



# Why Customers Using ServiceNow ITOM Should Migrate to ZIF™

## Executive Summary

In the era of digital transformation, IT Operations Management (ITOM) has emerged as a strategic necessity, with organizations prioritizing agility, efficiency, and innovation. The selection of an ITOM platform, therefore, holds paramount importance as organizations seek to navigate this dynamic landscape. This white paper delves into the intricacies of why customers currently utilizing ServiceNow ITOM should consider migrating to ZIF, an innovative AIOps platform developed by GS Lab | GAVS. By harnessing advanced AI and automation capabilities, ZIF offers a holistic approach to ITOM, ensuring amplified efficiency, curtailed downtime, and optimized business operations.

## Introduction

### Evolving Landscape of IT Operations

In an era where businesses rely heavily on digital infrastructure, the effectiveness of IT operations becomes a crucial determinant of success. As technology advances, enterprises demand ITOM solutions that transcend traditional practices and provide innovative ways to manage complex environments.

### The Need for Advanced ITOM Solutions

The intricacies of modern IT environments necessitate advanced tools that can proactively monitor, analyze, and optimize operations. ServiceNow ITOM, while capable, has certain limitations that have propelled the need for ZIF, a next-generation AIOps platform.

AIOps is helping organizations improve their IT operations. In Gartner's 2022 CIO Agenda, 35% of CIOs said they were planning to implement AIOps in the next two years. This is up from 25% in 2021. Gartner research shows that organizations that have implemented

AIOps have seen a 30% reduction in Mean Time To Resolution (MTTR) and a 20% reduction in IT costs. Gartner also predicts that the AIOps market will continue to grow rapidly in the coming years. The market is expected to reach \$2.1 billion by 2025, with a CAGR of 19%.

## ServiceNow ITOM

ServiceNow ITOM is a suite of applications that provides a comprehensive view of IT operations. It includes tools for asset management, configuration management, change management, incident management, problem management, and service level management.

### Capabilities and Limitations

ServiceNow ITOM offers valuable capabilities such as discovery, dependency mapping, and event management. However, its scope is bound by rigid thresholds and challenges in handling dynamic environments.

### Key Challenges Faced by Users

Users often grapple with limited automation, inability to detect subtle anomalies, and lack of predictive insights. These challenges can lead to service disruptions, increased MTTR, and suboptimal customer experiences.

## The Emergence of ZIF: Unveiling a Paradigm Shift in ITOM

ZIF is an AI-driven platform that provides real-time observability and insights into the performance and health of applications, services, and infrastructure. It uses AI and machine learning to automatically detect anomalies and identify the root causes of performance issues. It provides good observability into the IT landscape and is a good choice for organizations that need a solution to



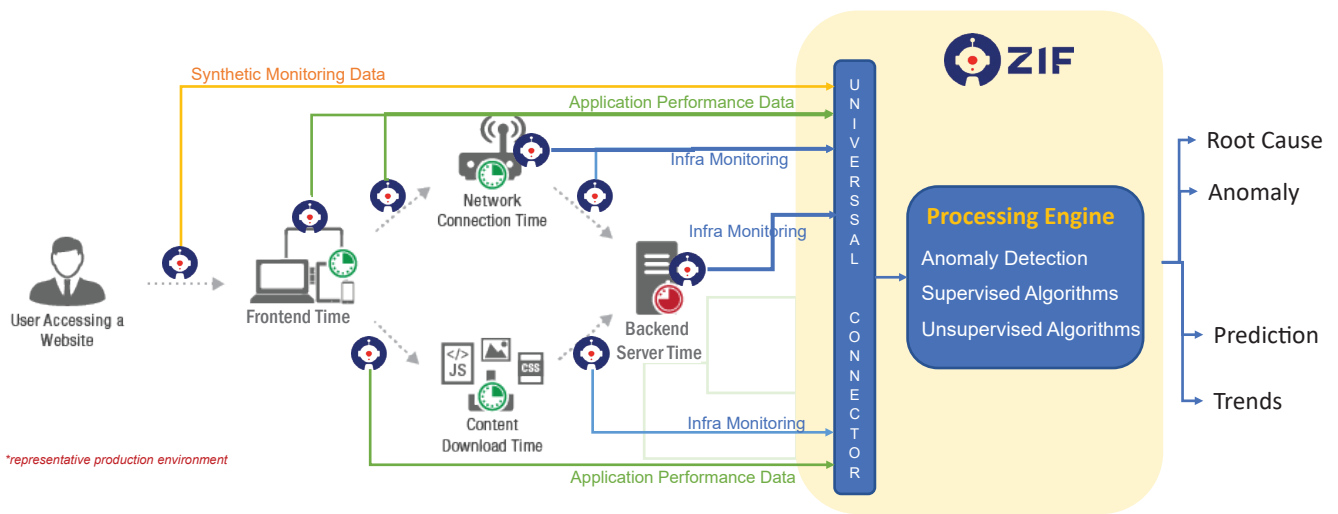
improve the performance and availability of their applications and infrastructure. The following features set ZIF apart from the rest of the ITOM players, including ServiceNow:

**Auto-Discovery and Dependency Mapping:**

ZIF revolutionizes ITOM with automated discovery that captures real-time dependencies and relationships across the IT landscape. This enables a holistic view of infrastructure and applications.

