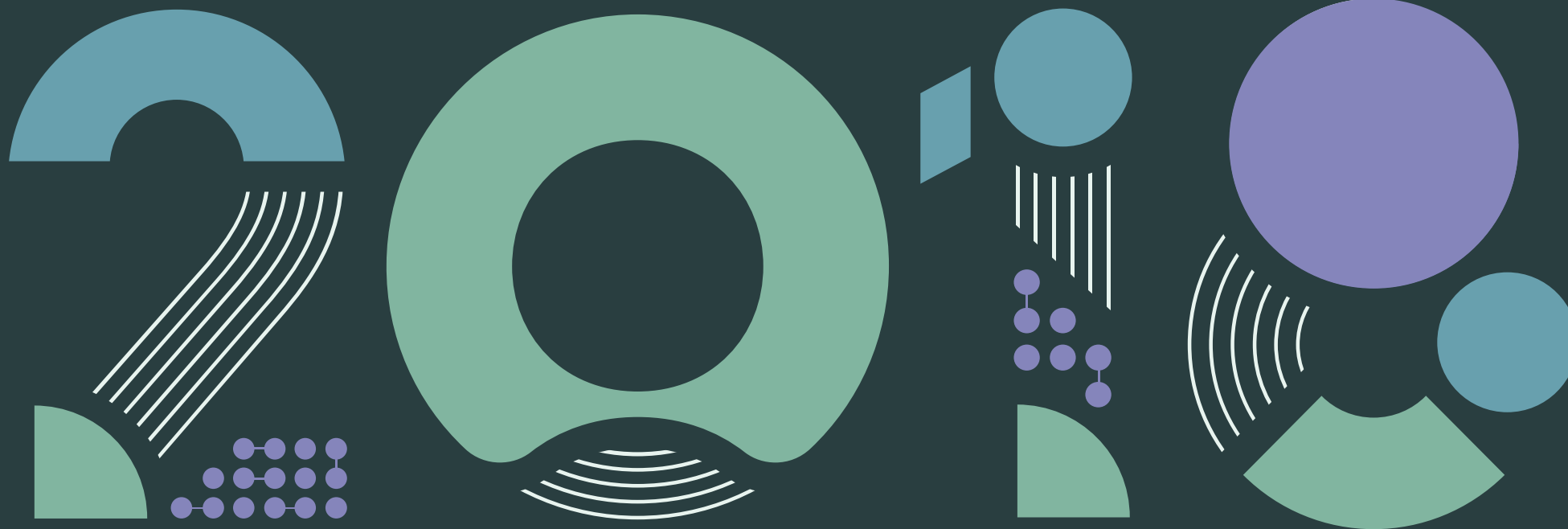


knowledge



May 7-10, 2018 Las Vegas

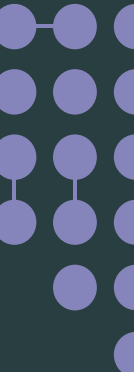
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0 to 60—Accelerating time to market

Eliminate service outages

Deanna Quigley-Blades
Manager, Service Asset and Configuration
Safeway/Albertson Retail Industry



Agenda

▶ Safeway and Albertsons background

▶ Challenges

▶ Goals

▶ Our solution-at-a-glance

▶ Lessons learned

Speaker introduction



Name: Deanna Quigley-Blades

Title: Manager

Function: Service Asset and Configuration

Company: Safeway/Albertson Retail Industry



Other company names, product names, and logos may be trademarks of the respective companies with which they are associated.

