

Riverbed Changes the Paradigm for ServiceNow Incident Response with Intelligent Ticketing

Targeted delivery of fast, context-driven insights to IT operations teams is the difference between reactive and proactive incident response.

With the Riverbed Platform full fidelity insights, complex ticketing workflows become razor sharp, highly automated processes. Riverbed's triage, diagnostic and remediation runbook automations streamline ServiceNow ticket creation and escalation.

The integration between ServiceNow and Riverbed products replicate advanced investigative processes and provide Service Desk agents and NOCs context-driven, network and end user experience insights directly into their ServiceNow UI, empowering teams to proactively resolve issues without escalating.

IT Operations teams are increasingly overwhelmed by the complexity of managing incidents.

With the growing complexity of "work from anywhere", multi-cloud environments, Service Desk and Network Operations teams are overwhelmed with the increasing complexity of managing incidents:

- Siloed domain-specific monitoring tools flood IT with massive volumes of data, alerts and ServiceNow tickets but fail to provide context or actionable insights.

- While some incident types are appropriately detected by a rule or policy, the over-use of this integration method has resulted in significant inefficiencies.
- Limitations in diagnostic information gathering and time-consuming steps for ticket documentation negatively affect customer satisfaction, MTTR, first level resolution rates and costs.
- With a lack of end user experience insights, it is too easy to miss hidden issues and difficult to effectively prioritize the flood of ServiceNow tickets.

Riverbed and ServiceNow cross-portfolio integration at a glance

Riverbed uniquely delivers deep ServiceNow incident context to both Service Desk agents and Network Operations teams.

- Riverbed® offers a two-way integration between Riverbed observability solutions and ServiceNow IT Service Management Solution, automatically creating ServiceNow incidents for network and application alarms triggered across the Riverbed products.
- Riverbed offers a dual strategy for ServiceNow integration:
 - Direct integration within individual Riverbed products when event-driven ticketing makes sense
 - Delivery of proactive ticketing with built-in intelligence across complex incidents.

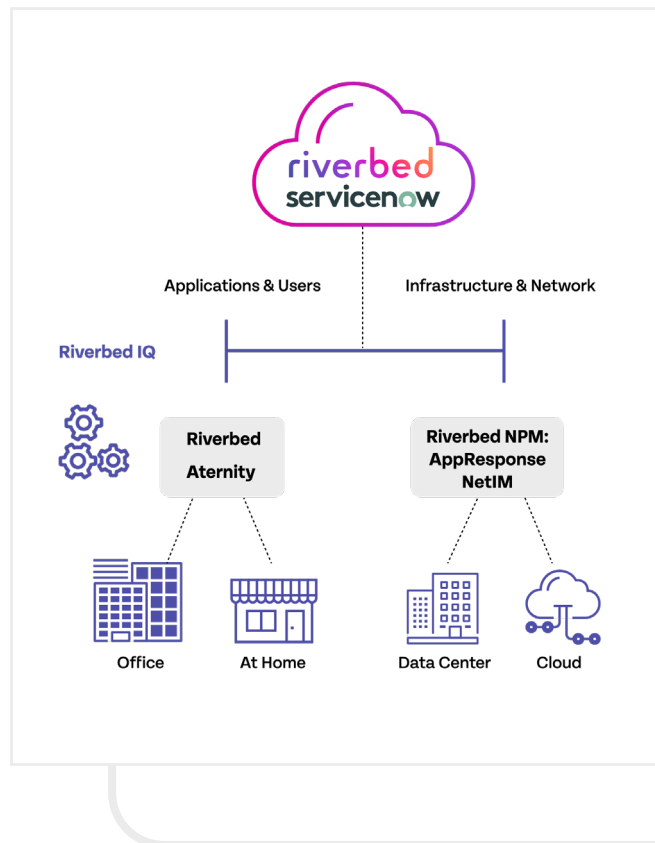


Fig 1: Riverbed and ServiceNow network.

Riverbed IQ integration with ServiceNow enables targeted, smarter incident response for IT operations teams

With its ability to easily integrate with third-party tools, Riverbed IQ shifts the incident response paradigm by:

- **Reducing the noise:** Eliminates the source of duplicated and false-positive ticketing, automatically closes tickets upon ticket resolution and significantly reduces the volume of tickets created in ServiceNow.
- **Optimizing legacy troubleshooting workflows:** Riverbed IQ replicates advanced investigative processes by correlating operational data across public cloud, private cloud and data center infrastructure layers, looking for anomalous behavior indicative of an emerging incident.

