

**TP** Travis Perkins +  Help Desk Migration<sup>®</sup>  
by  Relokia

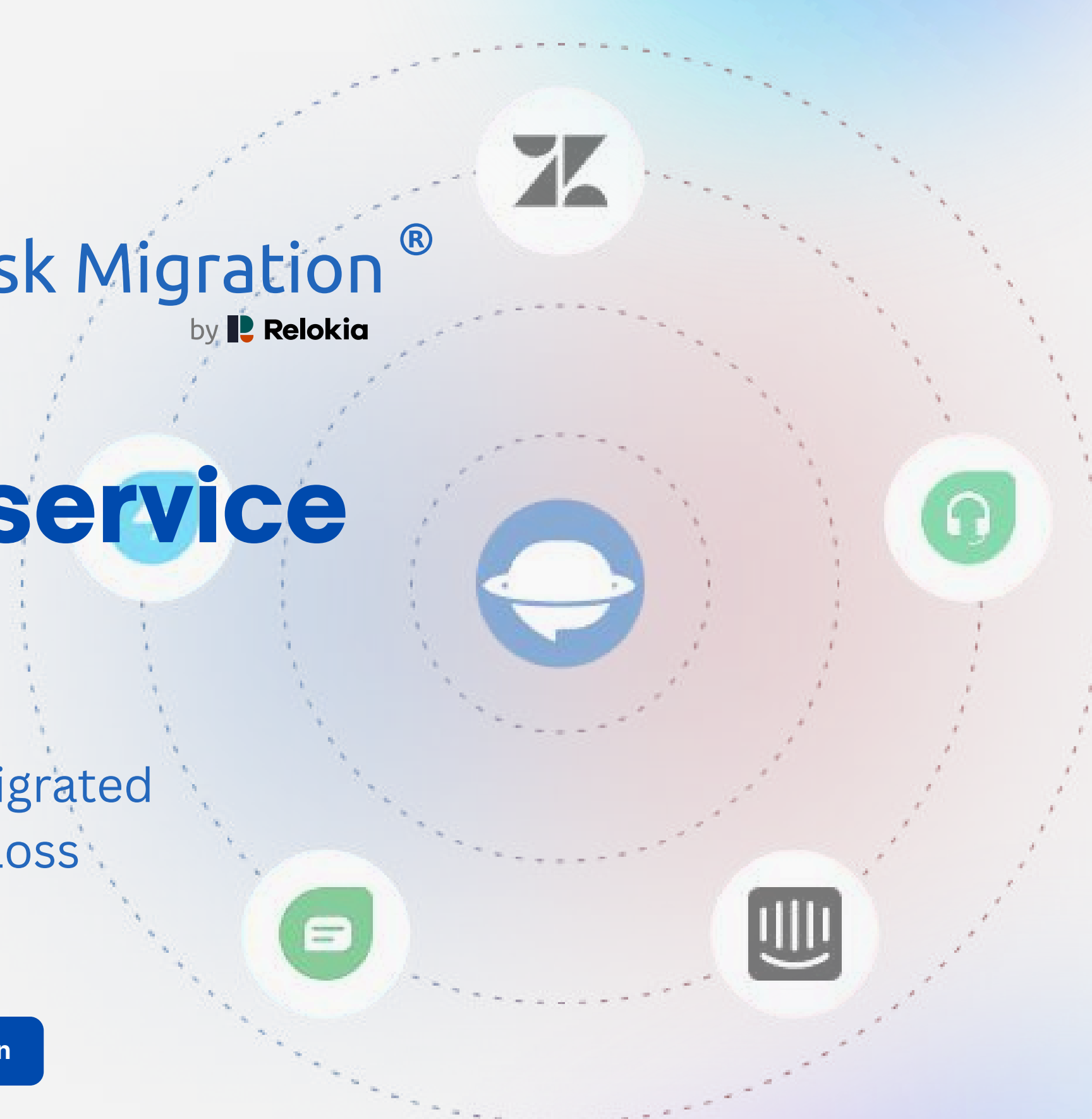
# ServiceNow to Freshservice Migration Playbook