What you will learn

1

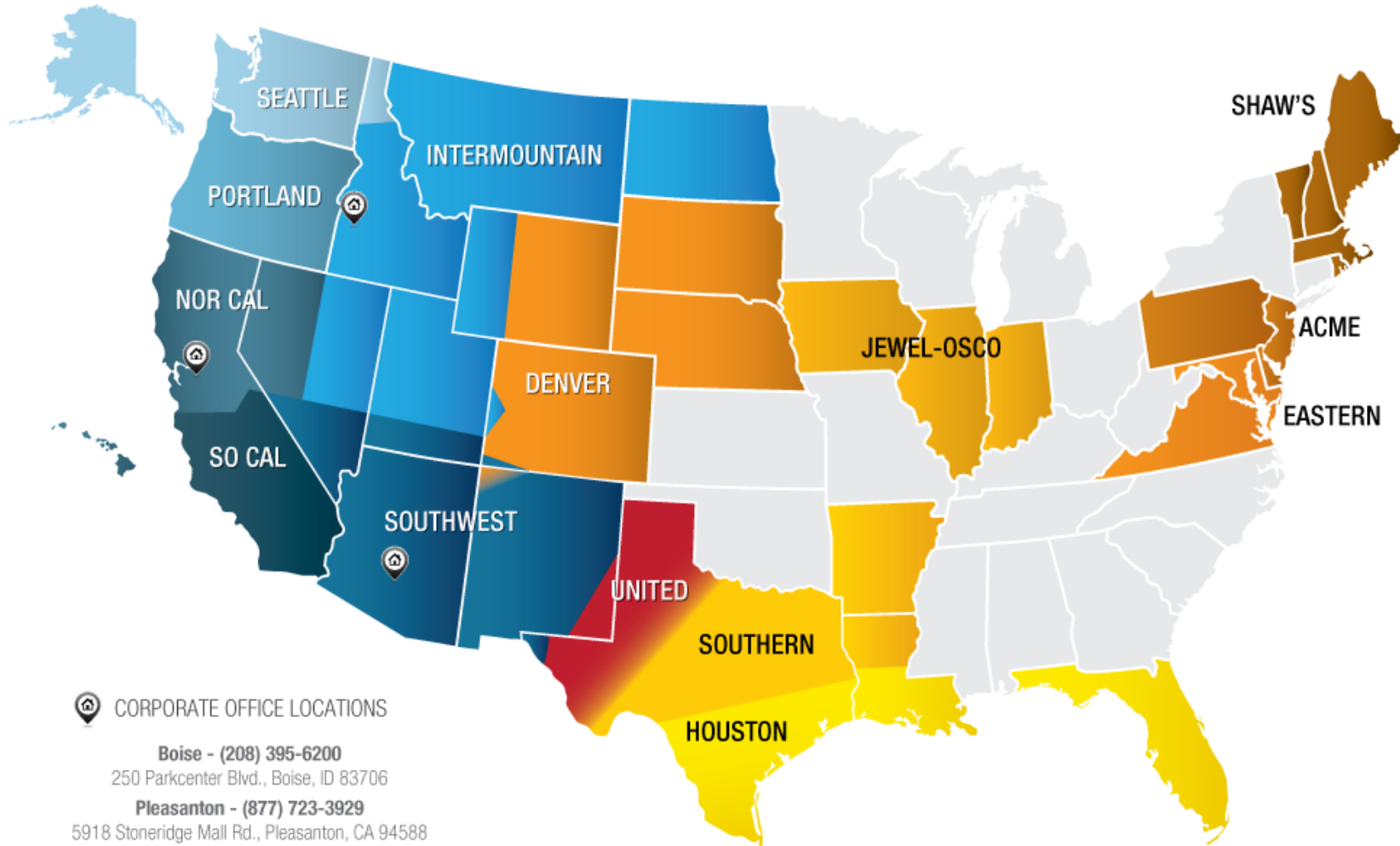
Maximize time efficiency

2

Rapid service mapping

3

Accelerating value



CORPORATE OFFICE LOCATIONS

Boise - (208) 395-6200
250 Parkcenter Blvd., Boise, ID 83706

Pleasanton - (877) 723-3929
5918 Stoneridge Mall Rd., Pleasanton, CA 94588

Deer Valley - (623) 869-6100
20427 N. 27th Ave., Phoenix, AZ 85027

COMPANY DASHBOARD

 265K EMPLOYEES	 2,200+ STORES	 18 BANNERS
 ~1,700 PHARMACIES	 14 DIVISIONS	 21 PLANTS
 30 DISTRIBUTION CENTERS	 33 STATES (and Wash. D.C.)	 3 CORPORATE LOCATIONS

COMPANY BANNERS

Context—Safeway's Mulligan

- Safeway started the Service Management journey in 2008 **to standardize IT processes**
- Several iterations and platforms were introduced
- ServiceNow platform introduced in 2015
 - CMDB “Lite”
- Merger Safeway/Albertsons (3 years ago)
- ServiceNow “Mulligan”
- Partnered with ServiceNow and implementation partner ConfigureTek



