



## THE WHY AND HOW: GOOD SIGN BILLING APPLICATION FOR SERVICENOW

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Avoid the Pains of Manual Data  
Collecting and Reconciling.

Achieve Pricing and Billing Flexibility.

## WHAT IS THE CHALLENGE?

**ServiceNow streamlines service management** and very often ServiceNow is a core operational system for a service company.

However, in addition to streamlined service management, especially B2B service business often requires **mass customized contract scope and pricing, invoiced according to the end customers' specific requirements.**

B2B service business often exhibits **variability**, including **specific pay-per-use models** and **varying price per service transaction.**

These factors lead to complexity of meeting the customer and business requirements. The resulting complexity increases the risk of **revenue leakages** as certain services may go unaccounted for or trigger extensive **manual work** to reconcile data from various sources such as MS Excel sheets, ServiceNow and other systems.

## WHAT IS THE SOLUTION?

The core of Good Sign is the rule engine. With this business rule engine, it is possible to express scenarios for billing and financial transactions. Rules are used to interpret the customer contract digitally, and with that, to allow automation.

*An Example: Customer Contract states that a Server (configuration item in ServiceNow) is billed monthly as follows:*

- *A base fee of \$100 per month*
- *Additionally, \$20 per CPU*
- *The Storage fees are calculated based on three-month running average of the volume used, while the backup fees are determined based on the monthly peak usage.*
- *A fixed fee is billed upfront at the start of each month while the usage-based storage and backup fees are billed at the beginning of the following month.*

## WHAT IS THE SOLUTION?

These Contract rules are digitalized to Good Sign for the customer.

Based on the data Good Sign gets from ServiceNow the following rules are applied:

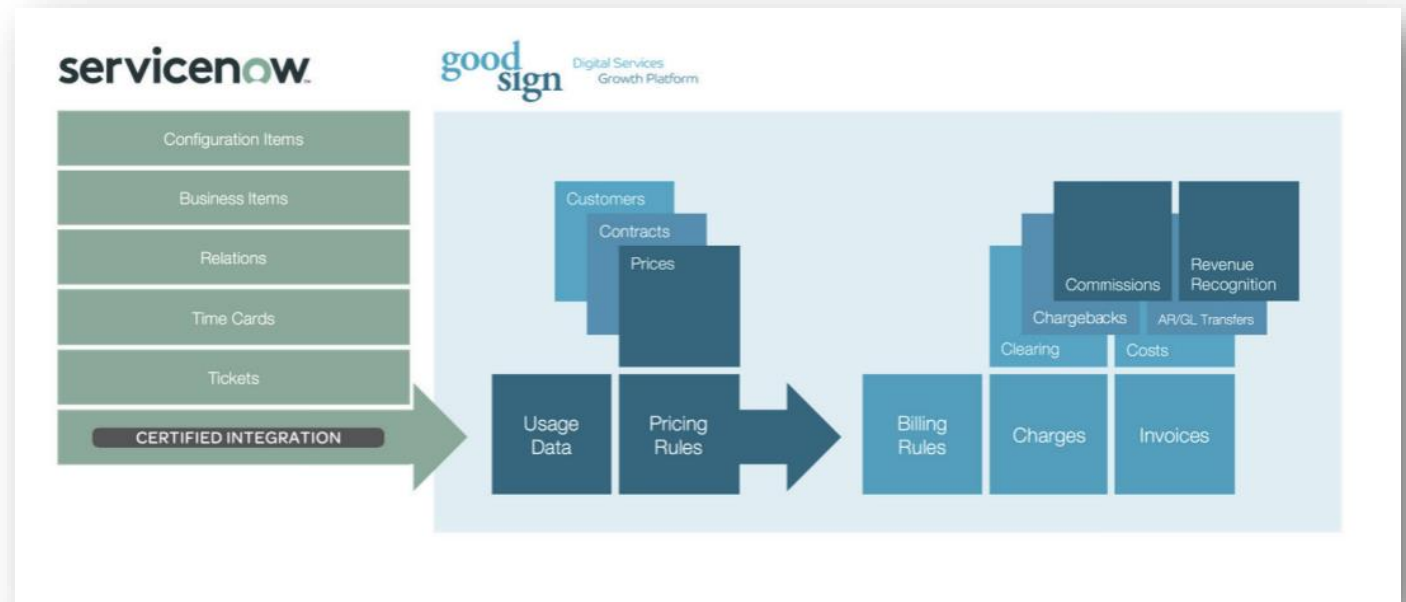
- *Fixed fee for each server*
- *CPU-based fee determined by a CPU count on each server*
- *Storage fee calculated with the average storage of the previous 3 months, and finally*
- *Backup fee based on the monthly peak value*