**Panaromaa® View:** ZIF revolutionizes monitoring with its holistic approach,

incorporating Application Performance Monitoring (APM), Synthetic Monitoring, and Infrastructure Monitoring. This diverse telemetry is meticulously analyzed using advanced machine learning algorithms, empowering ZIF to swiftly detect anomalies and predict potential failures. What truly sets ZIF apart is its integration of synthetic monitoring, simulating user interactions to provide a comprehensive 360-degree view. This proactive analysis equips enterprises to tackle issues before they impact operations, ensuring seamless digital experiences for users.



**Endpoint Monitoring:** ZIF's commitment to superior monitoring extends even to end user experience, setting it apart from most ITOM platforms. While others might overlook this critical aspect, ZIF takes a proactive approach by continuously monitoring end user journeys. Recognizing that user satisfaction directly influences business success, ZIF's End User Monitoring (EUM) becomes a cornerstone. This feature not only authenticates user identities across devices like laptops, desktops, and VDIs, but also employs the ZIF End Point Agent (EPA) to track productivity and monitor resource availability, ensuring smooth operations and enhancing user satisfaction.

**Transaction Journey Mapping:** In the dynamic landscape of technology, ZIF

introduces the Transaction Journey Mapper (TJM), a pivotal feature that offers comprehensive endpoint security and performance enhancement. TJM diligently monitors endpoint behaviour, swiftly detecting changes such as new applications or devices, communication shifts, and data flow anomalies. This vigilant approach ensures swift identification of malware, guards against unauthorized data transmission, mitigates network chokepoints, and upholds data integrity. TJM stands as a formidable tool within ZIF, reinforcing security, optimizing performance, and exemplifying our commitment to innovation and excellence. Experience the proactive protection and dynamic insights of TJM, empowering your digital journey like never before.

**Advanced AIOps Analytics and Prediction:**

ZIF's analytics engine leverages machine learning to correlate events from multiple sources, identify root causes, and predict potential outages. It boasts a patented predictive engine with more than 90% accuracy in forecasting incidents.

**Intelligent Automation and Remediation:**

ZIF's intelligent automation extends beyond simple tasks to encompass complex workflows. With over 250 pre-built ITPA bots and a low-code workflow creator, ZIF empowers organizations to automate processes effectively.

**Algorithmic CSAT and Business Process Mapping:**

ZIF introduces algorithmic Customer Satisfaction (CSAT) assessment through sentiment analysis, improving user experience. Moreover, ZIF maps business processes to applications, providing CXOs with a comprehensive overview of organizational performance.

**Distributed Component Mapping:** ZIF's Distributed Component Mapper (DCM) introduces a game-changing paradigm in IT operations, harmonizing data from disparate sources into a unified topological view. By seamlessly integrating insights from servers, applications, and services through the discovery process, DCM constructs a real-time, comprehensive landscape. This innovation catalyses streamlined operations, presenting critical observability on a single dashboard, and eliminating the need for interface hopping. ZIF's DCM establishes a dynamic understanding of infrastructure health, component interconnections, and communication patterns. This transformative tool drives efficient decision-making and accelerates incident resolution by providing a bird's eye view of the entire IT ecosystem.

**Business Process Overview:** The ability to map complex business processes to underlying applications and devices

empowers decision makers. ZIF's Business Process Overview provides a holistic, real-time insight into the interplay of technology and business operations, facilitating strategic planning and agile responses.

**Workflow Creation:** ZIF empowers organizations with the capability to create dynamic workflows effortlessly. Unlike the cumbersome process often associated with traditional ITOM platforms, ZIF's Workflow Creator offers a low-code, user-friendly interface. This innovation not only enhances operational agility but also reduces dependency on product support teams, allowing users to generate custom workflows in real-time. The ability to adapt workflows while in production ensures that organizations can respond promptly to changing business needs.

