

How do I deploy ServiceNow mobile applications?

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If you have any questions on this topic or you would like to be a contributor to future ServiceNow best practice content, please [contact us](#).

After you've designed and configured your ServiceNow® mobile application (app), the last step in your [mobile implementation](#) is to deploy it. Deploying a mobile app means launching your app and making it available for internal or public consumption. This Success Quick Answer applies to all three ServiceNow mobile apps.

How can I distribute ServiceNow mobile apps?

You can distribute apps via an intranet or email, on the [Apple Store](#), [Google Play](#), or with a [Mobile Device Management](#) (MDM) or [Mobile Application Management](#) (MAM) solution. How you choose to distribute your app will depend on your security and branding requirements. Use the publicly available app if you don't have any branding requirements. See the [appendix](#) for specific considerations for iOS and Android.

Can I [brand mobile apps](#) to adhere to my branding guidelines?

Yes! You can brand the app's icon, name, description, etc. If you choose to brand your application, you'll need to use the [Apple Business Manager](#)* for distribution on iOS. We can provide you with a .APK for Android app distribution. Our branding program complies with both Apple and Google's suggested practice for branded app releases and gives you a guided path to achieve your branding goals.

What should I keep in mind for ServiceNow mobile app deployment?



Help end users realize value quickly. Deploy your app quickly and iterate with user feedback instead of trying to build a perfect app out of the gate.



Define your overall mobile strategy early for branding, beta testing, distribution, and iteration. Identify devices you need to support, resources available for deployment, and responsibilities for long-term app management.



Keep scalability at the forefront as you determine your deployment strategy. You should be able to iterate and make updates quickly, especially if you need to resolve any development bugs.



Align with your security and enterprise architecture teams to comply with business standards and reduce risk.

*We don't currently recommend mobile publishing for customers in the education field due to limitations with Apple Education Manager (AEM). We are working on solutions.

How do I deploy ServiceNow mobile applications? (Cont.)

What are the steps for deploying a mobile app once it's configured?

1 Migrate your app to a production environment.

After you've configured and tested a prototype in a test or sub-prod environment, work through your change and release management process to move relevant configuration to your production instance using [update sets](#).

2 Complete a security review

Mobile applications can bring additional risk. Work with your information security team to make sure the app complies with your internal policies. Consider the following:

- [Data policy](#) controls
- Requirements for MDM or MAM, especially if employees are using their own devices

3 Define and configure how you'll distribute your app.

Choose your distribution method depending on your branding and security guidelines (slide 1). In addition to the distribution method, consider the following:

- How will users log in to the app and access info? Reference [mobile authentication documentation](#) for additional information.
- Will you require a VPN for internal distribution?

4 Design your application front end for branded apps.

Determine if your mobile app will be available for iOS, Android, or both and follow the white-label process:

1. Submit a mobile branded app request to ServiceNow.
2. ServiceNow builds and tests the app and releases it to you.
3. Test and approve the release.

Note: For iOS, ServiceNow will publish the app to the Apple Business Manager on your behalf.

5 Deploy the application to users.

Launch the app to a beta group prior to deploying to your wider audience.

- Define the [change management](#) for your deployment. Create guides to help users log in, find support, and submit feedback.
- Partner with HR and marketing to create a campaign for showcasing the app.
- Coordinate your launch—timing and process—with your broader ServiceNow release practices.

6 Seek feedback and iterate.

Incorporate feedback from your beta group directly in production, if possible, and use your broader launch to test your long-term iteration process.

- Consistently solicit and review user feedback and mobile analytics and use the information gathered to inform future iterations.
- Determine your iteration cadence both for scheduled updates and immediate fixes.
- Drive adoption by [building champions](#) and finding ways to socialize the app (like all-hands, posters).

Related resources

- [Product Docs – Mobile release notes](#)
- [Community – Mobile app configuration FAQ](#)
- [Product Docs – ServiceNow mobile app configuration](#)
- [Customer Success Center – Get started with ServiceNow mobile apps](#)

Appendix: Distribution models – Generic and branded apps

Apple Distribution Model	Description	App	App store	Distribution method	Example scenarios
Managed device (MDM)	1. Corporate-owned device 2. BYOD – Managed device (Enrolled Device)	Branded MDM app	Apple Business Manager	DEP* ID or VPP** redemption codes	"I am a customer that requires the highest level of security. I will manage everything from purchasing the device and enforcing policies to only allowing company-approved applications to be downloaded onto the device. I will also require the ability to brand the ServiceNow iOS application so it adheres to our naming conventions and app icons."
Managed application (MAM)	Customer requires management over the specified application only (not the device)	Branded MAM app	Apple Business Manager	VPP redemption codes	"I am a customer that requires the ability to manage the app. I will need to be able to remotely wipe the app and app data if determined necessary. However, I don't want to have any management control over my users' device as we are currently using a BYOD model. I will also require the ability to brand the ServiceNow iOS application so it adheres to our naming conventions and app icons."
No management – Branded app	Customer requires a branded app that is through ServiceNow's branding program	Branded app (No MDM/MAM)	Apple Business Manager	VPP redemption codes	"I am a customer that does not manage our employees' devices or apps and we're using a BYOD model. We would like to use the ServiceNow app branded with our company logos and colors."
No management – Generic app	No requirements for managing device, application, or branding; download the ServiceNow app from public app store	ServiceNow app	Public Store	Public Store	"I am a customer that requires the ability to access my ServiceNow instance via the mobile app. We don't have any additional security or branding requirements and would like to have a deployment that is as seamless as possible."
Generic app – Intune	No requirements for branding; download the ServiceNow Intune app from the public app store; app includes embedded Intune SDK	ServiceNow Intune app	Public Store	Public Store	"I am a customer that does not have any branding requirements but would like to manage our employees' devices and/or applications using Microsoft Intune."

As an open platform, Android offers additional flexibility in app distribution to meet your security and other business needs. You can choose to distribute your app in the marketplace (Google Play store), from a website, emailing it directly, or a combination of methods with the flexibility to also add MDM or MAM security layers.

- **Generic apps (no branding)** – Download the app directly from the Google Play Store.
- **Branded App** – ServiceNow can provide you with the [APK file](#) to distribute as you'd like. Make sure to consider intellectual property rights if you intend to resign from your role.

This article includes additional information on [distributing applications designed for Android](#).