## WHAT IS THE SOLUTION?

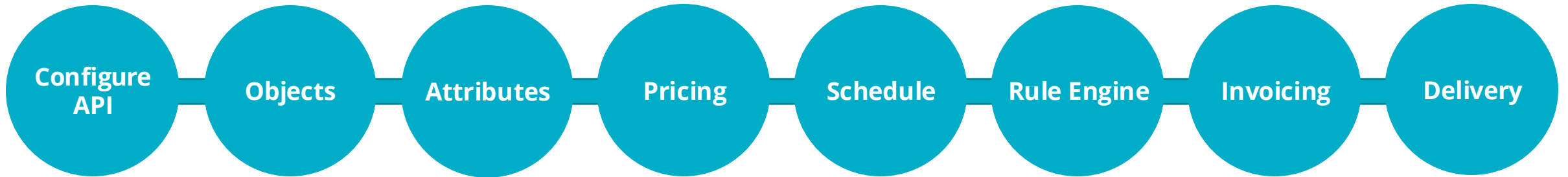
Adding more variation is not a problem either.

For example, with virtual servers, the count of CPUs may vary with a high frequency so there will be no single figure to use. In this case, the data is read from ServiceNow with suitable frequency, and based on this data creating a “CPU count timeline”. A value is then calculated. Either average or peak or mixture, as needed.

On the other hand, the customer may require to split the invoices for different business units, cost centers, or projects. This is also easy with the rule engine. Further, also internal cost calculations and automatic allocations can be automated with rules.



## EXAMPLE WORKFLOW IN GOOD SIGN



1. First, we configure how often and what objects to fetch from ServiceNow API. This is straightforward using tools offered by Good Sign.

The screenshot shows a web-based configuration interface titled "Data Inbound Settings". It features two tabs: "ServiceNow Link" and "RawData Snapshot", with "ServiceNow Link" currently selected. Below the tabs, there is a "ServiceNow URL" label followed by a text input field. Underneath, there are four labels: "ServiceNow Username", "ServiceNow Password", "Fetch Interval(Hour)", and "Time Frame". Each label is followed by a corresponding input field. The "Fetch Interval(Hour)" field is pre-filled with the value "3.00" and includes a small up/down arrow icon. To the right of these input fields are two buttons labeled "Save" and "Fetch".

2. Once the data connection is activated, we gain visibility into the objects in Good Sign.

The screenshot displays the Good Sign interface. On the left, a 'Quick Search' bar is at the top. Below it is a hierarchical tree structure of organizations. The tree starts with 'Data Import', followed by 'MSP Corporation', 'ACME Corporation', and 'ACME Americas' (which is highlighted with a green oval). Under 'ACME Americas', there are several sub-entities: 'ACME North America', 'ACME South America', 'ACME APAC', 'ACME Australia', 'ACME China', 'ACME Japan', 'ACME EMEA', 'ACME Czech Republic', 'ACME France', 'ACME Germany', 'ACME Italy', 'ACME South Africa', 'ACME Switzerland', and 'ACME UK'. To the right of the tree, a card for 'ACME Americas' is shown, featuring a house icon and contact information: 'Contact Person:', 'Contact Phone:', and 'Address: USA'. Below this card, a section titled 'Servers' contains a list of servers, with a green oval highlighting the word 'Servers' and a callout box explaining that these objects appear in Good Sign as configured in ServiceNow.

Customers appear in Good Sign with the same structure they are configured in ServiceNow. However Good Sign organization tree allows for needed flexibility in billing. For example ACME may be invoiced by country unit or on regional level or on corporate level or as a combination of these

Objects will appear in Good Sign as they are configured in ServiceNow. Here we have Configuration Items type Servers allocated to customer ACME Americas



3. Utilize the rich data offered by ServiceNow as attributes. When new attributes are created in ServiceNow, they will appear automatically in Good Sign as well. All the attributes may be used as an element in billing rules.

Update device - ,Test Server

General

raw_id	dbgroup_id	t_id	asset	asset_tag
39808	6361		Dell Inc. PowerEdge M7	
assigned	assigned_to	assignment_group	department	company
				ACME Americas
install_date	install_status	managed_by	manufacturer	model_id
	Installed		Dell Inc.	Dell Inc. PowerEdge M7
ram	name	operational_status	order_date	owned_by
2	Test Server	Operational		

Configuration Item

comments	ip_address	justification	category
			Hardware

Financial

cost	cost_cc	cost_center	invoice_number	gl_account
	USD			
vendor				

Misc

virtual	warranty_expiration	po_number	purchase_date	unverified
false				false

Save Close

#### 4. Create pricing.

The screenshot shows a ServiceNow pricing table. On the left, a navigation pane lists the hierarchy: [Root] > MSP Corporation > ACME Corporation > ACME Africa, ACME Americas, ACME APAC, and ACME EMEA. The main table has columns: Organization, Product Code, Call Type, Operator Sub..., Description, Price, and Pricing units. Several rows are highlighted with green boxes and lines pointing to a text box. The highlighted rows are: Windows 2003 Standard (Price: 700.0000), AIX (Price: 600.0000), and HP/UX (Price: 950.0000). The text box states: 'Easily use any of the ServiceNow attributes as a basis for pricing. Here different prices for Servers running different Operating Systems.'