**Dynamic Dashboards:** ZIF's dynamic dashboards are not merely visualizations; they are an orchestra of insights that empower IT engineers with an all-encompassing view of their IT landscape. Merging applications, services, and infrastructure components, these dashboards are the helm from which IT professionals steer their operations. Yet, ZIF's innovation doesn't stop there—users can reshape this view at will. With drag-and-drop simplicity, IT professionals can sculpt the dashboards to fit their exact needs, breaking down information silos in real time.

**Integrated NOC and SOC:** ZIF acts as a bridge between tier 1 SOC and NOC teams, fostering harmonious cooperation. By blending ticketing systems, workflows, and established procedures, ZIF creates an environment where communication flows effortlessly and actions are synchronized. Through a central hub that gathers and shares essential data via user-friendly dashboards, ZIF strengthens the connection between NOC and SOC. This collaborative approach, guided by ZIF,

improves security response and operational effectiveness, promoting a united front in safeguarding your organization.

## A Comparative Analysis: ServiceNow ITOM vs. ZIF

This section offers a comprehensive comparative analysis between ServiceNow ITOM and ZIF across critical dimensions, including monitoring, predictive analytics, and automation. By highlighting ZIF's transformative features, this analysis showcases how ZIF outperforms ServiceNow ITOM in critical areas.

ServiceNow ITOM relies on rigid rule-based AI, limiting adaptability. In contrast, ZIF

employs both rule-based and unsupervised AI, offering a dynamic, self-learning approach. This enables ZIF to autonomously identify patterns, correlations, and anomalies, enhancing accuracy and adaptability in IT operations management.

ServiceNow ITOM, although feature-rich, can often be perceived as complex to deploy and navigate. ZIF stands apart with its intuitive interface, simplifying IT operations management while delivering sophisticated capabilities. This duality ensures not only a comprehensive solution but also a user-friendly experience, amplifying operational efficiency.

## Key Differences

Features	ServiceNow ITOM	ZIF
Capabilities	ServiceNow ITOM offers a range of capabilities, including asset and configuration management, change management, incident, and problem management, service level management, and IT process automation.	ZIF encompasses a comprehensive suite of capabilities, covering asset and configuration management, change management, incident and problem management, service level management, topology and service mapping, performance monitoring, real-time observability, anomaly detection, and AI-powered root cause analysis.
Target audience	ServiceNow ITOM is designed for IT operations teams in organizations seeking an all-inclusive ITOM solution that integrates with other ServiceNow applications.	ZIF is tailored for IT operations teams, IT architects, and Site Reliability Engineers (SREs) looking to enhance application and infrastructure performance and availability with advanced AI-driven insights.
Strengths	ServiceNow ITOM's strength lies in its comprehensive feature set and seamless integration with other ServiceNow applications.	ZIF excels with AI-powered insights, offering automatic detection and troubleshooting of performance issues across multi-cloud environments. Its unique ZIF Universal Connector ensures smooth integration with ServiceNow, enhancing collaboration between platforms.
Weaknesses	ServiceNow ITOM can present complexity during setup, demanding initial familiarization with AI concepts. Process adjustments may be required to align with its features. In certain cases, the costs associated with ServiceNow licenses and ongoing maintenance can be high. ServiceNow ITOM's AI capabilities may be perceived as less advanced compared to specialized AIOps platforms like ZIF.	Potential resistance to change from existing manual processes. Initial data aggregation and system integration efforts may be needed.

## Why Migrate from ServiceNow ITOM to ZIF?

### Comprehensive Comparison of Features:

A detailed feature-by-feature comparison showcases ZIF's superiority in auto-discovery, monitoring, analytics, prediction, and automation.

### Elevating User Experience and Customer Satisfaction:

ZIF's sentiment analysis driven CSAT assessment, coupled with proactive monitoring, guarantees enhanced user experiences and higher customer satisfaction.

### Performance Excellence with Dynamic Thresholds:

ZIF's dynamic threshold capabilities eliminate false alarms, leading to reduced response times, better accuracy, and proactive incident prevention.

### Cross Domain Situational Understanding:

ZIF redefines cross-domain data correlation, effortlessly amalgamating information from various sectors—applications, infrastructure, and networks. While competitors struggle with silos, ZIF's AI algorithms unveil intricate patterns, dependencies, and anomalies. This predictive foresight ensures proactive issue mitigation, enhancing operational nimbleness and troubleshooting, an area where conventional approaches fall short. ZIF's cross-domain situational understanding empowers streamlined IT operations, delivering a pivotal advantage to businesses.