Challenges

+/- Support of leadership



Ownership and accountability



Untrusted CMDB



Converged platform project driven



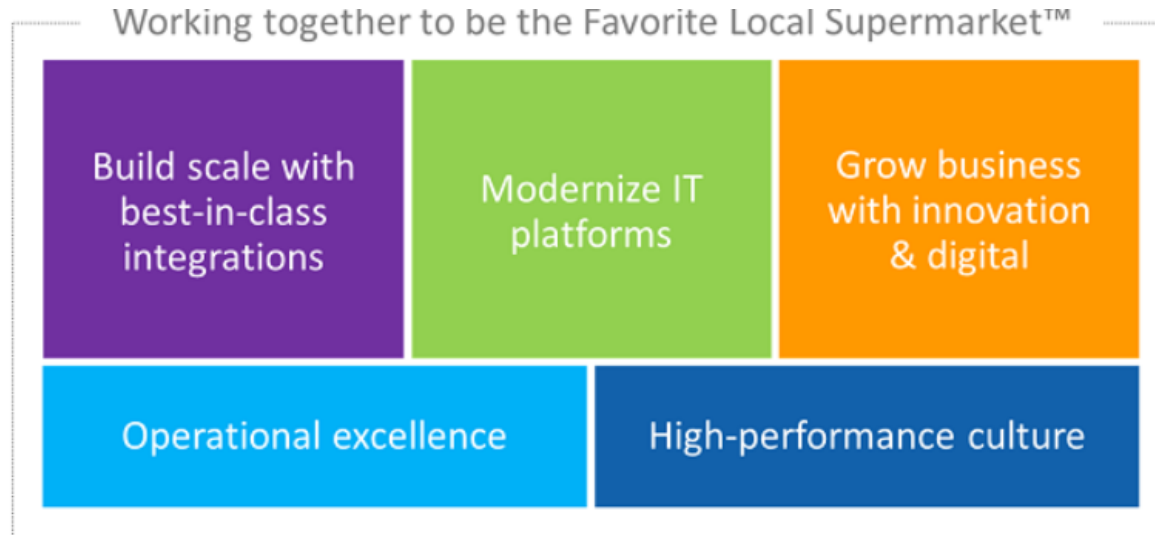
Organizational expectations



Cultural change

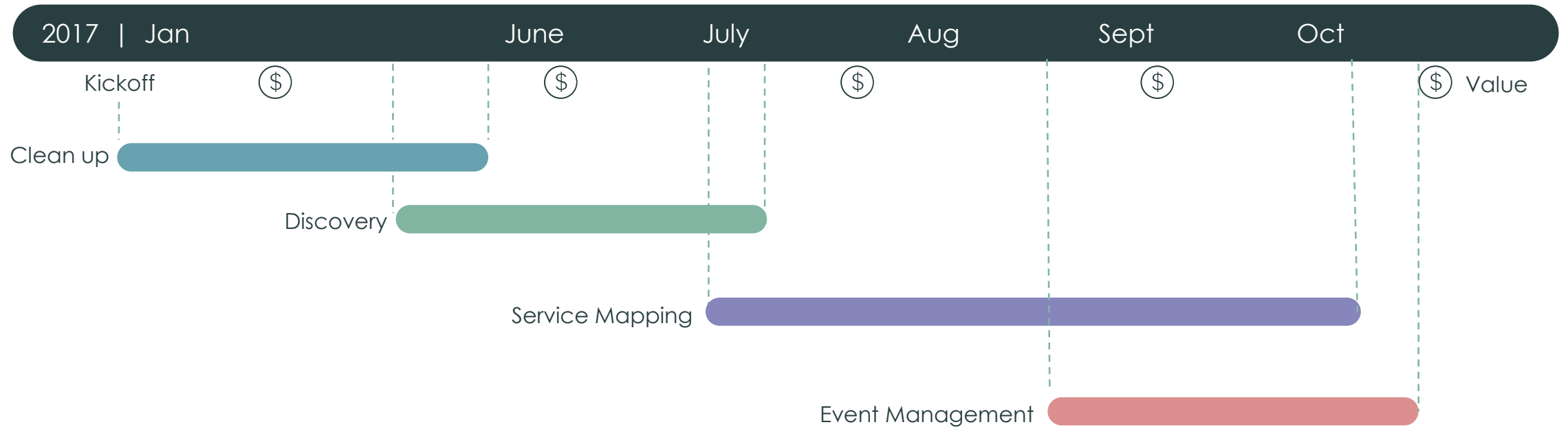


Our goals



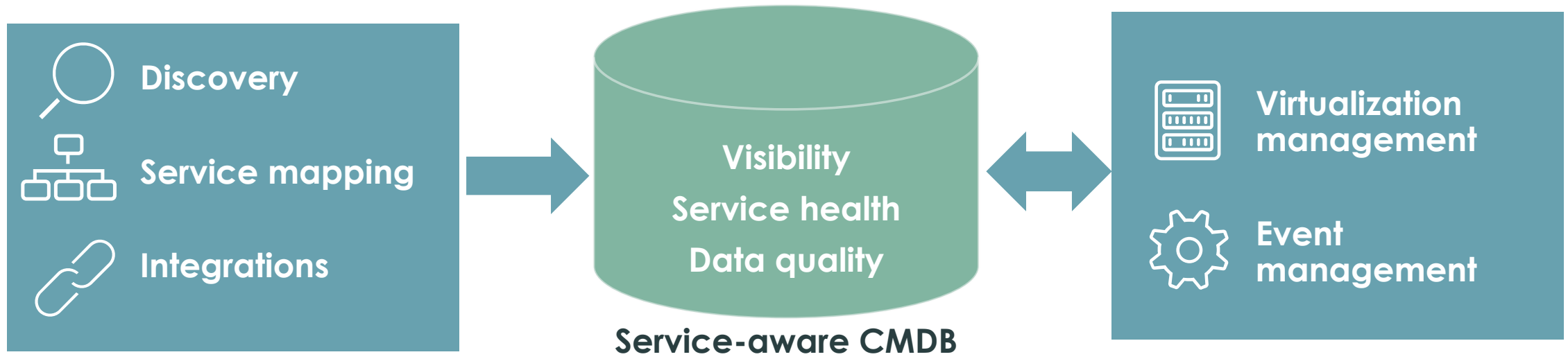
- **Simplify IT operations** helping to reduce cost—optimization—modernize IT platform
- **Expand beyond ITSM** and drive awareness to the business—workforce/operational excellence
- **Empower** our customers through tool use, automation, and process development—high-performance culture

