



Qndaro

ServiceNow CMDB Care & Feeding

CMDB MasterClass Part 6

Agenda >

Welcome & Introduction

1. Key Strategies for a Healthy CMDB
2. Best Practices for Ongoing Maintenance
3. Case Study: Success in CMDB Maintenance
4. Q&A

At Ondaro, we help organizations turn complexity into clarity — and make ServiceNow a catalyst for what's next.



You're not just implementing software.
You're simplifying systems, empowering teams, and delivering meaningful impact.

Whether you're starting small or scaling enterprise-wide, Ondaro is here to help you navigate the wave of what's next — and make transformation real.



Ondaro

formerly  Cask

Where Deep Expertise Meets Consistent Results.

Driving real change takes both platform knowledge and a partner who is with you every step of the way.

8,500+

Certifications &
Accreditations

13 | 7

Product Line
Achievements and
Validated Practices

3 years

Average length of
client partnership

4.69 / 5

Customer
Satisfaction score



Ondaro is the only pure play ServiceNow partner with fully certified resources across the platform



ITSM



ITOM



ITAM



HRSD



CRM



SPM



SECOPS



IRM



APP ENGINE

ENVISION

Business Transformation

Organizational Change Management

AI-Readiness

Platform Strategy & Governance

IMPLEMENT & DEVELOP

Platform Architecture & Engineering

Product Implementation

UX & UI Design

App Development

Data Management & Integrations

MANAGE & OPTIMIZE

Platform Operations

Enhancement Services

Product Management

Turn on Video

Join the Conversation: Using Teams

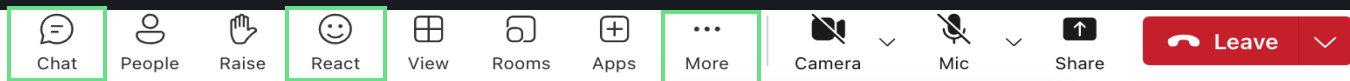
Let's get interactive and enjoy ourselves!

Unmute – Click the microphone icon to unmute and participate

Chat – Message everyone or just one person

Get Help – Use Chat

Show Captions - Click More, Language & speech, Show live captions



Catch up with our CMDB & ITAM MasterClass Series!



CMDB MASTERCLASS

**Join for our 9th CMDB MasterClass
on CMDB + Vulnerability
Management July 30th!**

ITAM MASTERCLASS

Find recordings, resources & more!