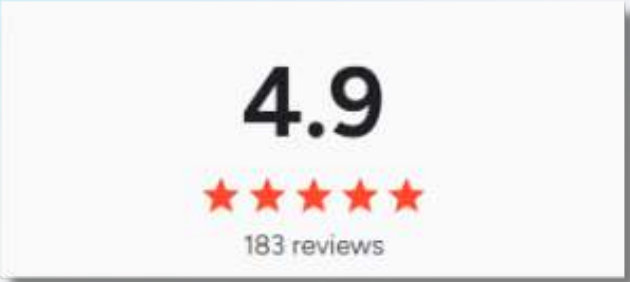
How a Major E-Commerce Building Company Migrated  
Its Complex ITSM Environment with Zero Data Loss

E-Commer & Retail

Enterprise help desk migration

Freshservice migration





# Why ServiceNow to Freshservice Migrations Happen

The major reasons why organizations conduct data migrations are to modernize infrastructure, consolidate scattered databases, and integrate information during mergers. But let's break this down in more detail. Here is why you should go for your ServiceNow to Freshservice migration:

Why ServiceNow to Freshservice Migrations Happen

ServiceNow to Freshservice Migration Guide

Travis Perkins: Migration Case Study

Key Takeaways

Next step: Run a Free Demo Migration



### Heavy Customization Limits Innovation

After years of customization, many ServiceNow environments become difficult to maintain. Custom elements often conflict with new platform features, making upgrades and adoption of new capabilities challenging.



### Limited ITSM Reporting and SLA Tracking

When a ServiceNow setup diverges from standard ITIL practices, tracking Service Level Agreements (SLAs) and other performance metrics becomes more complicated. Reporting may no longer reflect real operational performance.



### Declining CMDB Data Reliability

Over time, Configuration Management Database (CMDB) data can become inconsistent. Automated discovery tools may stop working effectively in highly customized environments, reducing visibility and trust in asset and configuration data.



### Need for Simpler Administration and Built-in Automation

Organizations increasingly look for ITSM platforms that can be configured internally without deep technical expertise. Solutions like Freshservice offer built-in AI capabilities and automation that simplify standard processes and reduce administrative overhead compared to ServiceNow.



# ServiceNow to Freshservice Migration Guide



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Explore our practical, step-by-step framework for migrating ServiceNow data to a new Freshservice account while maintaining full data integrity.

The Migration Wizard supports both complex enterprise environments with heavily customized data and straightforward SMB migrations, providing a reliable and controlled way to transfer tickets, users, and related records to your new platform.



### Connecting Your ServiceNow and Freshservice Accounts

Start by securely connecting both accounts. You'll authenticate access to your ServiceNow and Freshservice instances. 2FA is used to ensure the connection is secure and your data stays protected during the initial setup.



### Choose records and map fields

Align your source data with the new environment by mapping the corresponding fields between the two systems. You can also choose exactly what to migrate – tickets, contacts, organizations, macros, triggers, or knowledge base articles – ensuring the data is transferred accurately and only the records you need are included.



### Selecting Custom Migration Parameters

Tailor your transfer using automated rules designed for your individual scenarios. You can optimize storage by choosing whether to include attachments, apply unique tags like migrated\_2026 for easy tracking, turning side conversations into private notes, etc.

The image shows a side-by-side comparison of a ticket in the 'SOURCE PLATFORM' (ServiceNow) and the 'TARGET PLATFORM' (Freshservice). The ServiceNow ticket, titled 'Email integration not syncing...', is in an 'In Progress' state with a 'High' priority. It lists the contact as Sarah Martinez and the company as Acme Corporation Ltd. The Freshservice ticket, with the same title, is also in an 'In Progress' state with a 'High' priority. It features 'AI Insights' showing an 85% urgency and 3 similar issues found. The ticket is assigned to agent David Chen. Both tickets show a comment from Sarah Martinez reporting the issue and a response from David Chen.



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### Run a Free Demo Migration

With [Help Desk Migration](#), you can run a pilot migration with 20 live tickets. This is the best way to confirm that all your data, both custom and default, has been correctly transferred to the new platform.

05

### Verifying Freshservice migration results

Once the demo is complete, make sure that all the necessary data is migrated to Freshservice and the data integrity is intact. For this purpose, you shall use tickets' IDs provided to you.

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### Move to Full Migration

With your demo results confirmed, conduct this final step during a planned window, ensuring that your team transitions to the new platform with zero surprises.

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### Post-migration quality check

Conduct a post-migration audit to ensure data integrity. Verify that support agents have access to historical records and perform a live test of all automated workflows.

