

# Informatica Connector for ServiceNow

## Key Benefits

- Complete customer visibility to sales teams by syncing support tickets from ServiceNow to CRM
- Product defect status visibility to support teams by integrating ServiceNow with defect management system
- Request for new asset not in-stock from your procurement system by integrating ServiceNow with ERP

## Integrate ServiceNow Easily and Effectively

ServiceNow helps businesses utilize cloud platforms to deliver new approaches to talent, process, and technology management and to create immersive work experiences that are available anywhere. Whether you are new to ServiceNow or want to expand your existing ServiceNow footprint, the Informatica ServiceNow connector is what you're looking for.

## Ensure High Data Quality

Integrating geographically dispersed applications can be a difficult process that's prone to data duplication. To maintain data quality, you need a cloud-based connector that can link apps without complex coding. The Informatica ServiceNow connector uses the power of Informatica Intelligent Cloud Services<sup>SM</sup> to integrate ServiceNow with a wide variety of enterprise applications and keep your data in sync—no coding required.

## Go Live in Days, Not Months

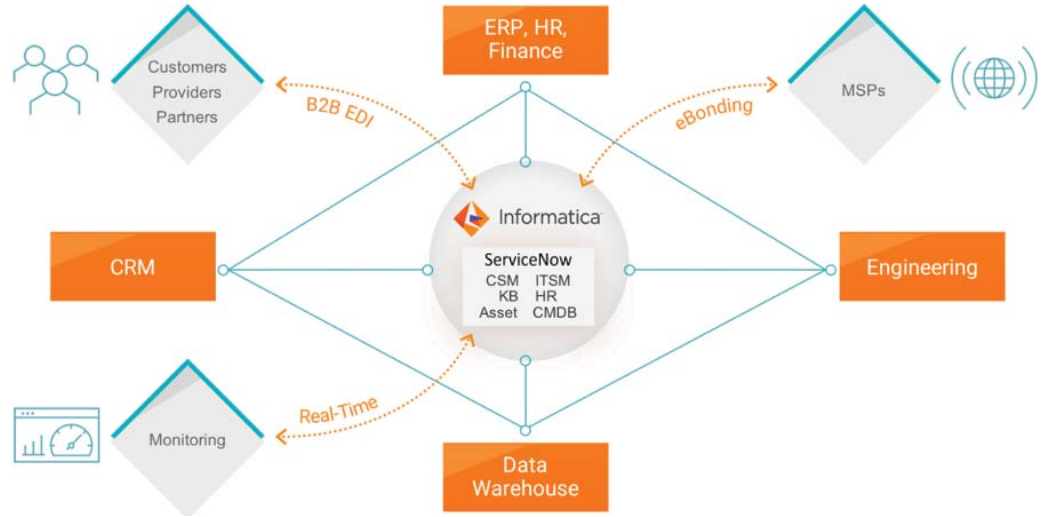
The Informatica ServiceNow connector takes the complexity out of data integration, making it easy for administrators to manage every step. When the ServiceNow connector is combined seamlessly to harness the data processed by Informatica, going live with enterprise integration projects that used to take months, now takes just days.

## About Informatica

Digital transformation changes expectations: better service, faster delivery, with less cost. Businesses must transform to stay relevant and data holds the answers.

As the world's leader in Enterprise Cloud Data Management, we're prepared to help you intelligently lead—in any sector, category or niche. Informatica provides you with the foresight to become more agile, realize new growth opportunities or create new inventions. With 100% focus on everything data, we offer the versatility needed to succeed.

We invite you to explore all that Informatica has to offer—and unleash the power of data to drive your next intelligent disruption.



Informatica ServiceNow connector lets you integrate ServiceNow with any enterprise app such as Salesforce, SAP, or Workday in the cloud or in an on premise application for a unified data experience.

### Key Features

- Simple point-and-click operation
- No coding required
- Integration takes days instead of months
- Allows bi-directional syncing
- Provides a simplified user experience



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