CMDB Common Misconceptions



CMDB accuracy only matters for ITSM

Duplicate CIs don't cause major issues

CMDB maintenance is ITSM's responsibility alone

The CMDB can be set up and forgotten

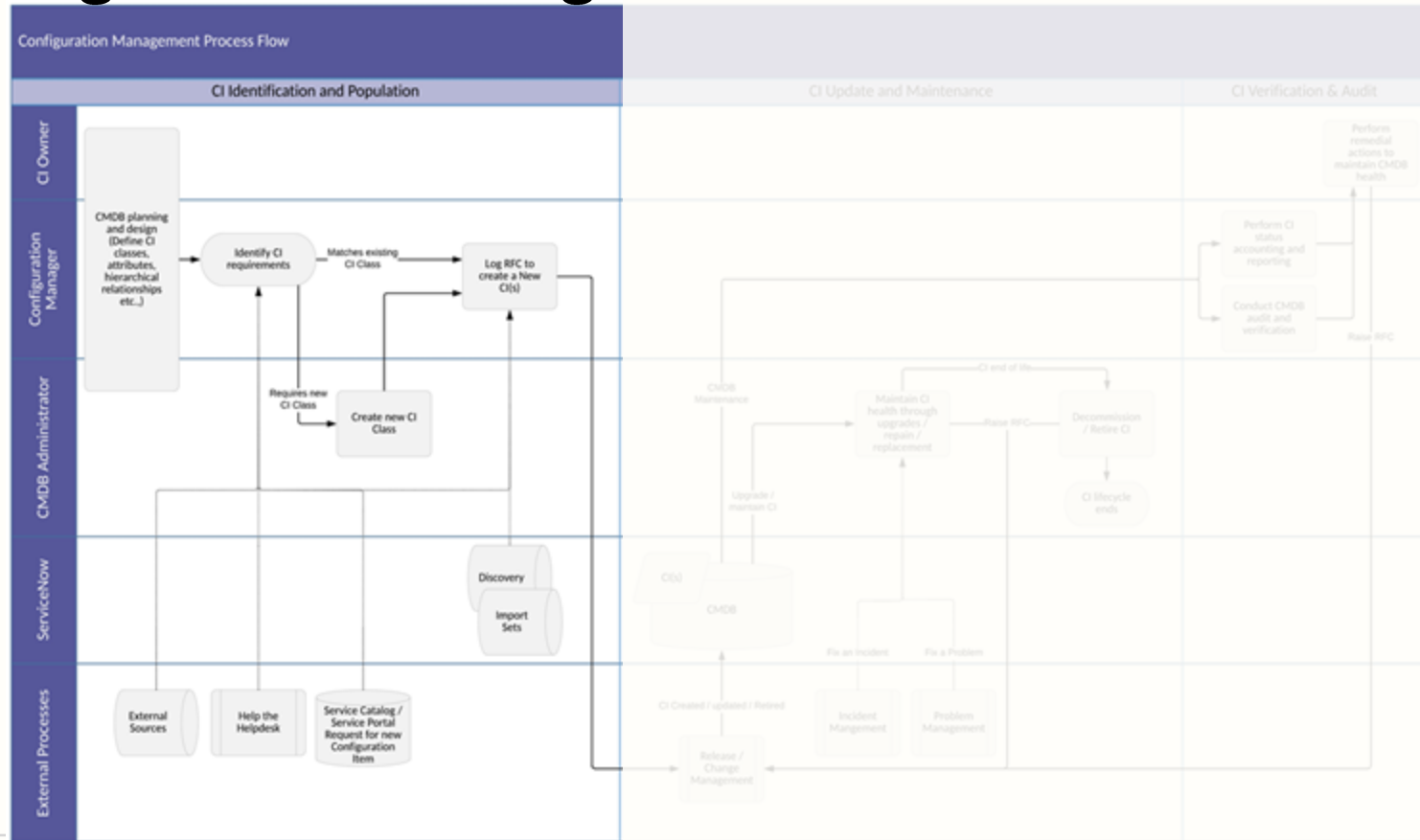
Discovery tools will handle everything automatically