Timeline



Solution-at-a-glance

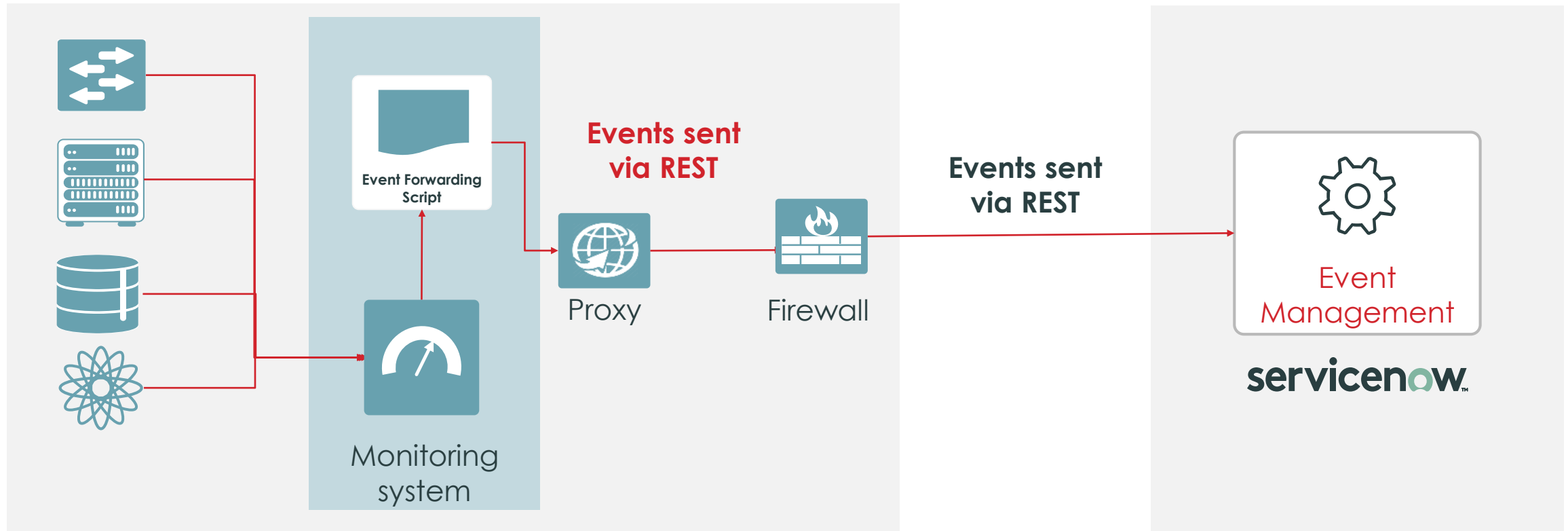
Configuration Management System



Strategic and tactical goals

Alignment with project and operations

Solution-at-a-glance



10+ Monitoring sources feeding into BMC TrueSight which forwards consolidated events directly to ServiceNow

The strategy—Rapid service mapping

Lifecycle

Service mapping lifecycle tracking, a proven and repeatable methodology for tracking service mapping lifecycle

ID	Name	View map	Service Mapping Lifecycle	Business criticality	Owned by
01	ITCoh	Search	Search	Search	Search
01	ESM	View map	Not Started	4 - not critical	Abel Tuter
01	CM	View map	Pending Sign-off	4 - not critical	Erin Laddy
01	CMSE	View map	Pending Questionnaire	1 - most critical	Tim Robinson
01	EmployeeServices	View map	Mapping In Progress	3 - less critical	Erin Laddy
01	SO2Prod	View map	Retired	3 - less critical	Timothy Janski
01	Payments	View map	Pending Questionnaire	1 - most critical	Timothy Janski
01	Payroll	View map	Mapping In Progress	2 - somewhat critical	Tim Robinson
01	RPCheck	View map	Pending Questionnaire	4 - not critical	Timothy Janski
01	ServiceHealthReporter	View map	Pending Questionnaire	2 - somewhat critical	Abel Tuter

Questionnaire

Automated SME questionnaire distribution, pre-created in-tool questionnaires enabling service mapping

Mapping Questionnaire
TSM0000000

Number: TSM0000000 | State: Closed/Complete

Assigned to: Tim Robinson

Assignment group: Configuration Management Team

Business service: CMSE

Questions

Alternative Business Service Name(s): Credit Management Database

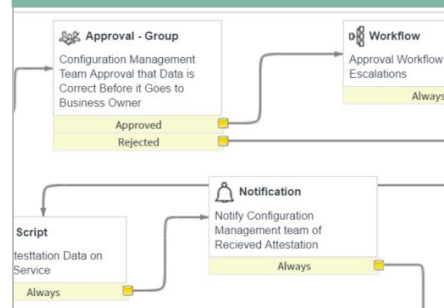
Additional People Contacted for Business Service Information: Bob Phillips

How is the business service accessed (URL, entry point, server IP, address)? Please: https://CMDB.example.com/CMSE

Are the end users external or internal?

