# CMDB Data Quality

*Joe Senna*

*Chris Layman*

*Ryan Harrington*

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# Webinar Presenter

## Joe Senna

**VP – ITOM**

ServiceNow Accreditations

- ServiceNow Discovery and BSM

- ITIL v3 Foundations

- PMP Certification

Work Experience

- ServiceNow Journey started on Aspen

- Infrastructure owner Fortune 25 Retailer

- Launched Insource ITOM Practice

# Webinar Panelists

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## Chris Layman

**Lead Architect - ITOM**

ServiceNow Certifications

- Certified ServiceNow Developer
- Certified ServiceNow BSM
- Certified ServiceNow Discovery
- Event and Cloud Beta Certification Program
- ITIL v3, CCNA, MCITP, RHCE

Work Experience

- Lead Architect for large data center provider
- ServiceNow Lead Architect
- Joined InSource in March 2016

## Ryan Harrington

**Technical Consultant- ITOM**

ServiceNow Certifications

- Certified ServiceNow Developer
- Certified ServiceNow HR
- Certified ServiceNow BSM
- Certified ServiceNow Discovery
- ITIL v3
- Event and Cloud Beta Certification Program

Work Experience

- ServiceNow Technical Consultant
- Service Mapping
- Discovery

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# Agenda

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About InSource

- Offerings

- ITOM Practice Overview

CMDB Data Quality

- Why should we care?
- Typical CMDB Business Issues
- Webinar Use Case
- Demo
  - Audits
  - Data Certifications
  - CI remediation
- How Can InSource Help?
- Material and Recordings posted at Insourcenow.com

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# Audience Poll
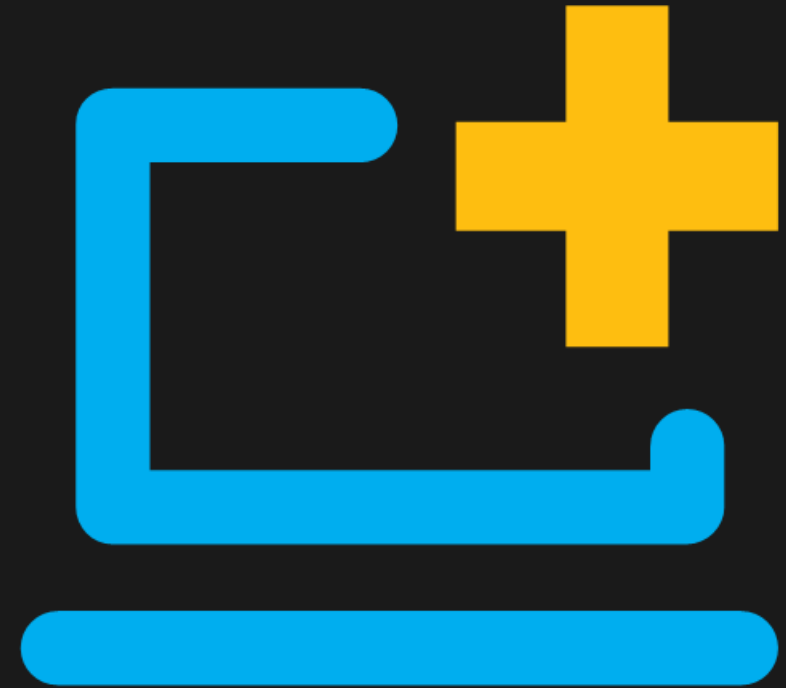
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Please tell us about you

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# InSource Offerings

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- IT Service Management (ITSM)

- IT Operations Management (ITOM)

- Project & Portfolio Suite (ITBM)

- Customer Service Management (CSM)

- Security Operations

- Process Improvement Workshops

- ServiceNow Instance & Process Assessments

- Talent Acquisition

- Okta Partner

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# 2017 and 2018 Partner Award

InSource Receives "Highest Number of Deployments" PartnerNow Award for Americas Services Partners at ServiceNow Knowledge 17 Conference

May 9, 2017



Leading ServiceNow partner recognized for exceptional professional services and commitment to growth

# Over 500 Deployments Nationwide – Clients You Know

## InSource Presence

Headquarters:

Wayne, PA

Office Locations:

Washington, DC

Tampa, FL

Atlanta, GA

Dallas, TX

Charlotte, NC

History

Founded 2000

ServiceNow Partner since 2012



INSOURCE — Headquarters

INSOURCE — Office

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# How We Help? … Throughout the Journey

## Advisory Services

- Road Mapping
- Health Assessments
- Process Strategy
- Configuration Management
- IT Service Management
- IT Operations
- Cloud Operations
- Domain Separation

## Cloud Implementation

- Event Management
- CMDB
- Discovery
- Orchestration
- Service Mapping
- Cloud Management
- Asset Management
- ITSM
- CSM
- SecOps
- ITBM

## Managed Services

- Enhancements
- Fixes and Support
- Instance Health
- System Monitoring
- Patching

# ITOM Practice Overview

- In 2016 Insource created a dedicated practice and created roles within Sales, Solution Consulting, and Delivery
  - Practice Director in 2016
  - Lead Technical Architect in 2016
  - Dedicated Sales Director in April 2018
  - Dedicated Solution Consultant late 2018
  - 2nd Lead Architect late 2018
  - Fourteen (14) resources dedicated to ITOM portfolio
- In August of 2017 Insource became fully accredited with Service Mapping training and exams
- Team currently holds certifications in Administration, Developer, Discovery and Service Mapping
- Participating in beta training and certification program for Event and Cloud

