



HipLink ServiceNow Connector

Never Miss an Alert, Reduce Response Time, and Make Better Decisions During Critical Incidents

HipLink is designed to seamlessly integrate with ServiceNow and allow customers a unified mechanism to design their own workflow between the two systems. This allows for instantaneous feedback directly to and from the ServiceNow environment. As a result, there is a reduction in response times, additional manual steps are eliminated, and the organization sees service request resolution improvements using the full 2-way integration.



Using the HipLink App for ServiceNow, new trouble tickets automatically generate a message in HipLink which is sent to the technician or group who needs to address the issue without any manual intervention. The integration supports bi-directional, 2-way interactions which means that not only are HipLink recipients alerted of issues from ServiceNow, they can also interact back with ServiceNow by replying to the message they receive from HipLink. Tickets can be updated or closed, items can be escalated or reassigned, all done very quickly through the powerful 2-way integration.

The powerful 2-way Response Actions feed the user's response back into ServiceNow from the 2-way choices sent with the alerts. These response choices allow the message recipient to select a number of available actions that are fed back into ServiceNow to perform associated actions.

CORE DESCRIPTION

HipLink's ServiceNow App gives users the ability to streamline and automate communications as a part of the ServiceNow workflow, resulting in improved response time and better workflow. The alerts generated leverage various types of recipient groups available in HipLink, thus allowing the customers to use the power of these groups to target a specific audience for the intended alerts.

Response Actions feed the user's response back into ServiceNow from predefined response choices. Selections are fed back into ServiceNow to perform specific actions such as ticket updates, closes, escalation or reassignments.

These response choices are based on the Incident Management State Model. All activities are closely tracked in the incident Work Notes and Additional Comments fields.

Contact Syncing - Users and Groups

- ServiceNow Users are synced in real-time as HipLink receivers based on User Roles defined
- Roles Can be defined for the four different types of HipLink receivers imported:
 - HipLink Mobile, SMS, Voice, and Email

Five Incident priorities supported

- P1, P2, P3, P4 & P5
- All incident priorities can have either the same or different recipient groups defined, or they can be disabled

Four types of Recipients can be defined

- Incident Notification Group
- Incident Operations Group
- Incident Assignment Group
- Incident Assigned User

INCIDENT ALERTS – NOTIFICATIONS & MANAGEMENT

When there is an incident, ServiceNow generates a HipLink alert to predefined, designated recipients for each of the five incident priorities. Alerts are generated automatically every time an incident is either created, updated or deleted in ServiceNow.

Various types of recipient groups are available in HipLink, allowing the customers to use the power of these groups in HipLink to target the specific audience for the intended alerts.

For example, the group can be a Broadcast Group where the message goes to everyone, or it could be an Escalation Group based on an escalation chain of recipients, or it could

be an On-Duty Group that only sends the message based on a schedule.

The powerful HipLink 2-way Response Actions feed the User response back into ServiceNow from the 2-way choices sent with the alerts. These response choices allow the message recipient to perform a number of available actions that are fed back into the ServiceNow system and perform associated actions in the system.

All activities are closely tracked in the incident Work Notes and Additional Comments fields.

The screenshot shows the ServiceNow interface for configuring HipLink Unified IT Alerting. The left sidebar contains navigation options: Message Response, Receiver Profiles, HipLink Mobile, Email, SMS Text, Voice Call, Incident Recipients (with sub-items P1 - Critical, P2 - High, P3 - Moderate, P4 - Low, P5 - Planning), and a bottom icon. The main content area is titled "HipLink Unified IT Alerting" and "Message Recipients for P1 (Critical Priority) Incidents". It includes a "Message Severity" dropdown set to "Critical", a "Notification Group" section with a text input field containing "sn:Shoalb Group", and an "Operations Group" section with a text input field. Both sections include instructions and examples for group naming.

HIPLINK & THIRD-PARTY INTEGRATIONS

HipLink has been a pioneer in the messaging business with over two decades of production integrations for dozens of different third-party systems, including various 911 Dispatch vendors and ITSM products.

These integrations include using standard messaging protocols as well as proprietary integrations that work over our HTTP interface or the newer REST Web Services interface. Our integrations with third-party systems are at the forefront of what provides interested parties with powerful and versatile messaging solutions.

On the output side, HipLink supports messaging through a wide range of delivery mechanisms including things as

simple as emails and SMS text messages to full 2-way integration using text messaging, voice calls, and smartphone apps. All of this is transparent to the source system, as well as to the dispatchers and the recipients.

Along the same lines, we have developed an App for ServiceNow, fully integrated with our messaging suite, for alerts originated and generated from the ServiceNow system, targeted for IT alerting purposes.

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