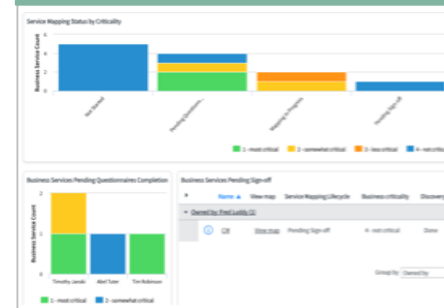
Attestation

Attestation execution, pre-configured SME validation and verification workflow for service mapping



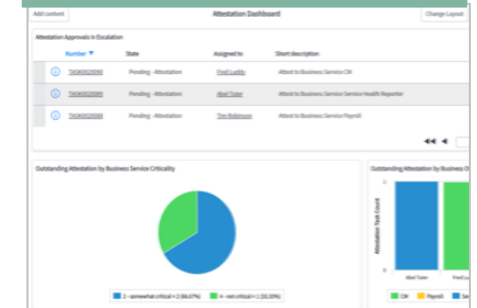
Dashboard

Dashboards, track and visualize service mapping progress



Reporting

Real-time reports, track and visualize completed and pending attestation to accelerate service mapping



Digital service mapping project

(10-week engagement)

Perfection is the ENEMY of Good Enough

The whiteboard is organized into three vertical columns, each representing a week of the project. At the top, a quote reads "Perfection is the ENEMY of Good Enough". To the right, a section titled "This Week" lists tasks for "Sprint 7": "Confirm SMEs for 9", "Complete Questionnaires for 8", and "Deploy Apps to Production 7".

Column 1 (Left):

- Top: Name "Joanna", date "3/23-5", sticky note "ESOL Identity Treatment (Book Full) 5".
- Middle: Name "Larson, John H", date "3/30-6", sticky notes "Customer Portal Webstore (Full) 6" and "Club Logo - Plank".
- Task: "Queue".
- Task: "Questionnaire 4" with sticky note "TRCO".
- Task: "Mapping Development" with sticky note "EMAU".
- Task: "Mapping Validation" with sticky note "EMAU".
- Task: "Mapping Deployment" with sticky notes "LASS" and "LASSO".

Column 2 (Middle):

- Top: Name "Liam", date "4/6-7", sticky notes "Club Logo (Full) 7" and "Just for Light Basic".
- Middle: Name "VLAD", date "4/13-8", sticky note "Eliminate 8" and "Delete Customer Board".
- Task: "Queue" with sticky notes "EMAU", "EMAU", "EMAU", "EMAU".
- Task: "Questionnaire 7" with sticky notes "TRCO", "EMAU", "EMAU", "EMAU".
- Task: "mapping Development" with sticky note "EMAU".
- Task: "Mapping Validation".
- Task: "Mapping Deployment".

Column 3 (Right):

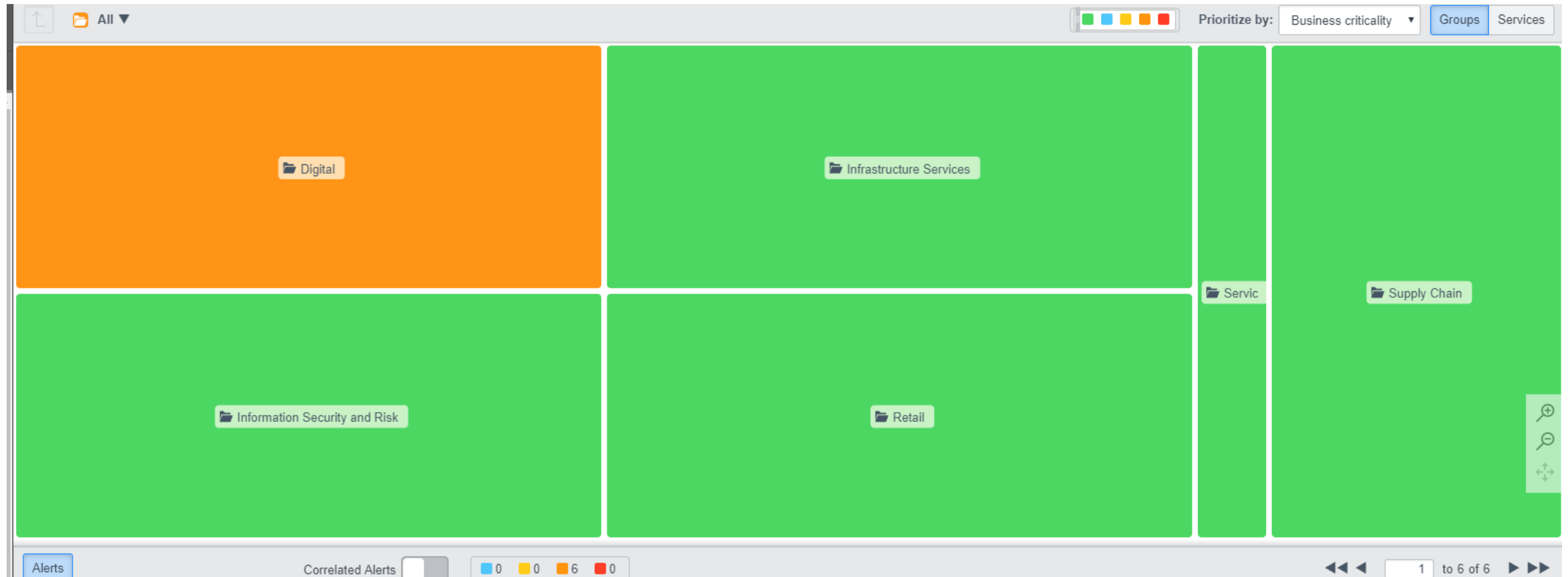
- Top: Name "Larson", date "4/20-9", sticky notes "Eliminate 9" and "Delete Sales (Basic)".
- Middle: Name "Jose", date "4/27-10", sticky notes "Eliminate 10" and "Delete Sales Full".
- Task: "Queue" with sticky notes "EMAU", "EMAU", "EMAU", "EMAU", "EMAU".
- Task: "Questionnaire 7" with sticky notes "EMAU", "EMAU", "EMAU", "EMAU".
- Task: "Mapping Development".
- Task: "Mapping Validation".
- Task: "Mapping Deployment" with sticky notes "EMAU", "EMAU".