#### 1-click migration options

- Add new tags to tickets
- Migrate inline images as attachments
- Transfer call recordings as ticket attachments
- Exclude ticket attachments
- Migrate only records related to other entities
- Run a Demo with custom data
- Migrate side conversations
- Move the newest records first
- Migrate articles in multiple language versions
- Update cross-linking in articles
- Update existing records on Target
- Extend data retention period

# Travis Perkins + Help Desk Migration

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## Travis Perkins: Migration Case Study

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Travis Perkins modernized its IT and HR service operations by executing a ServiceNow to Freshservice migration, moving complex legacy data into a streamlined, AI-powered platform to enhance organizational agility.

### About the company

Travis Perkins was founded in 1988 and has grown to become the UK's leading builders' merchant. The company supplies an extensive range of building materials, tools, and hire services to trade professionals and self-builders through a **network of over 500 branches**.

They support projects of all sizes by delivering expert advice and high-quality products, including timber, plumbing, heating, and landscaping supplies. With a workforce of **10,000 employees**, the company combines deep industry knowledge with operational excellence to enable tradespeople worldwide to grow their businesses and complete their jobs efficiently.



Saagar K.  
Business Analyst at Travis Perkins



### Feedback

*I think Help Desk Migration was brilliant. They quickly understood everything we explained and grasped the nuances of how our systems were set up, especially our ServiceNow database.*



Travis Perkins



Building Supplies



Northampton, England

### Data migrated:

- Incidents
- Problems
- Changes
- Requests
- Knowledge base records

### Migration option

- Data mapping
- Automated migration
- Data re-migration



# Travis Perkins + Help Desk Migration

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**Migration Case Study**

Key Takeaways

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Demo Migration

## Migration Overview

### Key Challenges

- **Legacy Complexity:** After using ServiceNow for over 12 years, heavy customization made it impossible to adopt new features or maintain standard ITIL reporting.
- **Technical Debt:** Data in the Configuration Management Database had become unreliable, and integrations were expensive and difficult to manage.
- **Extraction Hurdles:** A technical issue on the ServiceNow side caused an initial extraction to miss vital attachments, requiring a complete re-run of the large HR dataset.

### Help Desk Migration Solutions

- **Automated Migration Wizard:** Utilized an intuitive, non-technical tool that allowed the team to easily follow the extraction and download process.
- **Direct Expert Collaboration:** Facilitated direct communication between our migration experts and the Travis Perkins architecture team to resolve complex mapping nuances quickly.
- **Pre-built Customizations:** Applied automated rules and expert-led attribute mapping to bridge the gap between ServiceNow source tables and Freshservice targets.

### Outcome & Result

1. **Comprehensive Data Transfer:** Achieved a complete and accurate migration of all essential ITSM and HR records.
2. **Modernized Infrastructure:** Transitioned to a self-configured solution featuring built-in AI, thus significantly reducing administrative complexity.
3. **Increased Agility:** Established a more flexible and responsive support foundation while preserving 100% of the company's historical data integrity.



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# Key Takeaways



### **Review Your Data Before Migration:**

Migration is a good moment to review your historical data. Many teams choose to migrate only the records they still need in their new Freshservice environment, while archiving older tickets or unused objects separately. This helps keep the new setup cleaner and easier to manage.



### **Automate for Total Data Continuity:**

For high-volume migrations of 200,000+ records, manual methods simply aren't enough. Prioritize a solution that handles the nuances of your data automatically, from nested ticket conversations to Help Center articles. This approach guarantees a predictable, high-speed transfer for even the most massive help desk databases.



### **Verify Data Accuracy with a Demo Migration:**

Launch a Demo Migration to audit how specific data map to your new Freshservice instance before the final production cutover.



### **Strategize Your Timing**

Launch your final migration during off-peak hours or weekends to prevent any disruption to live support operations. Selecting a low-traffic cutover window ensures that your global agent workflows remain uninterrupted while you transition to the new environment.



# Start Your Free Demo Today

Stop struggling with manual scripting and join the thousands of companies that replaced it with smooth automation.

[START FREE DEMO MIGRATION](#)

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If your ServiceNow to Freshservice setup requires more than a standard transfer, our team is ready to help 24/7. We'll build for you a tailored migration strategy addressing your specific enterprise needs.

[Talk to a Migration Expert](#)

[Check a Security Policy](#)