### Unlocking Predictive Analytics for Proactive Operations:

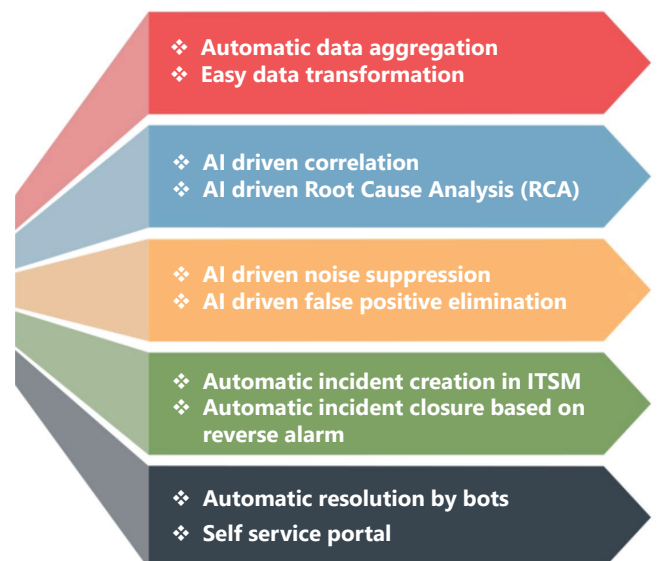
With ZIF's patented predictive engine, organizations can foresee incidents weeks in advance, reducing MTTR and ensuring uninterrupted operations.



**Seamless Integration and Flexibility with Universal Connector:** ZIF's universal connector effortlessly integrates with existing tools, making data ingestion hassle-free while safeguarding previous investments.

**Unmatched Automation and Tech Bot Capabilities:** ZIF's automation prowess extends to intricate processes, driven by intelligent bots capable of performing complex actions based on historical patterns.

**Navigating the Zero NOC Paradigm with ZIF:** Step into the new normal of IT operations with ZIF and its revolutionary concept of "Zero NOC." While traditional Network Operations Centers (NOCs) demand significant human involvement and can lead to time-consuming and error-prone processes, ZIF redefines excellence. Achieving Zero NOC means deploying an IT infrastructure where network operations are fully automated, minimizing the need for human intervention. ZIF accomplishes this by harnessing advanced analytics, machine learning, and AI, rapidly diagnosing and resolving network issues, thereby enhancing efficiency and performance. Embrace the era of Zero NOC with ZIF and elevate your organization's IT operations to unprecedented heights, optimizing costs, enhancing productivity, and ensuring business continuity.





## Business Impact of Migrating to ZIF

Migrating to ZIF isn't just a transition; it's an invitation for transformative business impact to reinvigorate the customer's operational landscape. Here's how ZIF's capabilities redefine the customer's operational paradigm:

**Unified Synergy:** ZIF dismantles data silos, presenting a consolidated view of disparate sources through real-time aggregation and advanced machine learning algorithms. This comprehensive perspective empowers decision makers with holistic insights, fostering strategic cohesion.

**Informed Empowerment:** ZIF embodies data-driven decision-making, harnessing machine learning to convert raw data into actionable insights. This transformation empowers decision makers with data-fueled precision, automating processes like technician selection and triaging.

**Skill Convergence:** ZIF's machine learning algorithms bridge skill gaps in root cause identification, transcending traditional expertise limitations. Instant data translation into actionable insights democratizes proficiency, enabling rapid, skill-agnostic responses that enhance operational efficiency.

**Operational Evolution:** ZIF accelerates digital transformation initiatives, propelling operational teams for five-fold acceleration by replacing reactive firefighting with proactive strategies. This paradigm shift lays the foundation for sustained growth, innovation, and dynamic operational evolution.

**Optimized Digital Landscape:** ZIF automates discovery and application mapping, demystifying the concept of "digital dirt." With granular insights like response times and throughput metrics,

ZIF guides precise optimization, enhancing agility and business continuity.

In essence, migrating to ZIF marks the dawn of a new era, one where synchronized insight, data-empowered decisions, skill amplification, digital advancement, and operational excellence converge for remarkable business transformation.

## Migration Roadmap: Steps to Transition Seamlessly to ZIF

### Evaluation of Existing ITOM Environment:

A detailed assessment of the current environment to identify pain points and areas of improvement.

### Data Migration and Integration Planning:

Smooth migration of historical data and integration planning to ensure seamless transition.

### Customization and Configuration for ZIF:

Tailoring ZIF to meet organizational requirements and configuring predictive models and workflows.

### Training and Knowledge Transfer:

Equipping IT teams with the necessary skills to effectively utilize ZIF's capabilities.

### Go-Live and Ongoing Support:

Successful go-live followed by continuous support and monitoring to ensure optimal performance.

