servicenow

About Customer
ServiceNow makes work, work better for people—with a cloud-based platform that helps enterprises unlock productivity and create engaging experiences for employees and customers.
www.servicenow.com

Geo
North America

Industry
SaaS

Solution Area
Accelerate Core Applications
Activate Real-time Analytics
Modernize Data Protection

Products in Use
Pure Storage FlashArray//X
Pure Storage FlashArray//C
Pure Storage FlashBlade™
Pure Storage Pure1®

For ServiceNow, It's All About People (Even When It's About Storage)

ServiceNow focuses relentlessly on people, with digital workflow solutions that are easy to use and highly customizable. This people-first perspective has fueled 40% growth year over year and a 99% renewal rate.

But growth brings challenges. Recently, Senior Director of Cloud Capacity Engineering Keith Martin faced a significant hurdle—how to keep up with growing data volumes and an expanding customer base that is constantly innovating on the ServiceNow platform. To overcome it, Keith looked to modernize the storage environment, and in the process become the first major cloud provider to move to an all flash data center.

> "Pure has had a revolutionary impact on the business, completely changing our mindset and how the cloud infrastructure team functions."
>
> **KEITH MARTIN,**
> SENIOR DIRECTOR, CLOUD CAPACITY ENGINEERING, SERVICENOW

Impact on ServiceNow

Positions ServiceNow for strong continuing growth

Encourages customers to constantly innovate on the ServiceNow platform

Transforms infrastructure team into a partner to the business

Challenges

Complex storage environment required daily maintenance.

Disk storage couldn't keep up with business growth and customer demands.

Slow backup and restore cut into performance and availability for customers.

Results

Customers deploy new features sooner with 4x faster access to test environments.

Cloud infrastructure team saves tens of thousands of admin hours per year.

Lean team can manage a 10x larger storage environment.

Rethinking Storage to Keep up with Customer Innovation

Supporting customized instances for more than 6,200 customers is no small operation. In a single hour, the ServiceNow enterprise cloud infrastructure handles 64 billion database queries, 291 million HTTP requests, 46 million API calls, and 571 terabytes of backup data.

Keith Martin's job is to make sure that infrastructure works flawlessly for customers. That includes performing 2.4 million backups and 5,000 database restores every month—a series of processes especially critical for creating development clones as customers deploy new features. Over time, though, the job became increasingly difficult.

"We were really limited by the performance and reliability issues of our legacy storage," Keith remembers. "Backup and restore processes were slow, and we spent all our time containerizing the infrastructure so that if a disk failed, it wouldn't impact the broader environment."

Keith and his team had reached a crossroads. Continuing with the status quo meant adding capacity and headcount and working harder all the time simply to maintain current service levels.

"We were operating in ways that were unnatural, trying to make sub-par storage work for us," says Keith.

Flash Transforms How IT Approaches the Customer Experience

Keith adopted Pure Storage FlashBlade as a rapid restore solution, which immediately shrank the data center footprint, reduced downtime, and accelerated restore times from hours or days to seconds. That enables the existing team to manage a storage environment that is ten times larger.

With faster restores, ServiceNow can deliver test clones to customers four times faster while virtually eliminating management overhead, saving Keith's team tens of thousands of hours every year.

"Pure has had a revolutionary impact on the business, completely changing our mindset and how the cloud infrastructure team functions," Keith says.

ServiceNow has since migrated all production backups to a combination of Pure Storage FlashBlade and FlashArray technologies—becoming the first cloud provider to make an all-flash data center a reality, using modern technology to deliver a superior customer experience.

ServiceNow Looks to the Future with Emerging Technologies

Keith plans to support Splunk, Elastic's ELK stack, AI, and machine learning initiatives on Pure Storage solutions, which will help ServiceNow stay competitive in a constantly changing industry.

"Pure is a huge win for us because it keeps us ahead of the competition," he says.

purestorage.com

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