Command Center is handling P3s and P4s like P1s and P2s.



Integrating service mapping and event management

Portfolio



Integrating service mapping and event management

Business service

The screenshot displays a ServiceNow interface for a digital service map. At the top, there is a navigation bar with a 'Digital' dropdown menu. To the right of the navigation bar, there are several controls: a color-coded legend (green, blue, yellow, orange, red), a 'Prioritize by:' dropdown menu set to 'Business criticality', and two buttons labeled 'Groups' and 'Services'. The main content area is divided into three large green rectangular panels. The first panel on the left contains a folder icon and the text 'eCommerce'. The middle panel contains a folder icon and the text 'Loyalty'. The third panel on the right contains a folder icon and the text 'Marketing and Merchandising'.

Integrating service mapping and event management

Hierarchy

The screenshot displays a service mapping interface with a search bar containing 'emlss' and a navigation pane on the left. The main area is a grid of green panels representing service categories. The top-right corner features a 'Prioritize by' dropdown set to 'Business criticality' and buttons for 'Groups' and 'Services'.

Navigation Pane:

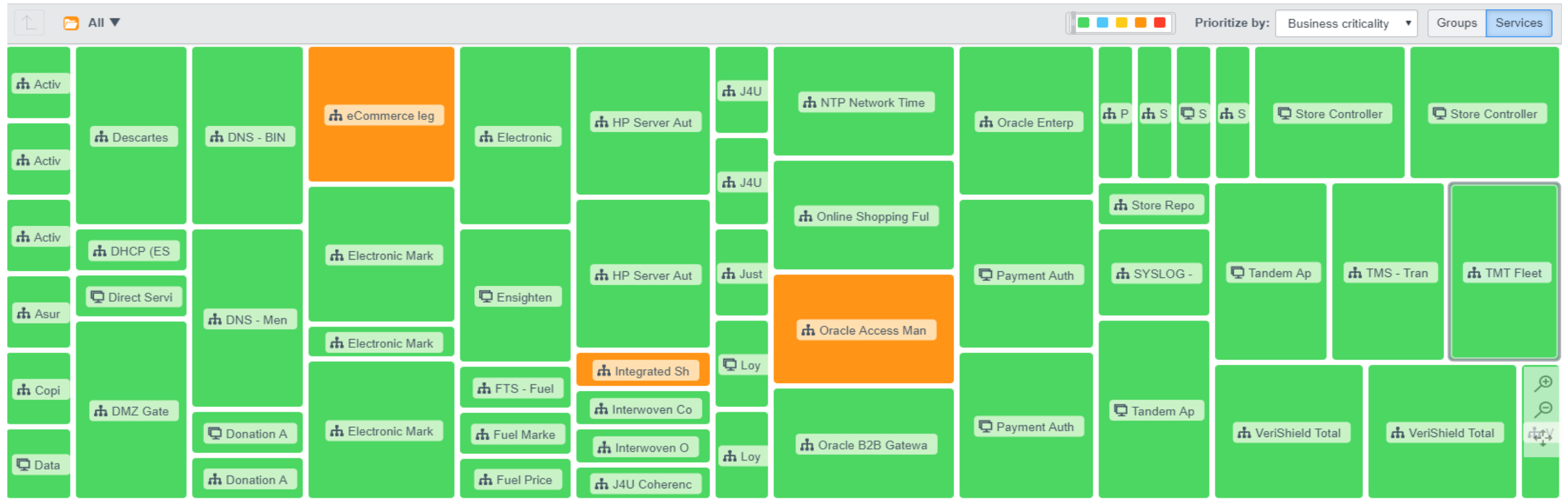
- All
- Digital
 - Loyalty
 - JustForU
 - [Integrated Shopping List Shared Serv](#)

Main Area Service Hierarchy:

- Infrastructure Services
- Retail
- Servi
- Supply Chain

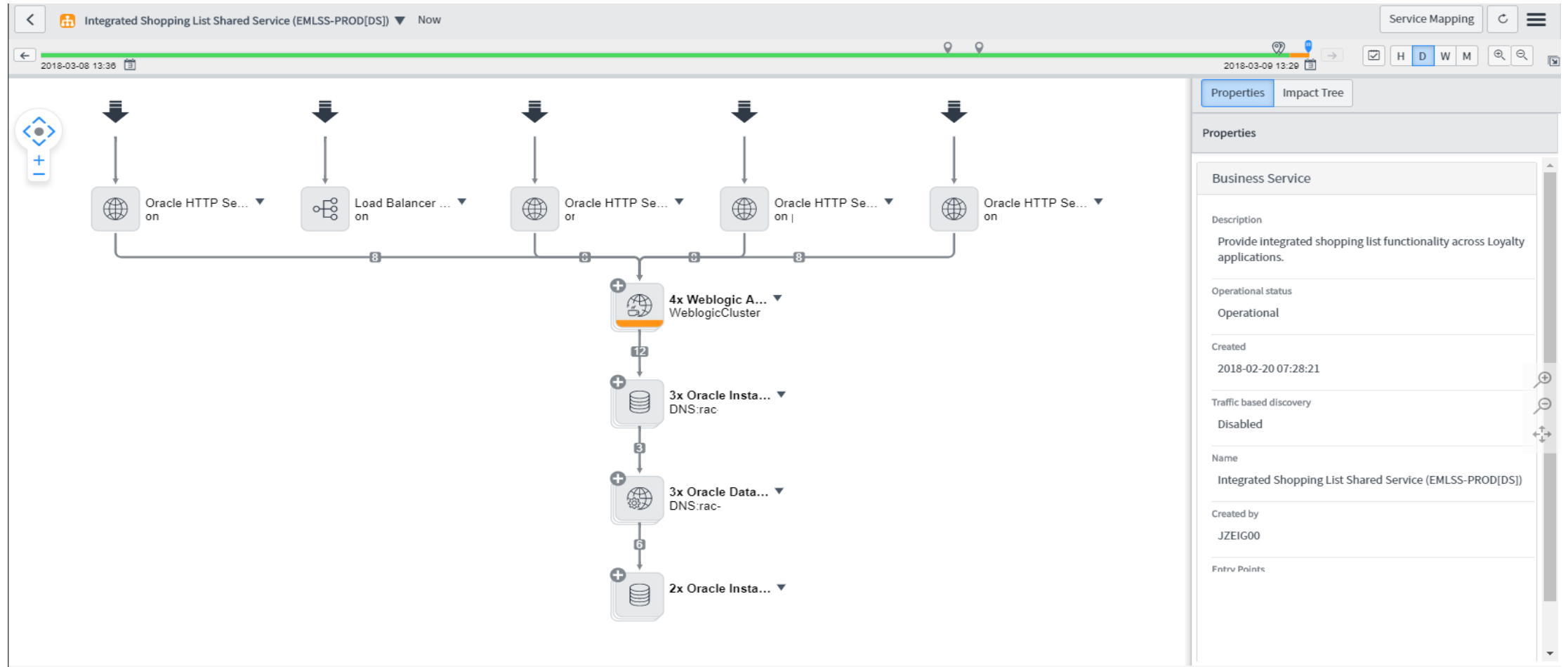
Integrating service mapping and event management

Application



Integrating service mapping and event management

Components

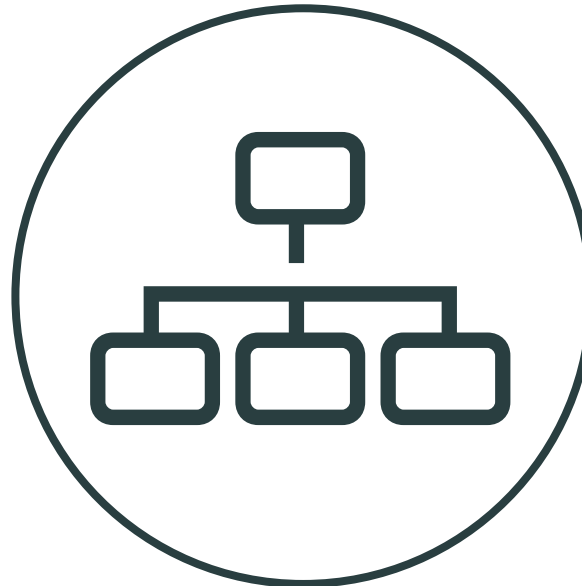


Value outcomes

Reduce outages and enhance operational efficiencies



Service mapping success



Faster root cause analysis



Reduce MTR minutes instead of hours!

