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WHERE CAN I FIND GOOD SERVICENOW TALENT?

A SOLUGENIX EXECUTIVE SUMMARY

Surviving and ultimately thriving in the current service-oriented business economy in which consumers expect Amazon-like responsiveness from organizations requires advanced business process automation. While the ServiceNow platform can fulfill these continually-evolving business process needs, its implementation, maintenance, and expansion require highly skilled ServiceNow specialists. ServiceNow administrators, developers, project managers and others must bring a broad set of capabilities to the table in order for organizations to compete in a demanding service-oriented business landscape.

As a consequence, one of the most important challenges for any business is finding the right ServiceNow professionals to fit their needs. Their proven ability to develop, maintain and expand the process automation is an integral part of the business' success and growth. In this executive summary, we will discuss the important points of finding ServiceNow staff by breaking the process down into these categories:

- **Locating ServiceNow Candidates**
- **Assessing ServiceNow Candidates**
- **Reaching Out to ServiceNow Candidates**
- **Vetting ServiceNow Talent**
- **Interviewing ServiceNow Talent**
- **Onboarding ServiceNow Talent**

Organizations may be planning new or expanded implementations of ServiceNow in which they are seeking new hires or contractors that work on a project basis. In all cases, knowing the process for finding and hiring the right ServiceNow professional starts with knowing where you can find them.
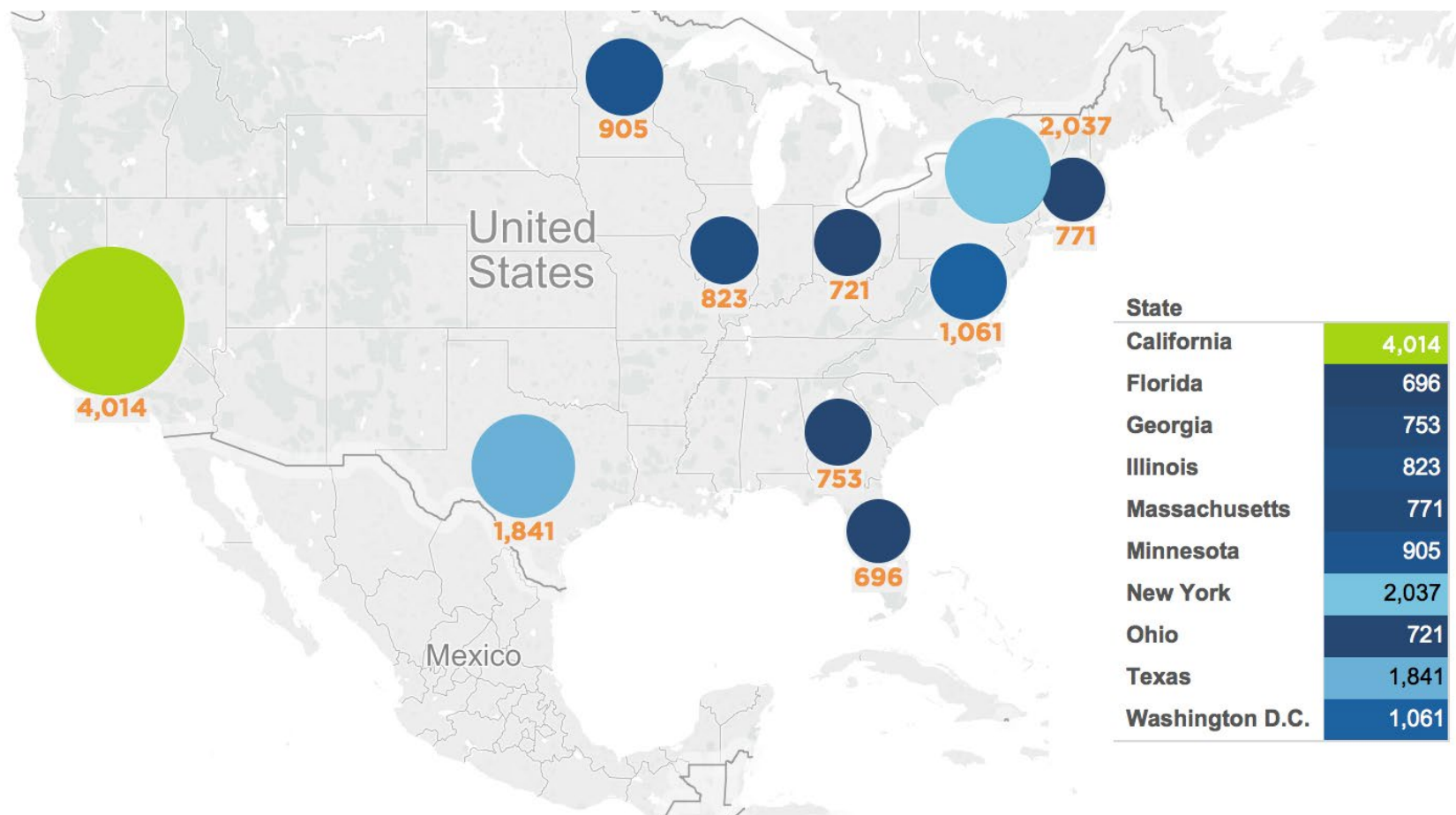
Locating ServiceNow Candidates

