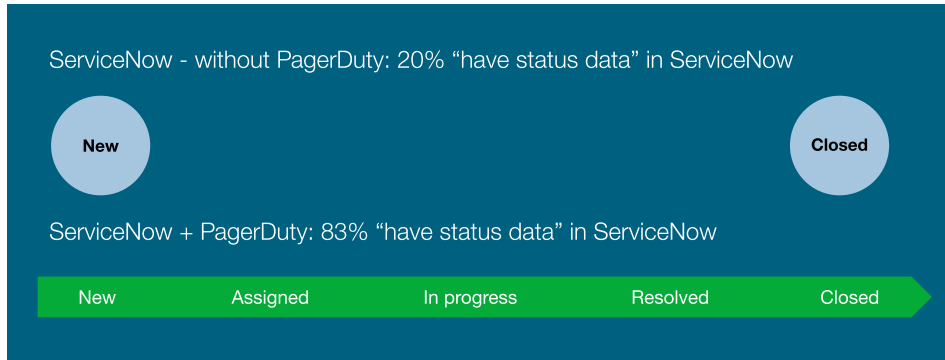
Instead of a high volume of tickets with little context, you can enrich your system of record with up-to-the-minute incident information to analyze and improve your operational processes.

Customer incident resolution times are **at minimum 25% faster** with PagerDuty+ ServiceNow versus ServiceNow alone.



PagerDuty helps ServiceNow customers make their ITSM more efficient and effective by augmenting visibility and accountability throughout the incident lifecycle. ServiceNow remains the system of record while PagerDuty cuts through the noise of your many ITOps/DevOps tools and automatically engages the right resource, with the right information - driving greater ServiceNow utilization across your organization.

Furthermore, customers using PagerDuty with ServiceNow improve their incident detail and status data by 83%. What does this mean? Without PagerDuty, many incidents simply get opened and closed with little information as to what was done to resolve the issue, defeating the point of a system of record.



PagerDuty’s ServiceNow integration enables end users to react and update incident records from a variety of interfaces, including Microsoft Teams, Slack, the PagerDuty mobile application, or browser. With easier access to incident data, you’ll see faster response times. Data sufficiency also helps teams codify best practices and conduct more thorough postmortems, helping organizations get better at incident response over time.

Customers using PagerDuty are performing more consistently across the board. We see our customers achieve significantly lower variance and faster performance in both acknowledgment and resolution times. With PagerDuty, organizations have improved their internal high-priority 15-minute SLA targets by 28% (from 59% to 87%), in addition to reducing Mean Time to Acknowledge (MTTA) and Mean Time to Resolve (MTTR) by at least 25%.



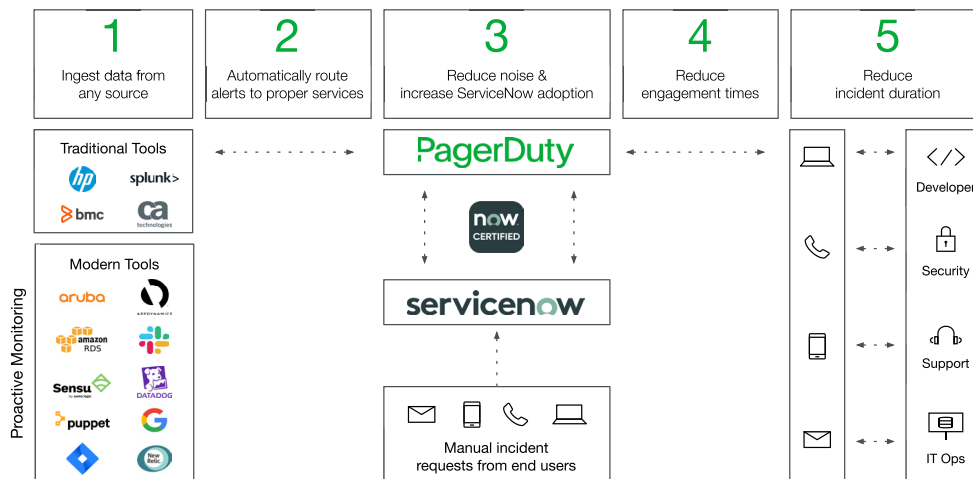
The time savings from the first to the second timeline are eye-opening, resulting in additional time for technical teams to invest in more creative tasks and move away from the toil of incident response. This increases their productivity, efficiency, and readiness to address future incidents.