## Real-World Success Stories: Transformation in Action

Through real-world case studies, this section provides a glimpse into the transformative journeys of organizations that migrated from ServiceNow ITOM to ZIF. By examining their challenges, strategies, and outcomes, these case studies demonstrate the tangible benefits of adopting ZIF.

Business Transformation for a Leading Mortgage Service Provider in Texas, USA		New Age Service Desk for a Leading Public Relations Firm Spread Across 67 Locations	
<ul style="list-style-type: none"> <li>Cloud-based remote Global Command Center</li> <li>Predictive analytics, automation</li> <li>End-to-end monitoring and AI-led command center</li> </ul>		<ul style="list-style-type: none"> <li>Next generation digital service desk solution</li> <li>Virtual supervisor for automated triage</li> <li>Self help and resolution pushed through bots</li> <li>Integrated view of the ticket queue</li> </ul>	
Before ZIF	After ZIF	Before ZIF	After ZIF
~7000 alerts and incidents per month	~4000 alerts and incidents per month	10,000+ tickets per month	Reduced to 6,000 through automation
20+ member L0/L1 team	11 member L0/L1 team	30+ member team	18 member team
High cycle time to detect root causes for P1/P2	More than 40% reduction in the time taken to detect root causes for P1/P2 through ZIF driven event correlation	FCR less than 55%	>95% FCR
Alert fatigue and operational errors	Driven by automation and analytics	Poor user experience	Enhanced millennial user experience
High operating costs	~50% reduction in CapEx through tools rationalization and ~30% reduction in overall costs of IT operations	Driven by legacy IT metrics	Driven by business aligned metrics
		High operating costs	Costs reduced by ~40%

## Unlocking Tangible Business Impact and Return on Investment (RoI): A Quantitative Analysis

### Experience Remarkable Gains

- a) **Capacity Amplification:** Witness a surge of around 50% in capacity release over 24 to 60 months, optimizing resource utilization and scalability.
- b) **Productivity Revolution:** Achieve a substantial 25% to 35% enhancement in productivity across 30 to 60 months, driven by ZIF's powerful automation capabilities.

### Elevate Operational Efficiency

- a) **Ticket Reduction:** Realize over 60% fewer tickets through seamlessly integrated automation bots, streamlining operations and resource utilization.
- b) **Proactive Reliability:** Achieve nearly 100% service reliability with ZIF's proactive detection of potential business service impacts.

### Enhance User Experience

- a) **Unparalleled User Satisfaction:** Elevate user experience to near-100% UEI (User Experience Index), elevating customer satisfaction to unprecedented levels.
- b) **Comprehensive Discovery:** Achieve a perfect 100% discovery rate for applications and infrastructure, providing holistic insights.

### Drive Automation and Precision

- a) **Human Intervention Reduction:** Witness over 50% reduction in human intervention, promoting operational precision and accuracy.
- b) **Rapid Resolution:** Expedite resolution by over 60% through intelligent automation, boosting responsiveness and problem-solving.



## Optimize Financial Outcomes

- a) **Cost Efficiency:** Significantly cut IT operational costs by a minimum of 50%, maximizing financial benefits.
- b) **Revenue Maximization:** Enhance revenue streams through improved service availability, user experience, and efficient IT operations, leading to increased customer satisfaction and business growth.

In this quantitatively driven analysis, ZIF showcases an exceptional track record of delivering tangible business impact and quantifiable RoI.

## Conclusion: Embrace the Future of IT Operations with ZIF

In the ever-evolving landscape of IT, ZIF emerges as the catalyst for unprecedented transformation. With its AI-driven insights, predictive capabilities, and streamlined operations, ZIF outshines ServiceNow ITOM. From real-time observability to enhanced user experiences, ZIF redefines IT excellence.

Migrating to ZIF isn't just a shift; it's a leap towards proactive innovation. This white paper has unveiled ZIF's monitoring, analytics, and automation prowess. Now, seize the chance to shape the future – opt for ZIF and embark on a journey where AI and human potential converge for exceptional IT operations. The choice is clear: ZIF paves the way for tomorrow's success.



**ZIF** is an award-winning AIOps platform for IT Operations. ZIF delivers business outcomes by leveraging unsupervised pattern-based machine learning algorithms. Infrastructure and application telemetry data are aggregated, correlated, and potential failures are predicted. To enable faster resolution and better user experience, ZIF deploys intelligent bots for proactive remediation. Developed by GAVS Technologies ([www.gavstech.com](http://www.gavstech.com)), ZIF is available as an on-premise and SaaS solution.

To find out more about ZIF, please visit [www.zif.ai](http://www.zif.ai) or write to [inquiry@zif.ai](mailto:inquiry@zif.ai)

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