

Using Perspectium to Enable SIAM

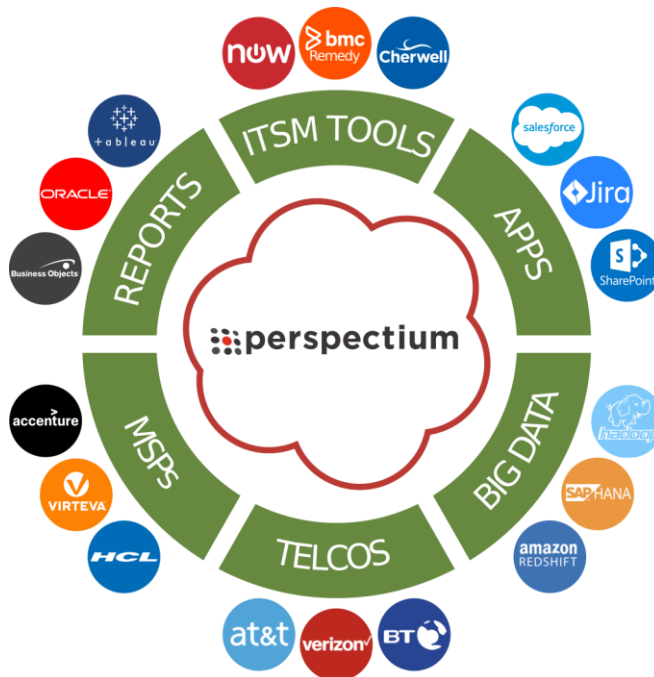
(Service Integration and Management)

February 2019

Integration Technology Shift

Perspectium’s position as the key integration technology for service management has provided a unique perspective on integration and how the market is changing. Historically, requests centered around internal integration solutions such as ServiceNow to ServiceNow integration, integrating to a data lake, integrating with other enterprise software systems like SAP, and integrating to other cloud solutions like SalesForce and Atlassian Jira. All these integration solutions focused on the technology needing to be integrated.

Multiple Fortune 2000 organizations now work with Perspectium to handle their integration with service providers. They are leveraging a Service Integration and Management (SIAM) strategy to rapidly on-board and off-board their service providers. This model demanded that Perspectium no longer integrated individual technology solutions such as ServiceNow, SalesForce, Tableau, and SAP HANA, but a whole Service Provider ecosystem.



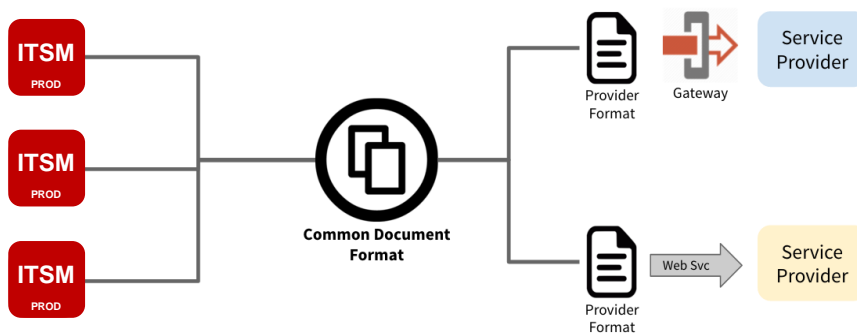
Perspectium is especially suited for enabling SIAM due to the philosophy that we take responsibility for the end point integrations and ensure that they work through upgrades, and any changes required by the customer or the vendor. Now customers are looking for the ability to integrate to not only one or two service providers, but twenty and more – including the ability to on-board and off-board providers at a rate of 10-20 a year.

Services for Implementing SIAM

Perspectium has created a portfolio of vendor integrations that work hand-in-hand with each vendor's requirements to send and receive data through their chosen technology, while giving the customer complete control of what data is shared from or consumed into their ServiceNow instance.

Being able to on- and off-board service providers is a process that involves much more than just integrating data, but if you can't talk to your service providers and they can't talk to you, it won't work - no matter how much process you put in place. Perspectium provides a simple and powerful solution to enabling SIAM, delivered as a service.

Perspectium Service Technology for SIAM



Perspectium provides 3 components to enable service connection:

1. **ServiceBond** handles the integration of enterprise and cloud applications like ServiceNow. ServiceBond provides real-time bidirectional integration with a variety of data sources, using a SaaS message broker service.
2. **Data Models** provide a standard model for the types of data that is exchanged between service providers and their customers. All data is matched to the Perspectium data model and it then is transformed to the customer's specific data model.
3. **Web Services** integrate with the different service provider API gateways. Perspectium provides this as a service, so any changes by the provider's API are updated by Perspectium to ensure the continuation of real-time bidirectional data transfers.

SIAM Customer Case Study

Zurich Insurance Group is a ServiceNow customer that embarked on a SIAM initiative to integrate service providers into its IT service management organization.

The Problem: Zurich spent a year attempting to integrate its global telecom services provider into their IT service management organization. Zurich needed to be able to open an incident in ServiceNow and assign it to the service provider, who would then need to receive this incident and send incident updates back to Zurich in real time.

The service provider required Zurich to interface with their API gateway, which required a lot of custom coding that was difficult to write and maintain. The service provider's incident form also did not look anything like the Zurich incident form, and so changes were required to their business process to accommodate the technology involved. These customizations made it impossible to reuse the integration for future SIAM projects with other service providers.



The Solution: Zurich enlisted Perspectium to connect ServiceNow to the service provider's API gateway, to send and receive incidents tickets in real time. Perspectium's integration lets customers and service providers each map their processes to a standard incident data model, and enable e-bonding of incidents using Perspectium's end-to-end managed cloud service.

This created a reusable approach for Zurich to use with additional service providers, and allowed for easy maintenance of existing integrations. The integration rules were all configured within ServiceNow, rather than with custom code, and was the only work Zurich IT staff needed to perform. Perspectium mapped the data and went live in two months at less than a quarter of the original project cost.

The Payoff: Perspectium provided Zurich a real time integration of incidents with the telecom service provider in 2 months and at a significantly lower cost than they had initially planned. Zurich now has a real-time bidirectional integration platform that it has used to onboard other service providers and/or additional processes with existing service providers.

What Does SIAM Look Like For You?

We would love to hear about your context and share our ideas about how you can apply sound SIAM principles at your company. [Let's get in touch.](#)