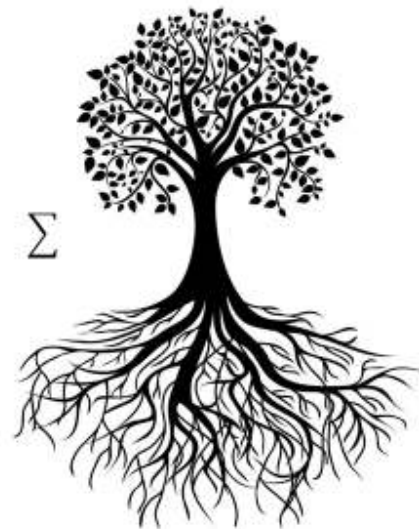


How Northcraft Analytics Compares with ServiceNow Performance Analytics in Fuji and Beyond...

Northcraft Approach



Northcraft Analytics vs. ServiceNow

Comparison

Benefit	Northcraft Analytics	ServiceNow Reporting & Performance Analytics
Packaged Metrics	2,000+	Around 100, But you need to learn two different calculation methods. One for ServiceNow (metric calculations) and another for Performance Analytics (Formula Indicators)
Formulae Available	300+	Only Basic - Avg, Count, Min, Max and Sum
Gartner Top Rating in I&O Business Value Dashboards	Yes	No
Request Additional KPIs From Support	Yes	No
Ad-Hoc Capability	Yes	No
Native ServiceNow Portal Integration	Yes, in addition to other presentation layers like Excel, Tableau, etc...	Yes
Licensing	Unlimited, by process area	Incident Management is free (included), but Performance Analytics Premium is based on Annual Contract Value (per seat basically).
Accessible From Any Mobile Device	Yes	Yes
Simplicity of Report Creation	See for yourself	Must learn two different (and less functional) proprietary methods

Northcraft Analytics vs. ServiceNow

Comparison

Benefit	Northcraft Analytics	ServiceNow Reporting & Performance Analytics
1 Platform for Dashboards and Analytical Reporting	Yes, Microsoft HOLAP	No, ServiceNow reporting and Performance Analytics are completely different due to the acquisition of Miror42 (which PA used to be called)
Drill-Across, Through and Down	Yes	No Drill-Across, Breakdowns are fixed (not user-defined) and Drill-down (record level) seriously affects performance.
Use Case: Provide Access to Analysis for Approval Bottleneck With Related Changes and Tasks	Yes	No
Use Case: Look at One Year Performance Against SLAs and Drill-Down to Breached Incidents (for customers with 5,000+ incidents/month)	Yes	No
Use Case: Provide Access to Data About Intra-Group and Individual Assignment Bottlenecks	Yes	No
Record Limits	No	Practically speaking, yes, because of the performance impact on drill-down.
Report Suite	Dynamic, 600+, all reports are adjustable by KPI, Perspective, etc...	Static, there are about 100 out of the box.
Audit Trail Reporting	Yes	No

Northcraft Analytics vs. ServiceNow

Comparison

Benefit	Northcraft Analytics	ServiceNow Reporting & Performance Analytics
iWS (integrated Windows Security) or SAML	Yes (this is great for Excel process analysts)	No
Native SharePoint Integration	Yes	No
Ad-Hoc Capability	Yes	Yes for ServiceNow Reporting, no for Performance Analytics.
BI Presentation Layer Independent	Yes, Tableau, Business Objects, Microstraegy, SharePoint, etc...	No
SharePoint-Integrated	Yes	No
BI Development Required	No	Yes, who in your company is going to learn it?
Training Ramp Up Time	Low, someone probably already knows Tableau or Excel at your organization.	High if you would like to build any of your own calculations. If you are a large IT organization, you will.
Proprietary BI Platform	No, it's Microsoft.	Yes, ServiceNow reporting and Performance Analytics are both not built on an industry-leading BI platform.
Timeliness of Data	1 Hour Old Maximum.	Configurable for every Indicator, typically 24 hours old.
Multiple Data Sources	Yes, SolarWinds, Cisco, Microsoft SCOM, ServiceNow, etc...	No, ServiceNow only
Drill Down to Grain	Yes	Only if the indicator is not a formula.