

ServiceNow Integration with Salesforce

The integration of ServiceNow with Salesforce gives real-time visibility to the support and sales team into each other's work and priorities. With this kind of visibility, the coordination between the teams become easier, customer issues are resolved faster, and customer communication becomes seamless.

Integration overview

In an Application Lifecycle Management (ALM) ecosystem, the choice of systems and the collaboration between the cross-functional teams play a great role in delivering quality solutions. While the choice of systems impacts the productivity of a team, the cross-functional collaboration enhances seamless communication between teams to take better decisions, faster.

By integrating ServiceNow & Salesforce, enterprises can diminish collaboration barriers between their customer-facing teams. It helps in keeping customer priorities clearer, makes communication with the customers seamless, and reduces the customer issues resolution time.

How ServiceNow – Salesforce integration is beneficial for an enterprise

- Real-time access to customer issues and priorities
- Communication on the workitems from the native systems itself
- Real-time updates when a customer issue is resolved

With ServiceNow + Salesforce integration, enterprises can:

- Make better and faster decisions
- Accelerate customer response time
- Ensure complete traceability of a change request/ticket
- Get full context of customer issues and priorities
- Leverage the best of functionality and collaboration in the delivery ecosystem

How OpsHub Integration Manager integrates ServiceNow and Salesforce

OpsHub Integration Manager integrates ServiceNow and Salesforce bi-directionally. It ensures that all data is available to each user, in that user's preferred system, with full context, in real-time. All 'tickets' from ServiceNow automatically synchronize to Salesforce and all the entities and details associated with the 'tickets' synchronize back to Salesforce. Customer priorities, value, and other details available in Salesforce are also visible in the customer account in ServiceNow.



Commonly synchronized entities between ServiceNow and Salesforce

The popularly synchronized entities are listed on the left:

Benefits of integration for ServiceNow and Salesforce

ServiceNow users	Salesforce users
Access to the customer account, priorities contacts from within ServiceNow	No manual efforts needed to keep support team updated on new customer accounts added & priorities/value of each customer account
No manual efforts needed to keep sales team in loop for customer issues	Real-time access to the status of customer tickets and conversations between support team & customers

Features of OpsHub Integration Manager



Unidirectional as well as bi-directional synchronization



Full history and audit trail for integrated systems



Complete traceability of work items as well as non-work items



Robust failure management and recovery mechanism

Pre-requisites to run OpsHub Integration Manager

Supported Operating Systems

Windows

- Windows Server 2012 R2
- Windows Server 2012
- Windows Server 2008 R2 (64 bit)

Linux

- RHEL 5.2 + (64 bit)
- RHEL includes Cent OS and Fedora

Tested on the following versions:

- CentOS release 5.5 (Final)
- CentOS release 5.6 (Final)
- CentOS Linux release 7.1.1503 (Core)
- Fedora 20

Database Prerequisites

The underlying database should be installed to install and run OpsHub Integration Manager. The database user created for OpsHub Integration Manager should have schema level and read write privileges.

- MySQL Server
- MS SQL
- Oracle
- HSQLDB