Lessons learned



1 Define ownership

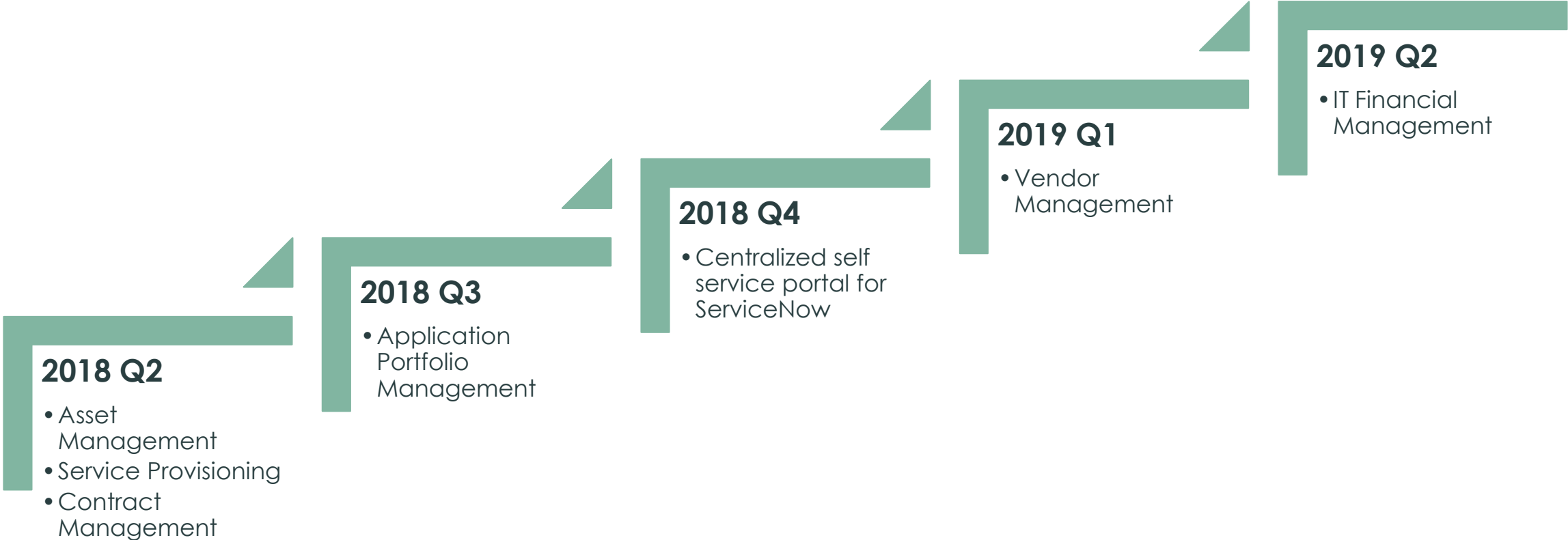
2 Clean start

3 Communicate and sell your achievements

4 It's okay to say "not at this time"

5 Use experts to accelerate timeline

Next steps



Top takeaways

1

Define ownership.

2

Set expectations

3

A trusted CMDB is critical.



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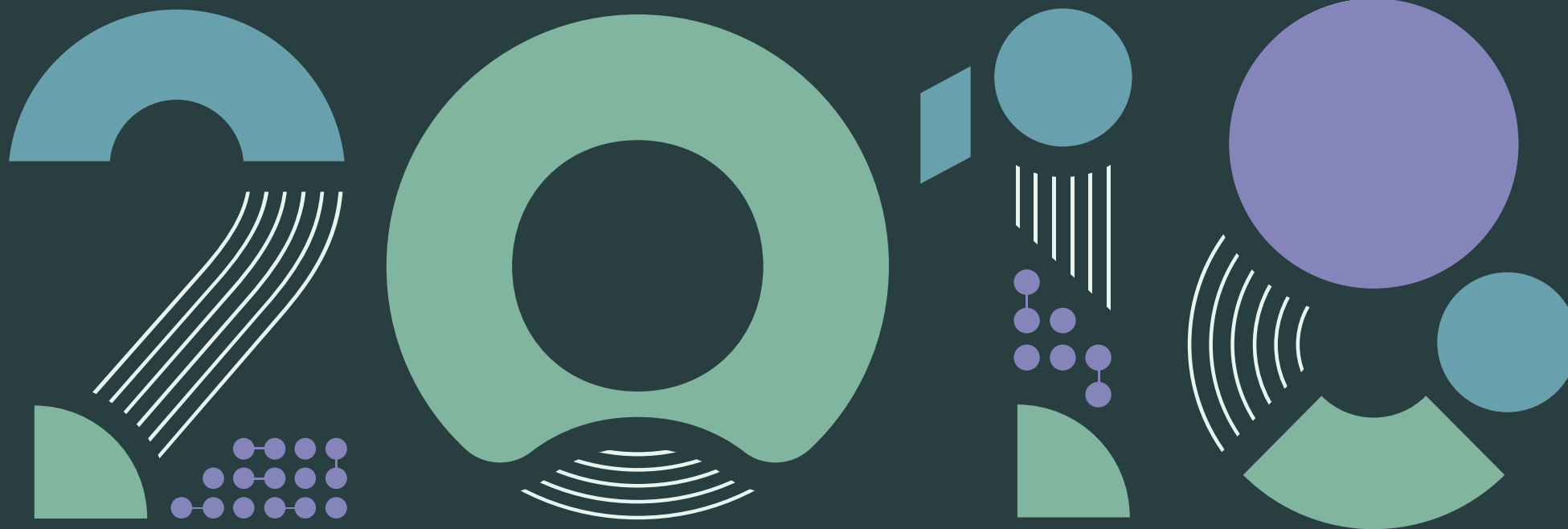
Questions?



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Thank you

knowledge



May 7-10, 2018 Las Vegas

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