Governance is unnecessary once the CMDB is set up

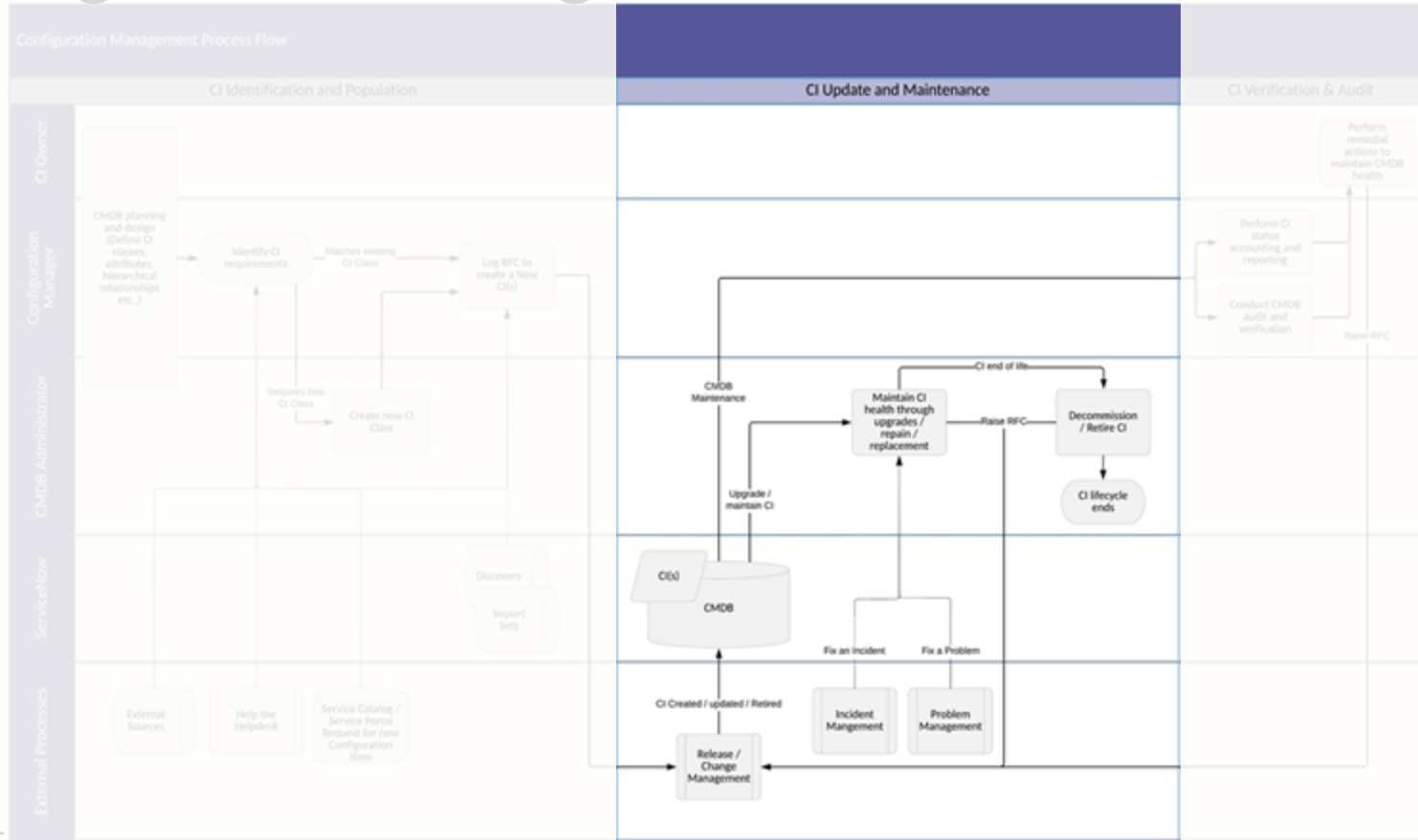


Key Strategies for a Healthy CMDB

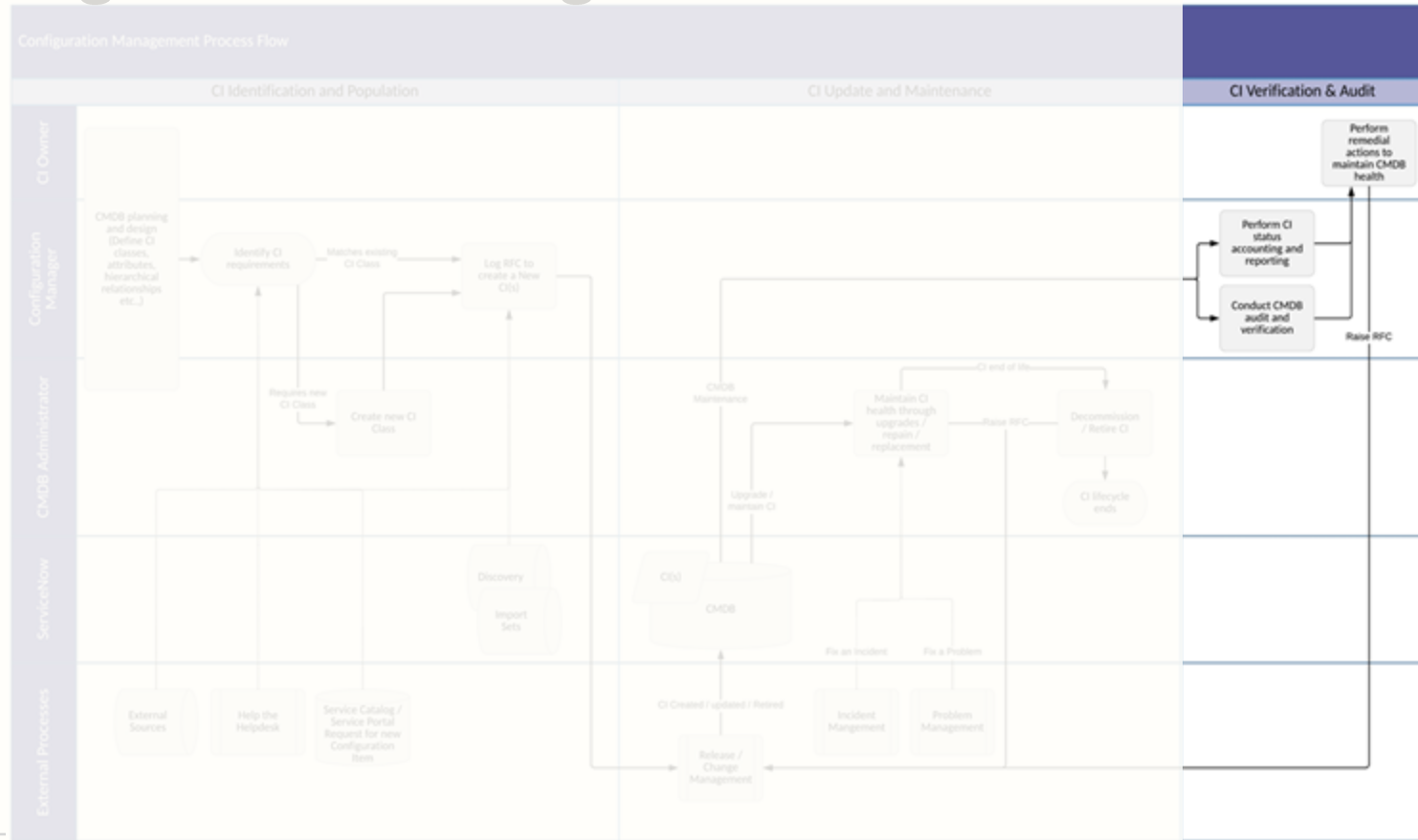
Configuration Management Process



Configuration Management Process



Configuration Management Process



Configuration Management Organization



CM Process Sponsor

- Establishes CSFs
- Provides budget
- Promotes adoption



Configuration Manager

- Responsible for operational management of CM
- Health / Integrity of CMDB
- Policy / process definition
- Identification of metrics & KPIs
- Oversight of Configuration Analysts
- Interface with Change and other ITSM managers



Configuration Analyst / Librarian

- Custodian of CIs and related data
- Identification / remediation of unauthorized CI creation / update
- Performing authorized updates per policy / process
- Generation of custom reports
- Assist in audits
- Liaison with Application Process teams, Admin for



Tools Admin

- Owns systems interfaces
- Responsible for configuration updates

Stakeholders



CI Owners

- Stewards of owned hardware and software
- Accountable for integrity of CI attributes and relationships for owned CIs
- Perform routine audits as required



IT Security

- Identifies security classifications for CIs
- Provides CMDB requirements to support policy and processes
- Consumes CMDB data
- Provides lifecycle management process requirements
- Reviews / approves new product requests



IT Architecture

- Maintains architecture policy – compatibility, product lifecycle
- Reviews / approves new product requests



Release & Deployment

- Tests application configuration prior to release
- Provides new CI- classes and attributes
- Provides details on how to detect CIs and capture attribute updates

Stakeholders



Change Manager

- Provide CMDB requirements
- Ensure all RfC's include affected CI
- Ensure Assess phase identifies CI attributes / Asset fields that will change
- Ensure identified attributes and fields are updated during post implementation review



