

# 10 BENEFITS OF A NATIVE APPLICATION FOR SERVICENOW INTEGRATIONS



## FAMILIAR USER EXPERIENCE

The ServiceNow admin is already comfortable in the ServiceNow environment. A native application is just another application in their left-hand navigation.

This means that admins can get to work quickly on setting up and modifying dynamic or bulk shares.



## EXPERTISE

Applications found in the ServiceNow app store are pre-built and pre-tested by ServiceNow Technology Partners.

These apps are certified by ServiceNow for security, performance, and compatibility.



## SECURITY

**No sharing of credentials:** There are no web services using login credentials to access your ServiceNow instance - data is not being pulled from a receiving system.

**End-to-end encryption:** Encrypt data before it leaves the instance. Customers alone - and not the integration provider - view, own, and control the encryption keys.



## PRIVACY CONTROLS

**Control data flow:** The native app allows the ServiceNow admin to have full control over which data is exported and made available - and who can modify ServiceNow instance data.

**Data obfuscation:** The ServiceNow admin hides or obscures sensitive information before it is made available. Data can be obfuscated by field, by pattern, and by reference.



## HIGHER THROUGHPUT

A native application, because it's already installed into the ServiceNow system, can notice when records change - and push payloads of changed records to a message bus.

Push technology empowers the best possible throughput.



## LOWER IMPACT

Unlike a native application, web services must compete with ServiceNow browser sessions, acting the same as any web browser user that tries to get to the same information.

A native app, however, load-balances the integration and allows for throttling the rate of posting, minimizing the impact on ServiceNow performance.



## AVAILABILITY

With most web-services integrations, if an endpoint is down, the data in transit ends up lost.

A native application, however, can push data into queues. If the target endpoint is down, shared data stays in the queue, available to be consumed whenever the endpoint is ready again to receive data.



## CONTEXTUAL DATA

With a native application, a ServiceNow admin can move data in context, helping to ensure that related information stays in sync.

For example, when replicating a ticket, you can also send CI and user details. In the target system, the data appears in all the correct fields, looking as it did in the original system.



## DATA TRANSFORMATION

When replicating data, a ServiceNow admin often transforms data, making it usable in other tools - for system upgrades, for moving from a domain-separated instance, or other purposes.

With a native application, you can configure a table map directly in ServiceNow, making sure that the data transformation takes place prior to publishing.



## FAST IMPLEMENTATION

Get a head start on results through rapid implementation.

Our research revealed that it takes ServiceNow customers an average of 370 hours to build their own integration.

With an existing solution, enterprises bypass the additional months of development, accelerating time to value.

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