



WINNING STRATEGIES

for Performance Analytics

with

whitespace
[studios]

ServiceNow® Performance Analytics is the key to proving value of deployed solutions, measuring performance, and reducing bad outcomes. It's time to make performance delivery and improvement the central narrative of your ServiceNow® experience. We've distilled all our field experience into this guide so you can start delivering big value immediately.

01

START WITH WHY



You want to **maximize positive** outcomes, and **minimize negative** outcomes. Measuring these **immediately** and **continuously** earns you instant credibility.

ARTICULATE MEASUREMENT

02

Be **precise** about your unit of measure: #, \$, %, or duration. Be **decisive** and **clear** about preferred outcomes (maximized or minimized).



03

EVOKE EMOTION



If a visualization doesn't evoke instinct or emotion, it is **useless**. If your instinct says, "I don't know what's going on here" its right! Keep it **simple** and **informative**.

START SIMPLE

04

Prioritize 3 outcomes and grow from there. You don't need to fill a dashboard with myriad measures. Start with the **most important**.



05

SET GOALS (ANY GOALS!)



Drive towards **targets** and away from **thresholds**. You'll achieve better performance or better goals even if you use them as "lines in the sand".

BALANCE STRATEGY WITH TACTICAL

06

Whatever you measure in PA, make sure you have static **tactical** reports that show records "here and now". Trying to reduce time-to-assignment? Be sure users have reports showing currently unassigned tickets.



Be the hero of your ServiceNow® story.
Start winning with Performance Analytics!

NEED HELP? ACT NOW!

thewhitespace.io/services/performance

Follow this link and get a free consultation from the same people who developed this guide.

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