When Riverbed IQ detects an anomaly, it automatically performs an investigation. If the behavior is identified as important based on predicted impact of applications, location context and the number of users impacted, it creates a ServiceNow ticket with the severity and assigns it to the right team. If the threshold criteria aren't exceeded, the behavior is treated as benign and ticket severity is changed to low.

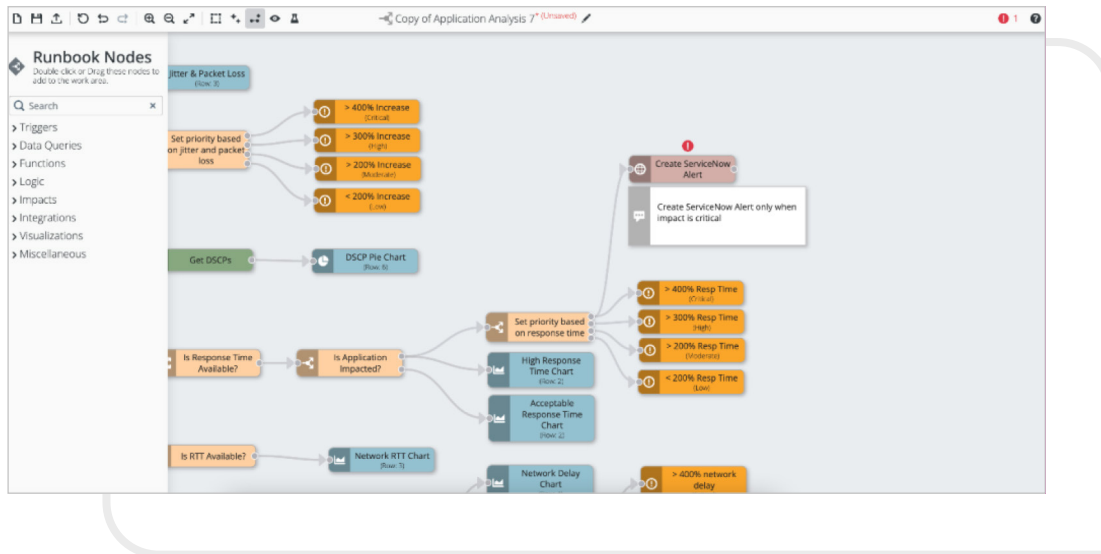


Fig 2: Riverbed supports ServiceNow with context-driven incident response, cutting through the noise caused by event-based ticketing.

Riverbed Aternity’s integration with ServiceNow empowers L1 service desk agents to resolve issues faster

Riverbed Aternity provides Service Desk teams with extensive insights and tools at their fingertips to troubleshoot issues faster, make accurate decisions and resolve incidents without escalation. Aternity monitors end user devices, correlates device and application performance with user behavior and identifies potential issues with the end user digital experience. When a degraded end user experience issue is detected, Aternity automatically creates a ServiceNow incident and embeds the following employee-specific insights within the ServiceNow Incident Management UI.

- **Device Health and Status:** The insights populated by Aternity into the ServiceNow console include a complete, real-time view of device behavior, performance and compliance scores and metrics, allowing for faster diagnosis.
- **Automated investigation and remediation:** With just one click, Service Desk agents can remotely perform a wide range of investigative actions on any device to accelerate their troubleshooting. Additionally, agents can automatically fix the problem with an extensive catalog of one-click remediations for Mac and Windows desktops.

If Aternity originates the ticket, all insights are pre-populated.

If the ticket is created from an inbound call or an email, the insights are populated as soon as the user's identifying information (deviceID, user email or phone) are entered into ServiceNow.