Change CABS

- Consume CMDB data for RfCs
- Provide CMDB improvement requirements



Service Desk

- Relies on current accurate CMDB
- Ensures Service tickets include affected CI(s)
- Provide CMDB improvement requirements



Service Technicians

- Rely on instant visibility into CMDB
- Provide CI attribute & Asset field updates before closing fulfillment tasks

Three Pillars of Governance

Data Compliance

- Complete
- Correct
- Current
- Free from duplicates and orphans
- CI records
- CI Relationships
- Linkage with Asset

Process Compliance

- All CI changes subject to Change Control
- All CIs routinely examined by CI Owner for correctness, especially of non-discoverable attributes
- Holistic Asset / CI Lifecycle Management (ALM) processes trigger Change Control which in turn provides authorized updates

Proactive Oversight

- Configuration Management team routine activities ensure CMDB is monitored and remediated as necessary via Change Control
- Configuration Control Board (CCB) meets regularly to review CMDB Health and recommend improvements



Best Practices for Ongoing Maintenance



Routine CMDB Routine Maintenance Activities

Performed Daily, Weekly by the Configuration Management Team

Monitor the CMDB Health Dashboard

- Research and resolve anomalies via Change Control
- Remove orphans
- De-duplicate to consolidate duplicate records

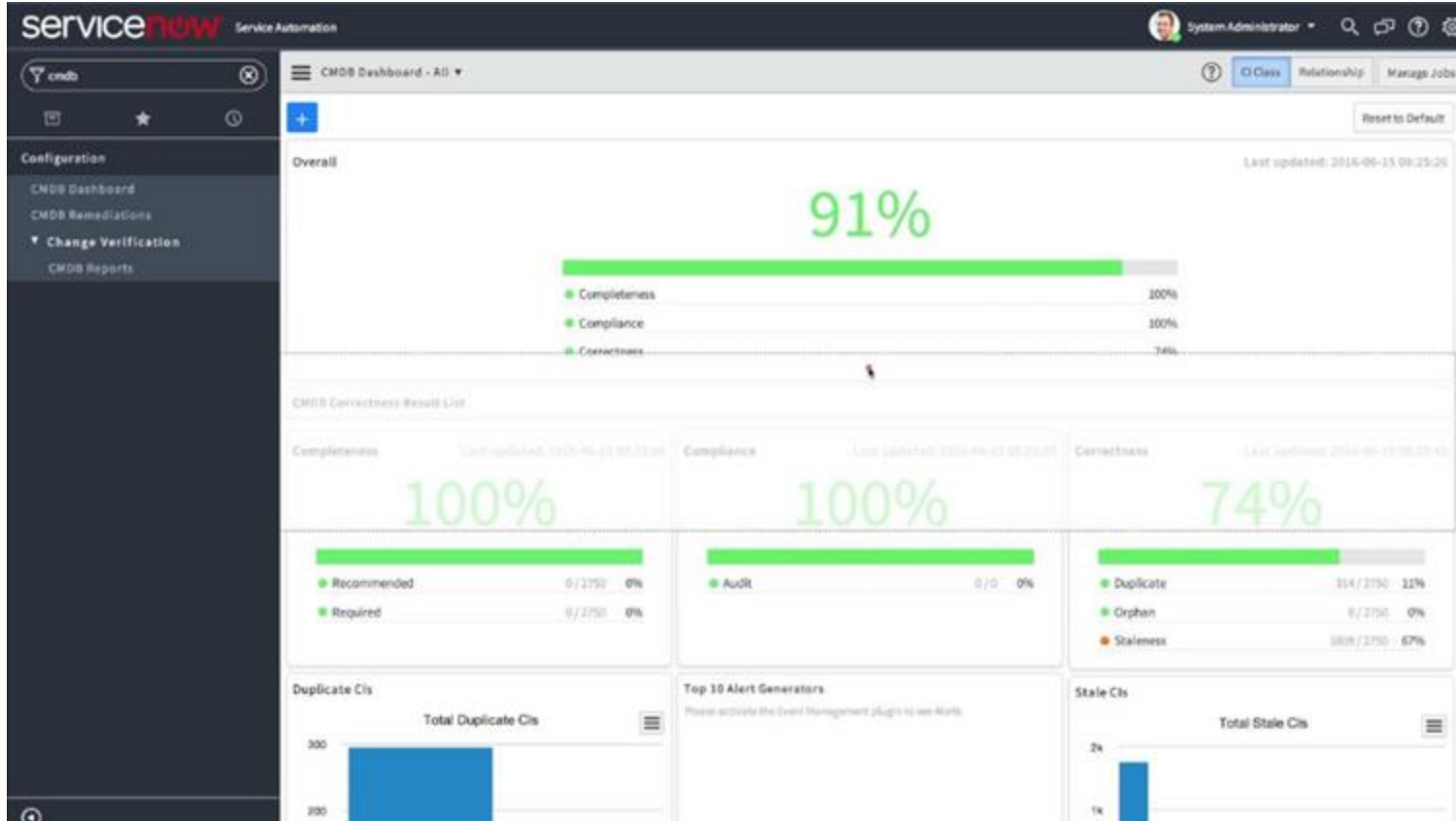
Monitor the Discovery Dashboards

- Research and resolve anomalies
 - IP ranges not getting discovered
 - Device types not getting discovered
 - IRE not populating CMDB as expected

Monitor Data Certification process

- Identify CI owners (by class) responsible for the data in their CIs
 - Stay on top of new CI classes
- Identify CI attributes subject to certification
- Define CI Certification schedules
- Monitor resolution of anomalies

CMDB Health Dashboard - Overview

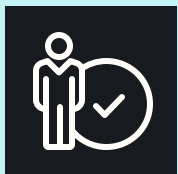




Compliance

HEALTH DASHBOARD ATTRIBUTES

- Based on the results of actual CMDB audit runs.
- Audit compares actual values of specified fields, against expected values defined in template and scripted audits.
