

PagerDuty & ServiceNow

Notification Best Practices

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PagerDuty

Agenda

- **About PagerDuty**
- **PagerDuty and ServiceNow**
- **PagerDuty Notification Best Practices**

About PagerDuty

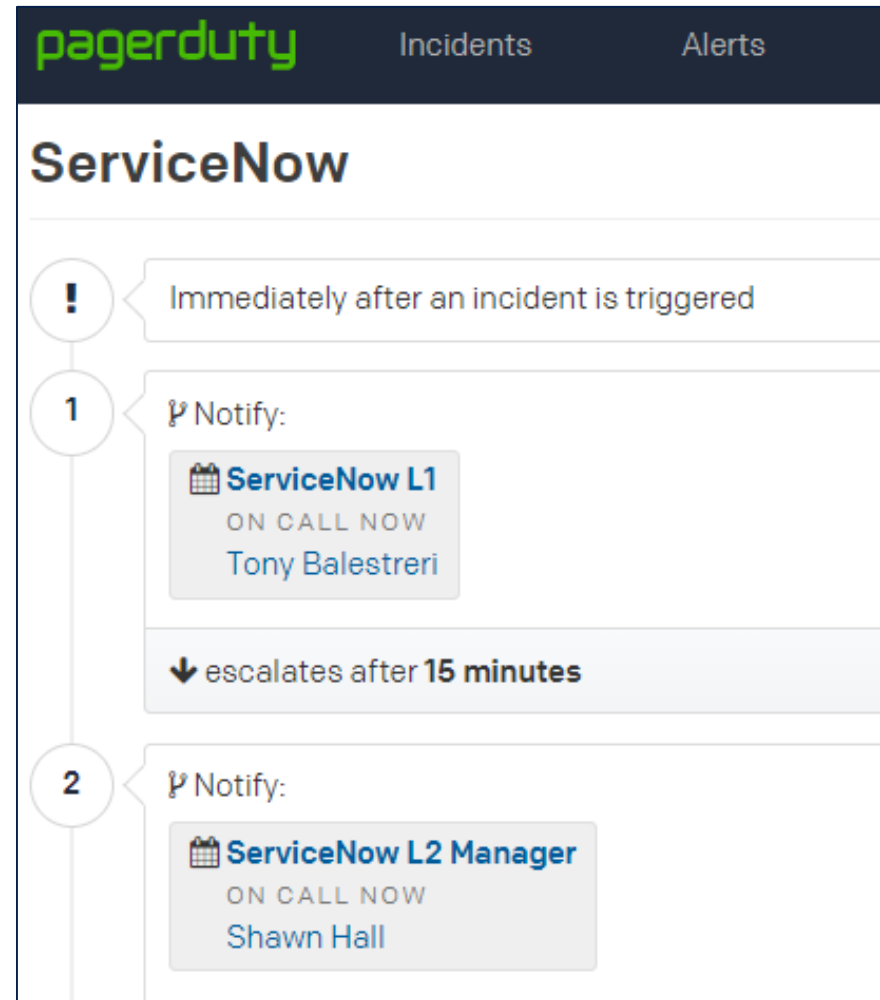
- PagerDuty is a Vendor supported service that provides notifications via email, push, SMS, and phone, to help teams detect and fix interruptions and events quickly.
- The term PagerDuty is the act of notification, this service does not support physical pagers.
- Enterprise IT has used PagerDuty with ServiceNow since 7/2013. 418 active user accounts with 40% of users using the mobile app.
- PagerDuty Components
 - Users – who & method of contact (phone call, SMS, email, push)
 - On-Call Schedules – when to contact
 - Escalation Policies – which schedule to use
 - Services – triggered by integration

PagerDuty and ServiceNow

- UCSF was the first PagerDuty customer to integrate with ServiceNow [our ITSM team developed a custom integration]
- For those teams with an on-call rotation, the typical trigger in ServiceNow is:
 - Incident or Incident Task
 - P1 or P2 (Priority = 1 – Critical or 2 – High)
 - Specific Assignment Groups
 - Sometimes further filtered down to App/Business Service
 - Triggered 24/7 [81%]
 - Triggered during a specified day/time [19%]
 - Example: after bus hours M-F, and 24/7 weekends/holidays

PagerDuty and ServiceNow (2)

- The user in the “L1” (Level 1) schedule/rotation is the first to be contacted based on the ServiceNow Incident/Incident Task trigger.
 - If the L1 does not respond to PagerDuty notifications within 15 minutes, the issue is escalated in PagerDuty to the L2 user (Level 2), then L3, etc.