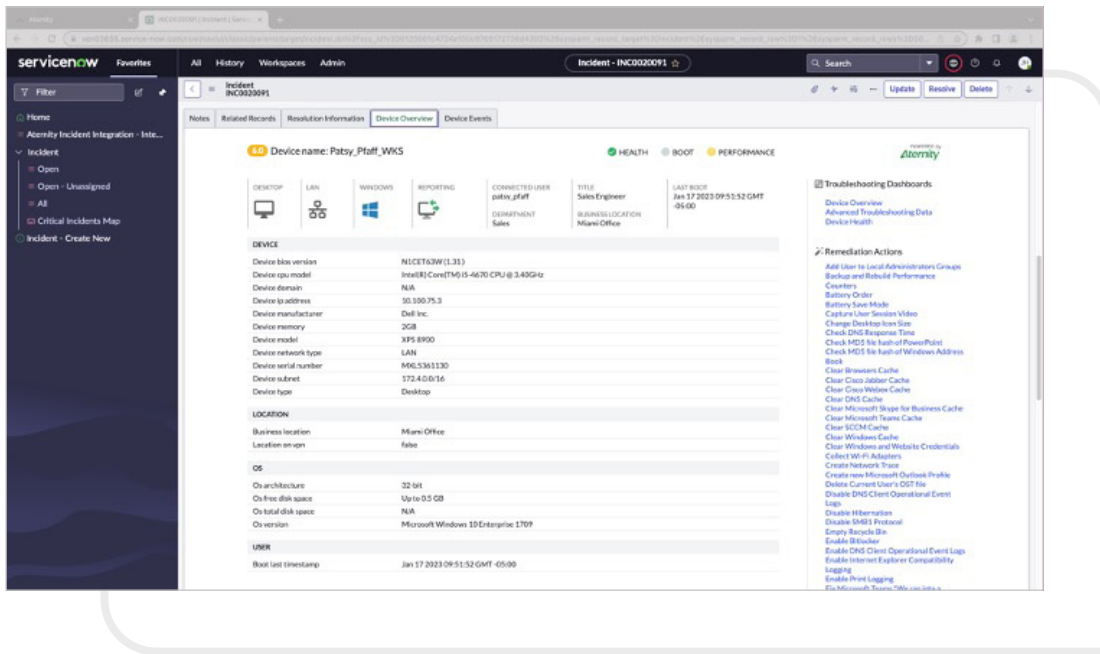


Fig 3: ServiceNow ticket view of real-time device health and status | Automated population of caller device information.

By enriching the ServiceNow Incident Management module with user insights and device analytics, Aternity empowers front line Service Desk agents to be more proactive while dramatically reducing MTTR, increasing first contact resolution rates and reducing incident volumes.

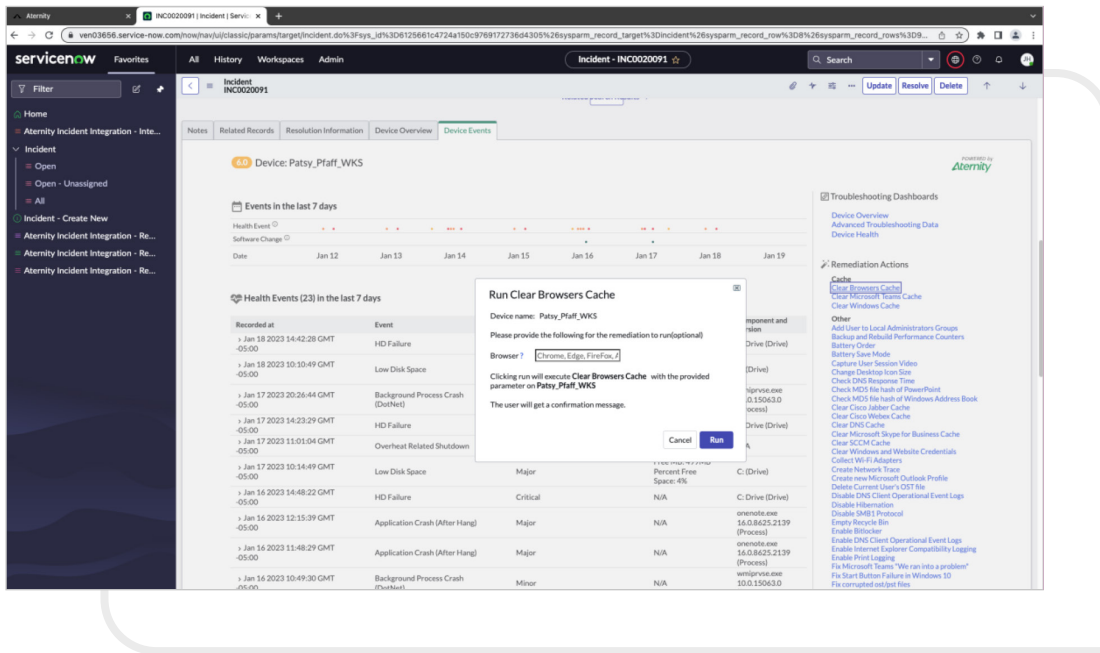


Fig 4: Launch one-click desktop investigation and remediation workflows.

Riverbed provides a unified interface to monitor networks, applications & users.

