

Service-now.com

Post-call

Web-site: "[T]he reason that there is room in a crowded market for another IT Service Management offering is that the problem has not changed, but ease and the cost effectiveness of the solution has, dramatically." a bit wordy

how do you acquire a SaaS company? if you're not one?

they seem to have nice platform things: scripting in workflow rules, Velocity-looking email templates

scenarios: adding a new laptop, battery recall on laptops, upgrading memory on developer laptops

People

Robert McNeill: started service-now.com in Nov. 2003

Fred Luddy: James and Fred have some mainframe chat, Wrote MVS OS competitor, Bool and Babbage, Then at a company that got bought by Perigrine, Then Remedy?, likes doing over talking

No slides!

Overview

70 customers: 5 in F500 (Metlife, Qualcomm)

Competitors: CA, HP, Remedy, Front Range (not so much as they're not F500)

a lot of pent up frustration with current enterprise software vendors with vapor-ware and dead-end road-maps

enterprises were more interested in SMB model than they thought

Pricing

subscriptions, tiered

Deployment

Customers get dedicated servers instead of multi-tenant, also you can deploy on premise

Customization

upgrades still work, the architecture allows for customization to be higher level than core that gets upgrades

Questions

Who does ITIL sell/work well with? [ITIL is great requirements for developers] can't hide behind process (Fred), people always want work-flow (jgovernor)

ITIL from the ground up (Robert)

Yes, SOAP on everything: gets updates about employee changes (AmeriQuest), ties in with user provision (TIAA Cref), Newscale, Qualcomm (platform/API?)

partnering with people who need help desks? to date, don't have resources to partner with people (but that's chang[ing]led), but they do technical integration with customers

Pragmatic

"ERP for IT systems": While Peregrine was bankrupt, talked with lots of customers who were concerned about their investment, they all said they wanted this, [CMDB] one system of record, what is it?

Demo

Most "standard" Ajax things (tags, like field completion), "our manual is out wiki" (we add things as needed)

CMDB

Integrates with other systems, They have their own behind-the-firewall agents (new stuff from them 1st qtr of this year), their work inspired by Lemman Brothers