- Based on the Last run date of audits, CMDB Health identifies the set of the most recent complete audit run, and uses those audit results.
- To pass the CMDB Health audit test, a CI must be in compliance with all audits for that CI.
- Create a compliance-type audit, for which the results are calculated into the CMDB Health compliance KPI.
- When running scripted audits, the Last run date is not populated. Therefore, for the compliance KPI to include the results of a scripted audit, [update the script](#) in the audit to record the audit run time.



Completeness

HEALTH DASHBOARD ATTRIBUTES

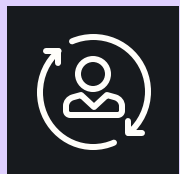
A KPI which is an aggregation of the following metrics, according to the completeness scorecard weight settings.

Required

Measures the percentage of CIs in which fields that are defined as mandatory, are not populated. Missing fields are tagged as incomplete noting that for this CI some information is missing. Required fields are equivalent to the fields that are [specified as mandatory](#) in the system dictionary.

Recommended

Measures the percentage of CIs in which fields that are [set as recommended](#), are not populated. Out-of-box, no recommended fields are specified.



Correctness

HEALTH DASHBOARD ATTRIBUTES

A KPI which is an aggregation of the following metrics, according to the correctness scorecard weight settings.

Orphan

Measures the percentage of orphan CIs in the CMDB. A CI can become orphan if it was unintentionally left in the CMDB when it is no longer needed.

Staleness

Measures the percentage of stale CIs in the CMDB. A CI is stale if it was not updated within the **Effective Duration** time period that is specified in the staleness rule that applies to the class.

Duplicate

Measures the percentage of duplicate CIs in the CMDB using identification rules. Only independent CIs are evaluated for duplication. In a set of duplicate CIs, the count of duplicate CIs is the total number of CIs in the set, minus one. The detailed graphs for a duplicate set of CIs display all the CIs in the set.