Riverbed Network Observability makes it easy to monitor, troubleshoot, and analyze what's happening across your hybrid network environment. With end-to-end visibility and actionable insights, you can quickly and proactively resolve any network-based performance issues. Riverbed Unified NPM collects all packets, all flows, all device metrics, all the time, across all environments – cloud, virtual, and on-prem, providing enterprise-wide, business-centric monitoring of critical business initiatives.

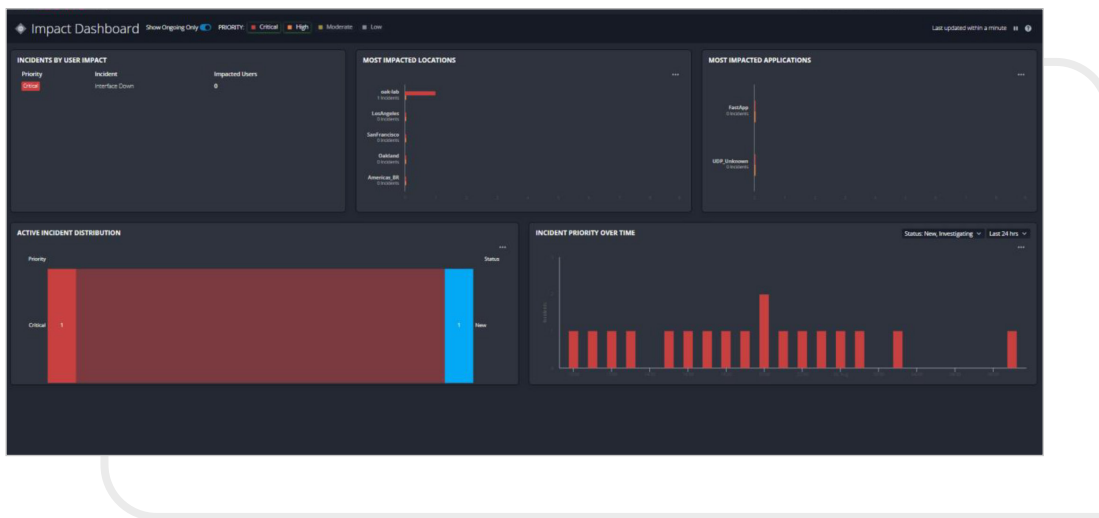


Fig 5: Riverbed IQ identifies anomalous behavior, correlates related incidents and collects relevant diagnostic data to reduce the number of tickets created.

Riverbed delivers higher-order incident response for network operations

Together with Riverbed IQ, ServiceNow's integration with Riverbed AppResponse and Riverbed NetIM revamps the reactive stance of NOCs, involving manual correlation of event data, by automatically:

- Correlating full-fidelity operational data, not just events, and surfacing actionable situations as ServiceNow tickets.
- Automatically closes tickets when incidents resolve themselves, reducing unnecessary alerts.

For L1/L2 NOC engineers, Riverbed:

- **Pinpoints the root cause:** By employing advanced correlation and investigative processes, Riverbed IQ zeroes in on the root cause of a problem and provides the supporting context immediately upon ServiceNow ticket creation.
- **Minimizes manual event correlation:** Riverbed offers end-to-end visibility and embeds actionable insights directly into the ServiceNow ticket.
- **Reduces escalations:** From the moment a NOC engineer views an Riverbed ServiceNow ticket, they have the benefit of the full-fidelity context surrounding the problem and vast amount of diagnostic data to aid in troubleshooting.

For senior L3 and L4 engineers, Riverbed:

- **Minimizes manual diagnostic data gathering:**
Riverbed delivers full-fidelity incident context to Senior Engineers directly in their ServiceNow UI, eliminating the diagnostic data gathering work.
- **Integrates with third-party monitoring tools:**
Riverbed IQ includes incident-specific insights from third-party monitoring tools, so that senior engineers are not required to log into various diagnostic systems to get the data they need to solve the problem.
- **Eliminates war room triage:** Riverbed IQ minimizes finger pointing by delivering the escalated ServiceNow ticket to the right senior engineer to address the root cause, not the symptoms.



About Riverbed

Riverbed, the leader in AI observability, helps organizations optimize their users' experiences by leveraging AI automation for the prevention, identification, and resolution of IT issues. With over 20 years of experience in data collection and AI and machine learning, Riverbed's open and AI-powered observability platform and solutions optimize digital experiences and greatly improve IT efficiency. Riverbed also offers industry-leading Acceleration solutions that provide fast, agile, secure acceleration of any app, over any network, to users anywhere. Together with our thousands of market-leading customers globally – including 95% of the *FORTUNE* 100 – we are empowering next-generation digital experiences. Learn more at riverbed.com.