The screenshot displays the PagerDuty interface with a dark header containing the 'pagerduty' logo and navigation links for 'Incidents' and 'Alerts'. Below the header, the 'ServiceNow' section is visible. It features a vertical timeline on the left with three main items: an exclamation mark icon, a '1' in a circle, and a '2' in a circle. The first item is a text box stating 'Immediately after an incident is triggered'. The second item, marked with '1', is a 'Notify' block for 'ServiceNow L1' (Tony Balestreri), who is 'ON CALL NOW'. Below this block is a grey bar with a downward arrow and the text 'escalates after 15 minutes'. The third item, marked with '2', is another 'Notify' block for 'ServiceNow L2 Manager' (Shawn Hall), who is also 'ON CALL NOW'.

PagerDuty Notification Best Practices

- How to view your PagerDuty profile
 - Upon Login, click your Profile in the upper right corner and select “My Profile”
- Contact Information
 - Ensure Phone, SMS, Email all contain accurate information
 - NOTE: if you do not see the “edit” or “test” buttons/links, please use a browser such as Chrome or Firefox (not IE)

PagerDuty Notification Best Practices (2)

■ Notification Rules

- In the section “When a high-urgency incident is assigned to me...”
 - Ensure you have all of your contact methods set up for “Immediate” notification
 - Highly suggest using the “Clone & Add 5 Minutes” button on all of your Immediate notification rules
 - Can adjust to shorter time frame like 2 or 3 minutes
 - You can adjust or create as many notification attempts as you would like before the 15 minute mark, since the issue will typically escalate to L2 at 15 minutes

PagerDuty Notification Best Practices (3)

When a high-urgency incident is assigned to me...

- Immediately** after it's assigned to me, email me at shawn. (Work)
- Immediately** after it's assigned to me, phone me at +1 415- (Work)
- Immediately** after it's assigned to me, phone me at +1 415- (Mobile)
- Immediately** after it's assigned to me, push notify me on Pixel 2 XL
- Immediately** after it's assigned to me, sms me at +1 415- (Mobile)

- 5 minutes** after it's assigned to me, email me at shawn. (Work)
- 5 minutes** after it's assigned to me, phone me at +1 415- (Work)
- 5 minutes** after it's assigned to me, phone me at +1 415- (Mobile)
- 5 minutes** after it's assigned to me, push notify me on Pixel 2 XL
- 5 minutes** after it's assigned to me, sms me at +1 415- (Mobile)

- 10 minutes** after it's assigned to me, email me at shawn. (Work)
- 10 minutes** after it's assigned to me, phone me at +1 415- (Work)
- 10 minutes** after it's assigned to me, phone me at +1 415- (Mobile)
- 10 minutes** after it's assigned to me, push notify me on Pixel 2 XL
- 10 minutes** after it's assigned to me, sms me at +1 415- (Mobile)

- 14 minutes** after it's assigned to me, email me at shawn. (Work)
- 14 minutes** after it's assigned to me, phone me at +1 415- (Work)
- 14 minutes** after it's assigned to me, phone me at +1 415- (Mobile)
- 14 minutes** after it's assigned to me, push notify me on Pixel 2 XL
- 14 minutes** after it's assigned to me, sms me at +1 415- (Mobile)

PagerDuty Notification Best Practices (4)

■ Tips for Smartphone

- PagerDuty typically texts/SMS from one number
 - 73889 Back-up: 42752, 43105
- PagerDuty typically calls from one number, but there are 35 back-up numbers
 - (281) 724-3738
- Add these numbers to a contact record in your phone and adjust the contact settings to “override” any privacy settings that prevent your phone from making a sound at night (do not disturb settings)
- <https://support.pagerduty.com/docs/notification-phone-numbers>

PagerDuty Notification Best Practices (5)

■ Tips for Apple

- In Do Not Disturb settings, there should be options to “Allow Calls From” (favorites) and “Repeated Calls” (second call from same person within 3 minutes)
- On iOS 10/11, each contact in the Contacts app has a dedicated switch, called Emergency Bypass, which overrides the Do Not Disturb feature for that person. You could add PagerDuty numbers as a contact and enable this bypass mode. This feature lets you permit sound for notifications even when Do Not Disturb is enabled globally in your Settings. You can enable it by going to a Contact -> Edit -> Ringtone -> Toggle Emergency Bypass.

PagerDuty Notification Best Practices (6)

■ Tips for Android

- Android functionality varies based on OS version (Oreo/Nougat/Marshmallow) and Manufacturer (Samsung vs HTC, etc.).
- Oreo (2017); Nougat (2016); Marshmallow (2015)
 - Settings -> Sounds or Notifications or Vibration
 - Do Not Disturb -> Priority Only or Allow Exceptions or Custom
 - Favorites
 - Do Not Disturb -> Repeat callers
- App/Push – Settings -> Apps & Notifications – App Notifications – Override Do Not Disturb

PagerDuty - More Information

- URL: <http://itsm.ucsf.edu/pagerduty>
- ServiceNow ticket to “ITSM_Technical”

UCSF

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San Francisco