Based on independent survey results* the United States has the largest ServiceNow talent pool in the world and is home to nearly 20,000 ServiceNow professionals. Naturally, some states have more than others with the top ten states accounting for nearly 70 percent of that total and the next tier of ten states accounting for roughly 20 percent.

Concentration is centered primarily on major metropolitan areas where some professionals are natives of the region in which they reside while many others are located in regions based on job opportunity. It should come as little surprise that the majority of these professionals identify as Administrators through certification and experience (60 percent) while ServiceNow Developers are the next largest group at 30 percent.

It's important to remember that many of these Administrators are also ServiceNow Developers due to the fact that there are so many parallels in the knowledge base of the two specialties. It is also owing to the reality of a longer real-world experience track. While ServiceNow Architects, Project Managers and Analysts make up less than 10 percent of the total, these are often the most experienced and highly certified ServiceNow professionals in the U.S.

THE TOP 10 STATES IN WHICH SERVICENOW PROFESSIONALS CAN BE FOUND INCLUDE:

State	
California	4,014
Florida	696
Georgia	753
Illinois	823
Massachusetts	771
Minnesota	905
New York	2,037
Ohio	721
Texas	1,841
Washington D.C.	1,061

What the vast majority of these professionals have in common is:

- **A desire to work with enterprises that fit their skills**
- **To further their experience and opportunities**
- **To meet their income, personal and professional needs**

Knowing where they are located is merely the first step in a process that requires you to then assess them based on a variety of criteria.

Assessing ServiceNow Talent Based on Need, Experience and Certification

What potential employers should understand is that there is in reality a considerable amount of specialized discipline skills mixing among ServiceNow talent. This is especially true the more real-world experience that they have acquired. In other words, how they identify under a specific specialization does not necessarily provide the full depth of their certifications and experience.

The goal in assessing these professionals is to be able to match your specific needs with a verifiable history of continued professional development in broad ITSM knowledge as well as specific areas of expertise. It is only those ServiceNow professionals that see learning as a lifelong journey that can make a continual contribution to a business.

Since ServiceNow is grounded in Service Management, talent with even one to three years of experience beyond certification can and often are broadly experienced in all facets of IT. The goal is often to identify those professionals that continually desire to build on that education with needed real-world experience as well as certifications.

Your business needs to define your assessment of the candidates, so the more you understand ServiceNow, the better the match and the easier the process of assessing and vetting them. Having a holistic view of what you're trying to achieve with ServiceNow today and tomorrow will enable you to assess a qualified candidate that is eager to grow their knowledge base. It's imperative that they be steeped in Service Management best practices as well as ITIL as these are the foundation of a successful ServiceNow platform execution.

LOOKING BEYOND SERVICENOW EXPERTISE

The ability to affect change within the organization cross-departmentally is about emphasizing Service Management as the driver of IT rather than the other way around. The goal is to be able to rapidly evolve the IT service model to automate enterprise service relationships for other lines of businesses and their processes. Through ServiceNow, ITSM becomes the starting point for seeing technology as a tool that streamlines processes across the enterprise in service to the business' customers.

With ServiceNow, ITSM is more than just an afterthought. It is foundational to the platform's ability to adapt and integrate via process automation development. This is meant to not only transform processes, but to also transform the way in which the workforce thinks about service to the customer.

Functional discipline skills are important considerations when assessing ServiceNow candidates, but equally important are superior experience and knowledge rooted in:

- **Proven business vertical skills**

- **Proven communication skills**

- **Proven interpersonal skills**

These skills are crucial to enabling the process of obtaining and analyzing business requirements and development of technical/function requirements. These attributes are the key to successful development, design and rollout of new application modules, workflows and catalog requests. They are also the key to maintenance requirements and interdepartmental education for the workforce.

It's likely that your organization does not have the methodology to run assessments to gauge candidates' skill levels in certain areas such as technical assessments and soft skills assessments (reasoning, verbal, mathematical, etc.). These are just some of many aspects that make finding the best ServiceNow talent that fits your organization and your needs a challenge if you attempt to go it alone.