Organization	Product Code	Call Type	Operator Sub...	Description	Price	Pricing ...
MSP Corporation	WINDOWS2003STANDARD	1100	3038	Windows 2003 Standard	700.0000	pcs
MSP Corporation	SERVERMGTAIX	1100	3041	AIX	600.0000	pcs
MSP Corporation	SERVERMGTHPUX	1100	3042	HP/UX	950.0000	pcs
MSP Corporation	SERVERMGT	1100	3034	Server management monthly fees	200.0000	pcs
MSP Corporation	BACKUP	1100	3049	Backup gb	0.0500	pcs
MSP Corporation	CPUCAPACITY	1100	3050	CPU Capacity	7.0000	pcs
MSP Corporation	BACKUPMAX	1100	3051	Backup gb max	1.5000	pcs
MSP Corporation	WORKSTATIONSUPPORT	1200	3047	Workstation support	150.0000	pcs
MSP Corporation	WORKSTATIONMGT	1200	3048	Workstation management	30.0000	pcs
MSP Corporation	PRINTERMGT	1300	3036	Printer management monthly fees	20.0000	pcs

Easily use any of the ServiceNow attributes as a basis for pricing. Here different prices for Servers running different Operating Systems.

## 5. Schedule invoicing frequency and set options.

Invoice Scheduling

Basic Information

Rule\_ID: 1    Descr: Acme Americas    Organization: MSP Corporation/ACME Corporation/ACME Americas    Consistency Check: ☐ Yes ☒ No

Rule

Scheduling

Month: [v]    Day: [v]    Time: 3:30 PM    Day From: [v]    Day To: [v]    Billing Period: Monthly (dropdown open)    Invoice method: Not specified    Delivery Method: Invoice and cost - manual approval    Usage Type: [v]    P: [v]

Invoice Date Offset: [v]

Customer Reference: [v]    Comment: [v]    Contact Person: [v]

Header Text: [v]

6. Rule engine will generate the charges that will be invoiced at a scheduled time. It is possible to drill down from the charges into the underlying objects.

MSP Corporation/ACME Corporation/ACME Americas

Current New Deleted

+ Add device From 8/1/2018 to 8/31/2018 Export Search Clear Filters

Device N...	Profile	User ...	User Firs...	Cost ...	Em	Start Date	End Date	
.Test Server	Servers	Servers				5/1/2018 12:00 AM		Parameters

Export Clear Filters

Device	Service	Pcs	Price Per Unit	Price	Cost Price Per...	Cost ...	Amou...	
21add95ddb1013...		5		981.80		981.80	896.00	+
	Backup gb	1	0.05	20.80	0.05	20.80	416.00	
	Backup gb max	1	1.50	705.00	1.50	705.00	470.00	
	CPU Capacity	1	7.00	56.00	7.00	56.00	8.00	
	Server management monthly fees	1	200.00	200.00	200.00	200.00	1.00	
	Server monitoring monthly fees	1	0.00	0.00	0.00	0.00	1.00	

50 items per page 1 - 6 of 6 items

7. That's it. The rule engine will then pull out either the invoicing data or the actual invoices, depending on the configured settings.

Service: Servers	1059					
Backup gb	429,00	0,050	24	5,15 21,45	26,60	
Backup gb max	493,00	1,500	24	177,48 739,50	916,98	
CPU Capacity	2,00	7,000	24	3,36 14,00	17,36	
Server management monthly fees	1,00	200,000	24	48,00 200,00	248,00	
Total	0,00	0,000	24	233,99 974,95	1208,94	

8. Invoices may be pushed to ERP or other system taking care of standard invoice handling. Alternatively, there are various direct invoice delivery options from email to e-invoicing. The booking to general ledger may also be created automatically.

**Invoicing Address & Details**

Invoice Type	Invoice Street Address	Invoice Street Address 2	Invoice ZIP Code	Invoice City	Invoice Country
<div><div>eBill</div><div>Archiving</div><div>Credit card</div><div>Direct Debit</div><div>Direct Debit</div><div>eBill</div><div>eBill for consumers</div><div>Email</div><div>Manual billing</div><div>Not specified</div></div>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<div>United States</div>
	Invoicing Account	Invoicing Operator			
	<input type="text"/>	<input type="text"/>			

# TAKE US TO THE TEST

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[Read more about Good Sign Solution for MSPs](#)

## CONTACT US

Whether you're curious about learning more, seeing a demo, or talking to us, we're happy to answer any questions.

[www.goodsign.com](http://www.goodsign.com)