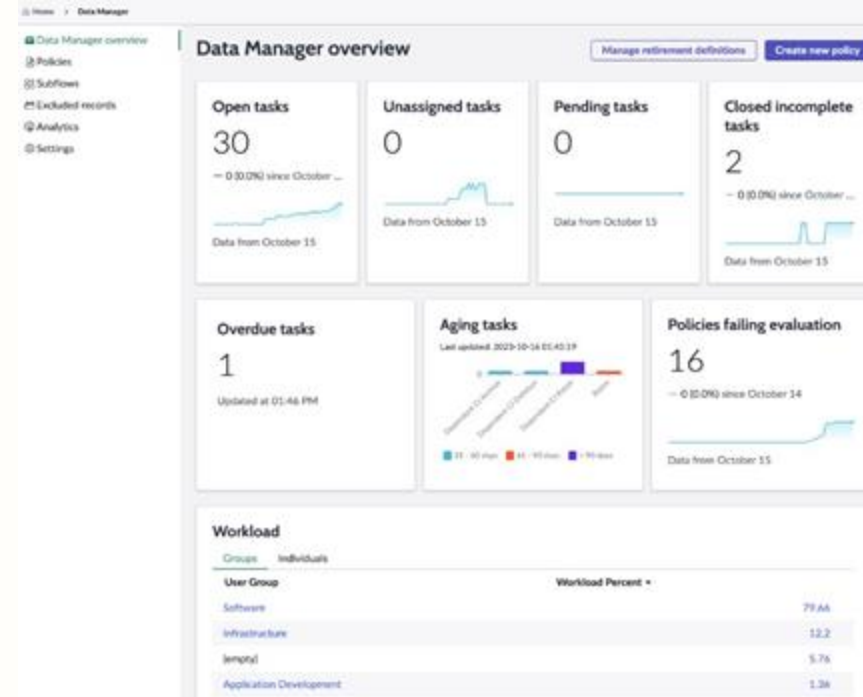


CMDB DATA MANAGER IS...

...a policy-driven framework for bulk management of CI life cycle operations such as deletion and archival. The CMDB Data Manager is a comprehensive and integrated solution which scales to large CMDBs and copes with rapid changes in a cloud-based world.

Data Manager in the CMDB Workspace

- Create and track policies, and to manage exclusion lists and retirement definitions
- Access data attestation and life cycle approval tasks such as reassignment requests and unassigned overdue tasks
- Access all open tasks, which are assigned to you, or to the group assigned in the Managed by Group attribute and which you're a member of
- Review and process attestation tasks by checking the physical existence of IT infrastructure or applications
- Review publish, draft, deactivated and policies failing evaluation



Archive vs Deletion vs Retire

Stale CIs – Check why they are stale. Is this a Discovery or ingestion failure? Are they managed manually?

When Stale CIs are no longer viable – Retire, this will set the Lifecycle Stage field to “End of Life”

Deletion of CIs can cause issues with Incident, Problems and Changes that are associated with the CI. The ITSM record will no longer have a CI related.

Is there a high number of Duplicates that are not tied to ITSM Records? Using the de-duplication tool will resolve and merge the data into one CI. In some cases, this process may not be sufficient.

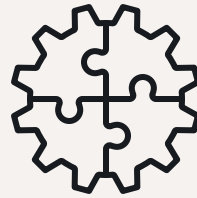
Archiving may be an option for **Retired Assets** when enough time has passed

Is the CI in a dependent CI Class? Some CIs need to have a prescribed relationship to exist meaningfully in the CMDB. If so, and it has been orphaned, this could be **deleted** through the “Dependent CI Deletion Policy”

Verify the existence of actual IT infrastructure and applications that you own, systematically and in bulk

- Create a policy specifying CIs that need to be attested and the attestation frequency

Remove any stale CIs that are associated with IT infrastructure or applications that no longer exists



AUDIT Attestation

[More information](#)

Assign Attestation tasks to users that are familiar with or that manage the CIs, and who can attest or reject the IT infrastructure or applications that those CIs represent

Users can see their assigned attestation tasks in the Governance view when they log in to the [CMDB Workspace](#).

