

SnowMirror is a smart replication tool for ServiceNow™

Main benefits

Off-Load Reporting And Business Intelligence

SnowMirror lets you easily create flexible reports on your own infrastructure – Connect your own reporting platforms and BI tools like Tableau, PowerBI, Cognos, Microsoft Reporting Services or SAP Business Objects to ServiceNow. Store your ServiceNow data on databases like MySQL, MS SQL or Oracle.

Simplify Integrations

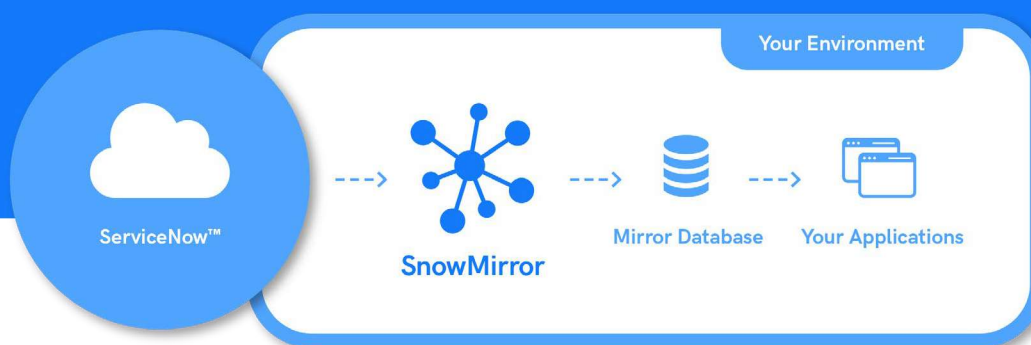
Leverage the mirror database to connect read-only integrations, integrate applications with a database on a local network and improve integration architecture.

Disaster Recovery

You'll have peace of mind knowing that there's a copy of your missioncritical data stored on a local server, with guaranteed access even if your internet or application service provider is not available.

Data Archiving

Archive ServiceNow data in the mirror database and unload your instance by erasing unnecessary bulks of data from your ServiceNow instance database.



SnowMirror offers a smarter way to access your ServiceNow data! Data is loaded from a ServiceNow instance and stored in a relational database such as Oracle or Microsoft SQL Server installed in a local environment. This mirror database can be used for custom reporting, data warehouse loads, system integration, data backup and more.

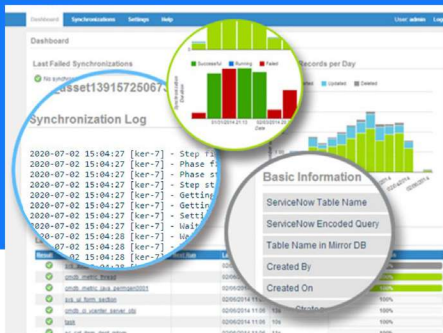
Of all ServiceNow customers, 7 out of 10 need to work with their ServiceNow data outside of the cloud. About 80% of SnowMirror customers use their mirror database for reporting and analysis, using popular tools like Tableau, PowerBI, SAP Business Intelligence, Cognos or many more.

One Fortune 500 company struggled to connect their SAP BusinessObjects to their ServiceNow data. By introducing SnowMirror and regularly replicating data into their Oracle database, the SAP BO was able to connect seamlessly to the data.

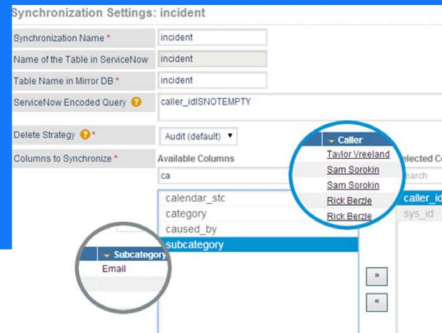
There are similar stories for Tableau or Qlik users. The remaining 20% of SnowMirror customers use it to simplify their integration architecture, for data archiving, backups or disaster recovery.

How does SnowMirror work? The SnowMirror server runs as a Java agent service in a customer's local environment (Windows and Linux operating systems are

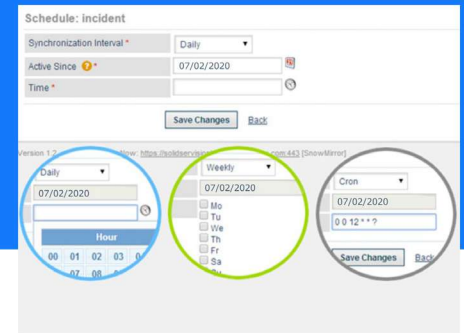
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Simple user interface enables seamless configuration



Choose tables and columns to synchronize



Define an individual plan for every synchronization

supported). According to the replication jobs configured, it downloads data changes from a ServiceNow instance and updates the mirror database. No ServiceNow changes are needed; the mirror uses the out-of-the-box API available in every instance. The SnowMirror team guarantees that it will keep up with every new ServiceNow release. The only SnowMirror installation requirements are: A machine to install the agent, an existing database instance, and a ServiceNow user account with sufficient permissions.

Synchronize Only Necessary Data. Simply define which ServiceNow tables should be synchronized, select the table columns and optionally specify a detailed filter query to restrict the amount of data (such as synchronising incidents only from the current year). SnowMirror supports the ServiceNow encoded query notation so it's easy to copy-paste filter settings from ServiceNow into the synchronisation setup. SnowMirror supports both ServiceNow tables and database views so more complicated requirements can be easily solved by preparing a view on the ServiceNow side and replicating it into the mirror database.

Replication Scheduling. Every synchronization run can be triggered manually at any time. However, scheduled

replication is a more common option. The configurable scheduler allows you to define individual execution plans for every synchronized table so that more active tables can be synchronized more often. It is possible to specify an interval between executions (e.g. every 15 minutes), schedule a daily replication, or use a CRON expression. The first time a synchronization runs, it downloads all the configured data. However, every subsequent run is an incremental update adding only new records, updating changes and removing deleted items. These increments are usually small even for large ServiceNow instances so SnowMirror proceeds quickly.

High Performance, Low ServiceNow Load. Speed is important. ServiceNow customers process millions of records every day. SnowMirror takes this fact into account and was designed with a focus on performance. The replication algorithms were fine-tuned by skilled integration engineers and seasoned ServiceNow consultants. Its performance has been tested on huge ServiceNow instances and it is able to synchronize millions of records in less than one hour. SnowMirror has no or very low impact on the ServiceNow instance performance. The impact is much smaller than live reporting or any live integration directly to ServiceNow.

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