How to deploy the integration

PagerDuty's integration with ServiceNow is fully bi-directional which means:

- Incidents that originate in ServiceNow can create an incident in PagerDuty. In this scenario, centralized IT Teams benefit from the greater visibility and context that PagerDuty delivers for users outside of the ServiceNow platform.
- Incidents triggered in PagerDuty can also be mirrored in ServiceNow. This allows teams to take advantage of PagerDuty's automation, noise suppression, and the ability to notify and engage the right responders at the right time even if they usually work within ServiceNow.

This allows departmental teams to decide how the integration will work for them: Alerts flowing from ServiceNow to PagerDuty or Incidents triggered in PagerDuty (manually or from 3rd party monitoring tools) can be mirrored in ServiceNow – either or both approaches work well and can be deployed simultaneously.

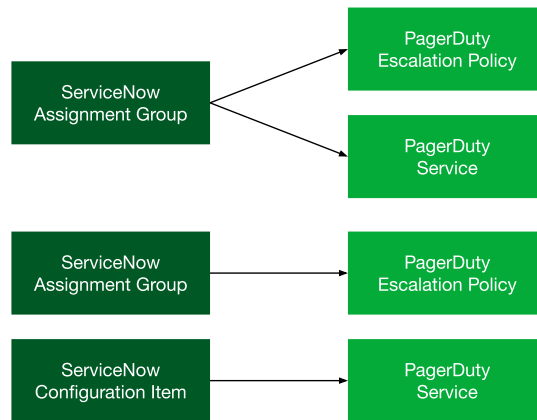


No information is lost regardless of where the responder chooses to work, or how the information gets into PagerDuty. Alerts may come directly from over 750 pre-built, easy-to-set-up integrations or from an incident that initiated in ServiceNow. PagerDuty will get the right people involved fast to remediate incidents before they cause devastating impacts on your business.

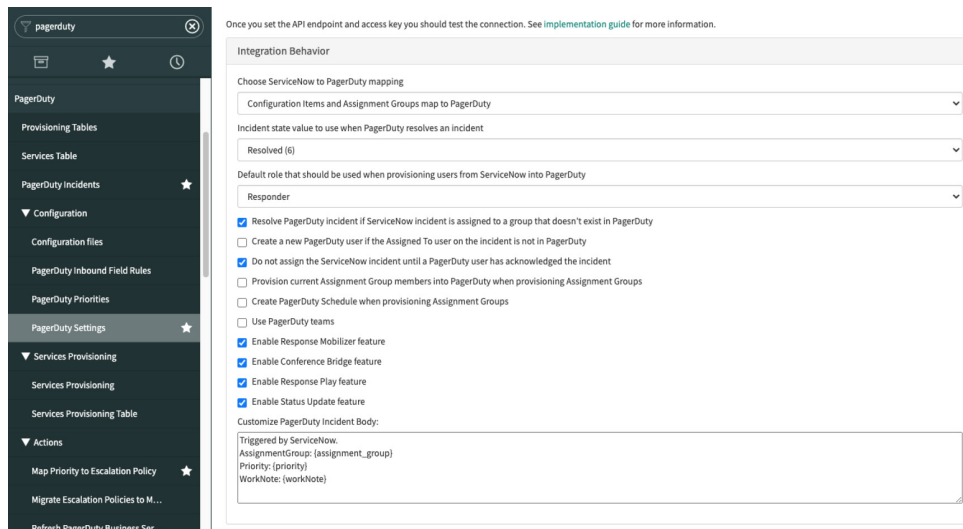
Mapping the integration

Deploying this integration is quite simple. You only need to decide which ServiceNow incidents should trigger real-time action and how to categorize those incidents in ServiceNow. There are two ways to accomplish this:

- By mapping ServiceNow Assignment groups to a PagerDuty Escalation Policy and a PagerDuty Service.
- By mapping a ServiceNow Assignment Group to a PagerDuty Escalation Policy and mapping CMDB (Configuration Management Database) items from ServiceNow to a PagerDuty Service.

