

ServiceNow Integration



The OnPage integration is a certified application that takes advantage of the power of the ServiceNow platform to deliver incident alerts through the OnPage app. This integration was purpose-built to ensure the best performance for many use cases across the enterprise, and it provides configuration options not found anywhere else. This document reviews some of the features that make OnPage a clear choice over competitors' solutions.

Competitive Overview

Easy to Set Up - Connecting your ServiceNow instance to your OnPage account is as simple as signing in with your OnPage dispatcher credentials. From there, the OnPage integration app (powered by ServiceNow Guided Tours) visually steps you through each part of the integration. The integration is compatible with incident alert and on-call scheduling, which can be enabled during setup. No coding or administrative experience is required.

Easy to Use - The OnPage integration applies best practices for list and form views in ServiceNow to achieve simplicity. Unlike competitors who utilize administrator-defined templates (message contents), OnPage users can define their own templates using both static text and dynamic variables. Additionally, they can select from multiple templates shared by an application administrator.

Easy to Manage - After the initial installation, managing the integration does not require a ServiceNow administrator or developer. Admins can grant rights to Application Administrators to perform all the necessary functions for managing and maintaining the integration. This includes creating shared templates and responses, managing user subscriptions and templates, setting application preferences (including enabling incident alert and on-call scheduling) and troubleshooting.



Built for Flexibility - Unlike most solutions, the OnPage integration is built to allow for flexibility and expansion across the enterprise without the need to engage a technical resource. It allows non-technical users to build rules and alerts for eight commonly used Task-type records in ServiceNow by default, but expanding notifications to other Task-type records can be done in minutes. Application or system administrators can set up ServiceNow to support notifications from nearly every table in ServiceNow with minimal development.



Self-Healing - The integration automatically tracks and retries notifications which are slow or temporarily unable to send. If the integration is unable to deliver a notification after multiple attempts (adjustable threshold), built-in alerting notifies administrators and OnPage Support. Admins can use the OnPage integration status dashboard to manage, retry, or cancel failed notifications. Links to support for both users and admins are available in the navigation menus.



Native to ServiceNow - Because the integration was purpose-built on the ServiceNow platform, admins and users can perform notification management within the integration. Unlike competitors who require admins to manage notification contents, typically on their platform, OnPage allows users to create and update their own notifications inside ServiceNow. It also allows each user to create their own subscriptions (also called rules or triggers) that define when notifications should be sent. Other systems require that a developer or administrator make code changes to add additional triggers, which often takes weeks to implement. If a user can build a report, he or she can build a subscription. Users can also select from administrator-defined reply options, which are appended to notifications, or create their own. Competitors require the involvement of technical staff to configure this option.



Powerful Reply Automation - While many systems can perform actions on tickets, the OnPage integration performs actions natively—the scripting is performed inside ServiceNow and not by an API integration. This provides broader capabilities, without needing to grant security permissions to an external platform. Admins can script simple functions, like changing ticket assignment or state, and share the script with all users. They can also script advanced functions, like updating related records, triggering scripts and jobs, performing lookups, and more. Because these scripts run inside ServiceNow, it reduces network and internet traffic and protects the performance of both ServiceNow and OnPage.

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