It is obvious that this is where having the right professional ServiceNow staffing partner is instrumental to success. Since they have the methodologies and processes for finding and matching the right ServiceNow talent for your needs, you can then move on to the often challenging stage of reaching out to the talent.

Reaching Out to ServiceNow Talent

Our independent study of where ServiceNow personnel are located in the U.S. shows that ServiceNow talent concentration across metropolitan areas is a better representation of the spread of ServiceNow talent.* Despite having this knowledge, finding candidates that fit your need criteria is no simple matter without support to locate, assess, and match them to your job requirements.

Assessing communication skills, work status, availability, background, certifications and functional IT and Service Management skills are much easier said than done. It takes a highly skilled and experienced ServiceNow expert with the technical background who can go into the details of what the applicants have done in relation to the client requirements. Anything less is likely to resemble more of a cattle call than a targeted outreach approach.

Vetting ServiceNow Talent

Just like any technology, ServiceNow has its own language, best practices and idiosyncrasies. When considering bringing on ServiceNow personnel, the IT organization must have clear goals for how ServiceNow will impact the business. This is shaped by a clear understanding of the syntax and the context of how ServiceNow can affect business processes.

Understanding the deep differences between ServiceNow customization and ServiceNow configuration is just one example that speaks to the heart of the challenges of vetting ServiceNow talent. In short, configuration is the process of modifying any included ServiceNow Licensed Application.

ServiceNow customization involves actions in which existing ServiceNow applications are modified to function differently than originally presented by ServiceNow. Both of these are highly common, vastly different, and very detailed in terms of being representative of the ServiceNow understanding that you must have.

The details of legal status, rates, willingness to relocate, and willingness for face-to-face interviews are certainly within the skill set of your HR department. However, integrating them with an understanding of factors such as ServiceNow skills, cultural fit, communication, etc. make the process far more complicated for most HR departments.

If you can't narrow down the candidate pool quickly and efficiently, background checks become highly challenging and time consuming. When your business vertical is highly regulated such as financial and healthcare sectors, it becomes even more challenging.

This challenge also points to the need for proven sector experience for ideal ServiceNow talent for most organizations. Reaching such a stage is a herculean feat for internal business structures and only becomes more challenging when reaching the interview stage.

Interviewing ServiceNow Candidates

Once you've chosen candidates, the location of the talent becomes a major factor. In order to find the best talent that is the best fit, you can't limit yourself to your own backyard. Certainly, it becomes more possible if you're located in the San Francisco/Oakland areas or the NY/NJ/PA metro areas, which each hold fully ten percent of available ServiceNow professionals.* Even if you're in one of the ten most populated ServiceNow metro areas, you're still in fierce competition for the available personnel.

Initial phone interviews, Skype calls or even video conference calls can be highly effective as the norm. But once again, you're faced with the need to have all of the higher level ServiceNow, IT, HR best practices, and soft skills knowledge at hand.

In person interviews for finalist can be time consuming, logistically challenging, and expensive for you and the talent. This is especially true if they are not the right fit. You're always working against the clock in these scenarios so missteps are costly on multiple short-term and even long-term, bigger picture levels.

You may be the highly unusual organization with the limitless ability, resources, and time to get this far on your own. For the majority, getting to this point requires support from the right professional IT staffing partner that is steeped in ServiceNow and Service Management.

In either case, you've reached the point of hire. It shouldn't surprise you that this is the end of one part of the process and the beginning of another.

Onboarding ServiceNow Talent

Like any new hire or contractor, the truth of the decision for both sides is only revealed in time after working together. Even the exact match in terms of hard and soft skills will need skilled support to ensure that the onboarding process is smooth and successful.

It's often a disjointed amalgamation of experiences for the talent as well as the numerous people that the talent comes in contact with daily. That makes it difficult to see where rough spots are located, who needs the help in getting past them, and the process for doing so.

The right professional IT staffing partner will meet with the client regularly and check in on the candidate to make sure the relationship is still going well. In order to be effective, this is an ongoing relationship so that you can be sure the fit will get even better as time goes on. By focusing on creating an ongoing relationship with your business and the talent, everyone wins in every sense of the word.

Conclusion

At Solugenix Corporation, we partner with businesses as a Professional IT staffing firm to help you define your goals as well as your needs. That builds the foundation for finding the right ServiceNow professional to become part of your team for ServiceNow customization, configuration, integration and planning.

To find out more about what makes Solugenix the right IT staffing partner for your ServiceNow talent needs, please give us a call today at **1-866-749-7658** or email us at **info@solugenix.com** for more information.

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