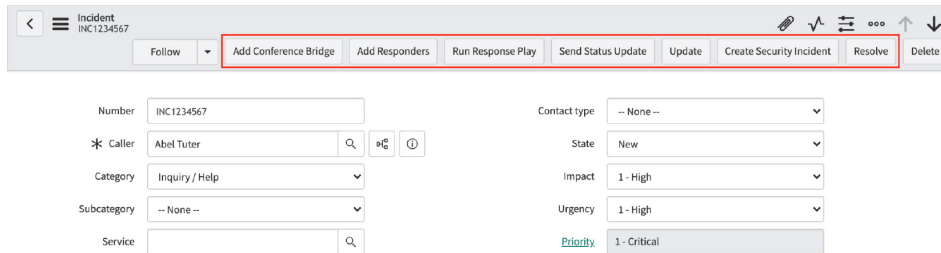


The following screen shows the settings from the ServiceNow console. Note that you don't have to change any of these configurations for the integration to work. It shows the mappings, which you can select from assignment groups to PagerDuty or configuration items and assignment groups from ServiceNow mapping into PagerDuty.



PagerDuty also makes it easy to work from within the ServiceNow console. We want to make sure, whether you're a responder or a member of the NOC, that you have PagerDuty action buttons enabled so that you can add a conference bridge, add additional responders, or send out status notifications to stakeholders that need to be aware of any incident that could potentially impact them.

Once the integration is deployed, users can choose to use either interface to perform PagerDuty incident actions.



PagerDuty's integration with ServiceNow will help you leverage CMDB data to ensure consistency and enhance visibility. Whether you like to work in PagerDuty or ServiceNow, you'll now have the same information at your fingertips and be able to better orchestrate response across the business.

Manage incidents end-to-end with PagerDuty

For queued work, ITSM and traditional IT processes work great. For urgent, real-time work, teams trust PagerDuty. PagerDuty unifies your patchwork of tools by delivering end-to-end incident response. Built-in AIOps capabilities correlate events from different monitoring tools to reduce noise and eliminate toil. The platform makes it easy to remove manual work from incident response, including triggering automated diagnostics and automating incident workflows to make sure the right people are brought in on the right channels every time.

PagerDuty helps organizations streamline incident resolution within their IT services team by:

- Suppressing noise so that only relevant incidents get created
- Enriching incidents with full context and situational awareness (recent changes, similar and related incidents)
- Involving the right SMEs at the right time
- Automating diagnostics that arm responders with information they often have to acquire manually
- Helping accelerate the closing of incidents and documenting learnings

All this while keeping internal and external stakeholders informed with status updates and status pages. And 700+ integrations means you can sync all your incident data to make your IT investments more efficient and effective.

Learn more about PagerDuty's integration with ServiceNow at <https://www.pagerduty.com/integrations/servicenow/>.

Visit <https://www.pagerduty.com/extend-itsm/> to see how PagerDuty could help extend your ITSM with real-time operations today.

PagerDuty, Inc. (NYSE:PD) is a leader in digital operations management. In an always-on world, organizations of all sizes trust PagerDuty to help them deliver a better digital experience to their customers, every time. Teams use PagerDuty to identify issues and opportunities in real time and bring together the right people to fix problems faster and prevent them in the future. Notable customers include Cisco, DocuSign, Doordash, Electronic Arts, Genentech, Shopify, Zoom and more.

To learn more and try PagerDuty for free, visit www.pagerduty.com. Follow our [blog](#) and connect with us on [Twitter](#), [LinkedIn](#), [YouTube](#) and [Facebook](#).