

Which Platform is the Best Fit for Your Use Case?

Comparing Salesforce, ServiceNow and Rsam



Table of Contents

Building Blocks for Configuring an Application or Use case	3
So, what's the Issue?	3
Conclusion	4
Key Takeaways	4
Segment Your Organizations Needs Based On Domain Rather Than Features	4
Understand TCO	4
Prototype The Use Case	4
Understand Vendor's Focus and Vision.....	4
Features Do Matter (Devil is in the Details).....	4



Most organizations have embraced more than one software platform to automate their critical business processes. Platforms are becoming more flexible, allowing users to customize or configure their own applications. As your use cases grow, you may question whether you should leverage an existing platform for your next applications or invest in a new one.

This can be tricky. Sometimes organizations have competing priorities for application development. Other times different user groups may seek control over the information. Internal politics aside, here are some key considerations that can guide your decision-making.

Building Blocks for Configuring an Application or Use case

Begin by understanding the makeup of a software platform that can automate business processes. Think about the components you need to build a new application or use case, for instance:

1. Data gathering and integration
2. Workflow and business rules automation
3. Analytics and business intelligence
4. User interface and experience
5. Data model

A true platform provides a dynamic and highly flexible backend to configure these elements to suit the needs of a particular use case. Some flexible platforms (such as Salesforce.com, ServiceNow and Rsam) will say that they can do these things very well; therein lies the confusion.

So, what's the Issue?

When you peel back and look under the hood of these platforms, all were designed to solve pain points around a particular domain:

- Salesforce.com - Sales force automation
- ServiceNow - Service Management
- Rsam - Risk & Compliance

Let's look at Salesforce first. While every organization has nuances in how their sales process works, there are many common attributes and linkages between them. While true you can build many things on Salesforce not related to sales functions, it is optimized to thrive within its core target audience doing their core targeted tasks.

When venturing far outside of this spectrum, users may find performance challenges, hard-wired relationships, fundamental navigation challenges and more. If you were to turn Salesforce on its head to do something else, like configure GRC use cases or handle service ticketing, the amount of customization required would be enormous! More importantly, any changes you make after that adds to the ongoing maintenance headache.

Now take this same concept and apply it to ServiceNow. This platform was designed specifically to automate the ticketing and request-handling process. While flexible in concept, the entire interface is targeted at IT professionals that want to have hundreds of buttons, links and navigation points on the screen at once. The architecture is also designed with peer-to-peer relationship management (like relating a ticket to a server). The moment you venture outside of the peer-to-peer structures it becomes convoluted. If you take the ServiceNow platform and try to configure it for a Sales process or GRC use case, it would take a lot of customization and upkeep.

The same is true for Rsam. The Rsam platform was designed to automate risk, compliance and security operations processes. You will see structures such as objects (target of an assessment), risks, policies, controls, vulnerabilities, threats, regulations, etc., and all their inter-relationships. While Rsam can manifest the same forms, fields, and workflow as a salesforce process application, it would be unnatural for that audience or purpose. Similarly, while Rsam has some great ticketing features, it isn't designed to be the end all of IT Service Management.

There is one exception to all of this; there are situations where you don't already own a second platform and you need to automate a very simple/small process with some workflow which may not warrant the purchase of an entire platform.

Conclusion

It's fantastic to have mature platforms like Salesforce, ServiceNow, and Rsam to build on. However, it can create questions for those doing the implementation and prompt management to ask: Why do we need multiple enterprise platforms? The simplest answer is this: you can avoid a great deal of trouble and cost if you leverage your platforms to handle the functions they were created to handle best. Trying to fit a square peg in a round hole is never a good approach. This holds true with enterprise platforms and their intended use.

Key Takeaways

1. Segment Your Organizations Needs Based On Domain Rather Than Features

Leverage vendor platforms that have their DNA in a domain that is natural for the use case. There is tremendous value in integrating other domain data

that can provide additional intelligence and context. For example, IT request-handling use cases should gravitate towards ServiceNow, sales-driven processes towards Salesforce.com and anything risk or compliance driven to Rsam. You start here; if for some reason you need to have an exception, that's okay too.

2. Understand TCO

In addition to the amount of services required to manifest the use case on the platform and any associated license costs, understand the implications of change management, integration costs and ongoing application management.

3. Prototype The Use Case

It should be quick to prototype your use case on a shortlist of platforms if it's the right fit. This will give you a really good sense of how easy it is to configure, but more importantly, how it will be used and the realized value.

4. Understand Vendor's Focus and Vision

If you expect your use case to have a life of 2 years or more, make sure it's generally aligned with the direction the vendor is headed. Otherwise, you might be left with an unsupported use case, or the features roadmap may not align with your vision of how to evolve your use case.

5. Features Do Matter (Devil is in the Details)

If your use case has must-have requirements, then you have to understand the depth of the features at hand. For example, while every platform claims a flexible workflow engine, does your workflow require complex routing, criteria and roles? Similarly, if you're integrating with other enterprise applications, does the platform provide easy import/API features to specifically meet your needs?

About Rsam

Rsam is a leader in the field of Governance, Risk, and Compliance (GRC) solutions and is the fastest time-to-value GRC provider. The Rsam platform delivers unparalleled flexibility for companies to leverage out-of-the-box solutions and "Build Your Own" (BYO) applications for a wide range of GRC functional areas, including audit, business continuity management, compliance, enterprise risk, IT risk, incident management, operational risk, policy management, security risk intelligence, vendor risk management, regulatory change management and more. Learn more about Rsam at <http://www.rsam.com>