# We've Been There ..
## ..and Done That

➤ Certified team with involvement in 500+ implementations

➤ ServiceNow Gold Partner

➤ Expertise in all aspects of ServiceNow, including NOW Platform Development

➤ Authorized ServiceNow Training Partner

➤ ServiceNow Road Mapping & ROI Assessments offerings

➤ Dedicated ITOM team

➤ Deep certifications across ServiceNow and on ITOM, PMI and ITSM including Service Mapping and Discovery

➤ Process expertise in ITSM, ITAM, ITOM & Security Operations, ITBM, CSM & Financial Management

➤ Niche skills include expertise in Integration & Orchestration, and Service Aware Discovery

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# CMDB Introduction

o THE CMDB - the central repository of information describing all of the IT infrastructure components used to deliver services to your business.

o A Configuration Item, or CI, is the fundamental structural management unit of the CMDB.

o Everything IT supports is ultimately expressed in terms of CIs:

  o *Alerts and Events*

  o *Major Incidents* are expressed in terms of degraded CI(s)

  o *Problems* are expressed in terms of which CIs are root causes and are impacted,

  o *Changes* are expressed in terms of which CIs are changing or are potentially impact / at risk for a specific change

# CMDB Quality Is Essential

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- The quality of CI data will be an essential tenet of your ability to communicate effectively

- As you work to define your CIs, you can initially expect to capture CI data from your current data sources

- Most organizations find their current data may or may not be clear, concise, or complete

- load their CMDB with the best data available and embark on an ongoing effort to steadily improve data quality over time

- The Configuration Management team should be relentless in challenging the IT organization to improve CI data quality

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# Business Challenges for CMDB

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o Ongoing operational activities for Data quality are not regularly executed, thus leaving the CMDB in a declining state of accuracy

o Lack of ownership, governance, policies and procedures

o Organizations typically overlook change management policies to govern their own CMDB

o Root Cause analysis takes longer than desired without relationships and dependencies documented in CMDB

o **Data Sources generate output which require normalization often overlooked in CMDB implementations**

o CMDB Information is typically not in a business service structure, lack relationships and impact analysis

o Applications and infrastructure outages are no representation in CMDB

o Tasks to remediate CMDB issues are costly, executed by level 2 or level 3 staff

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# Webinar Use Case Overview

- Client has CI duplicates within ServiceNow, namely CIs for Servers

- Client requires an ability to easily identify duplicates based on Serial numbers without changing the OOTB identifiers.

- Remediation: Need a mechanism for ensuring critical attributes are available/populated in the CMDB correctly
  - Encourage On-Going Enrichment
  - Ability to perform reconciliation
  - Audit trail
  - Compliance

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# The ServiceNow Solution

- Leverage the ServiceNow CMDB Health Dashboard to identify CMDB issues

- Establish Audit and Certification parameters to govern and manage CMDB Data quality

- Utilize CI Remediation tool within ServiceNow to properly reconcile CMDB issues

**About The Instance**

- London

- Discovery

- Normalization plugin-in

- CMDB CI Remediation

# Questions?

# What can a healthy CMDB do for you?

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- Improve ITIL processes such as Incident Management, Change Management, and Problem Management by providing an impact analysis of configuration items to business applications.

- Reduce the mean time to recovery (MTTR) of outages of applications because application topology and all their dependencies are understood.

- Improve the effectiveness of monitoring tools by associating business impact with detected problems on infrastructure components.

- Allow for effective strategic planning of the data center. Hardware can now be moved, consolidated, and optimized without disruption to the business that depends on it.

- Better manage and control costs of IT assets since there is an accurate understanding of what assets are deployed and used.

- Provide data for compliance and audit reports that are required of IT organizations.

- Better control of configuration changes needed for on-going maintenance of software and hardware.

**BE PROACTIVE**

⭐ Relationships and Dependencies Are Paramount

# CMDB Guiding Principles

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| Govern What Comes In | ⟶ | • Governance<br>• Policies Procedures<br>• Ownership |

| Manage CMDB | ⟶ | • Add Move Change<br>• Audit & Certification<br>• Remediate Regularly |

| Know Who Consumes | ⟶ | • Fit For Use<br>• What's import to them?<br>• Continuous Service Improvement |

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# Important Resources

➤ **ServiceNow Conversations:**     [Modernize IT Operations Management](#)

➤ **Product Info:**                        [IT Operations Management](#)  [Operational Intelligence](#)

                                            [CMDB](#)  [Discovery](#)  [Orchestration](#)

➤ **ServiceNow Docs:**                [IT Operations Management](#) [Discovery Data Quality](#)

➤ **ServiceNow Community:**       [Measuring Success: Get Common KPIs & Tips](#)

➤ **Your Sales Teams:**             ServiceNow & InSource

# How can InSource help?

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➢ Road Mapping

➢ Advisory Services

➢ ITOM Assessments

➢ Process Consulting with industry experts

➢ Implementation

➢ Custom Training

➢ Licensing

➢ And much more!

**Free CMDB Health Assessment**

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# Webbinar Offering

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eMail: joe.senna@insourcenow.com

- Asset/CMDB Current State Health Assessment
- Recommendations for Improvement
    - Configuration Management
    - Tool Configuration
    - CI Architecture (Class Review, Business Service Review)

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# THANK YOU!!!

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Feel free to contact us:

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