In CMDB Workspace, users can then [review and process attestation tasks](#).

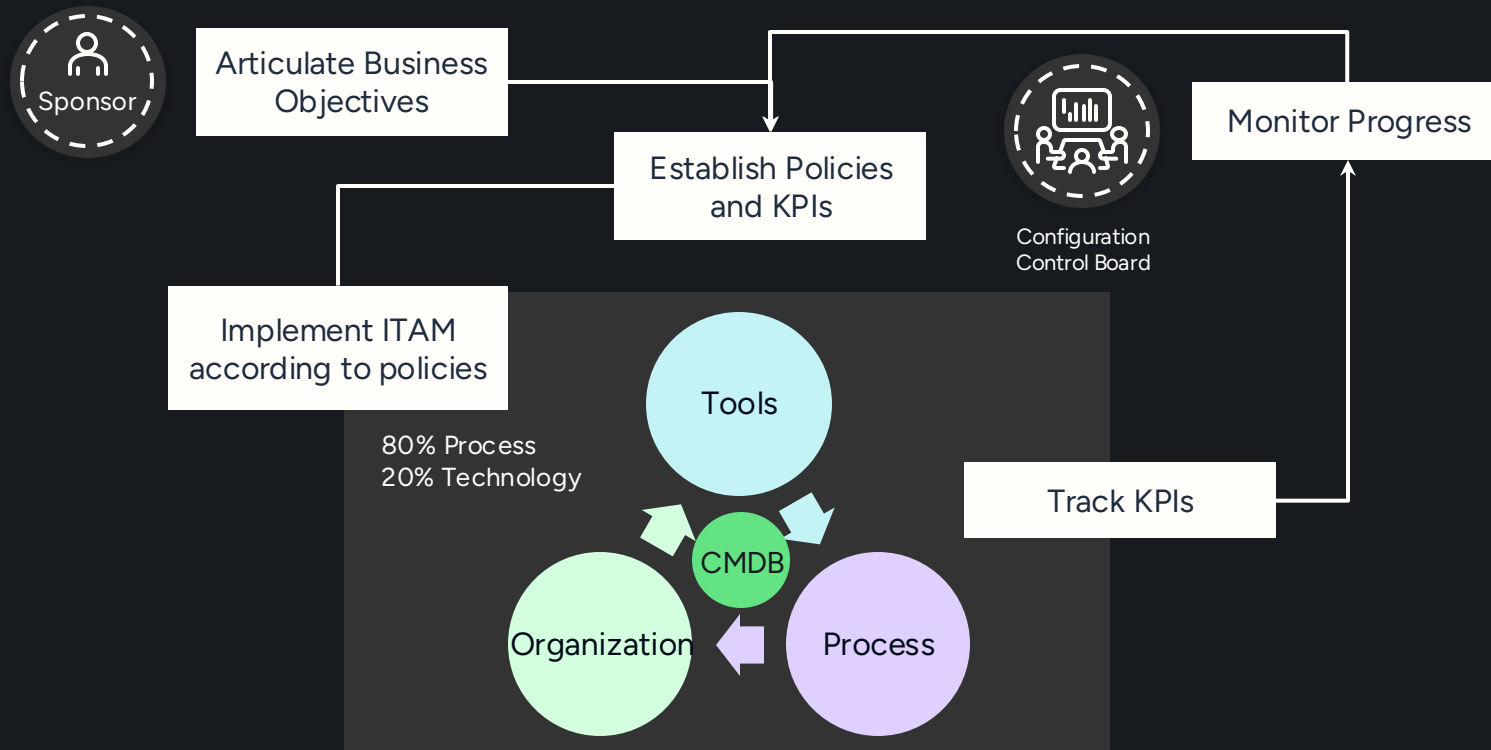


DATA CERTIFICATION...

...manages scheduled and on-demand validations of the configuration management database (CMDB) data.

Configuration Control Board (CCB)

Organizing ITAM / SAM Leadership for CMDB Governance



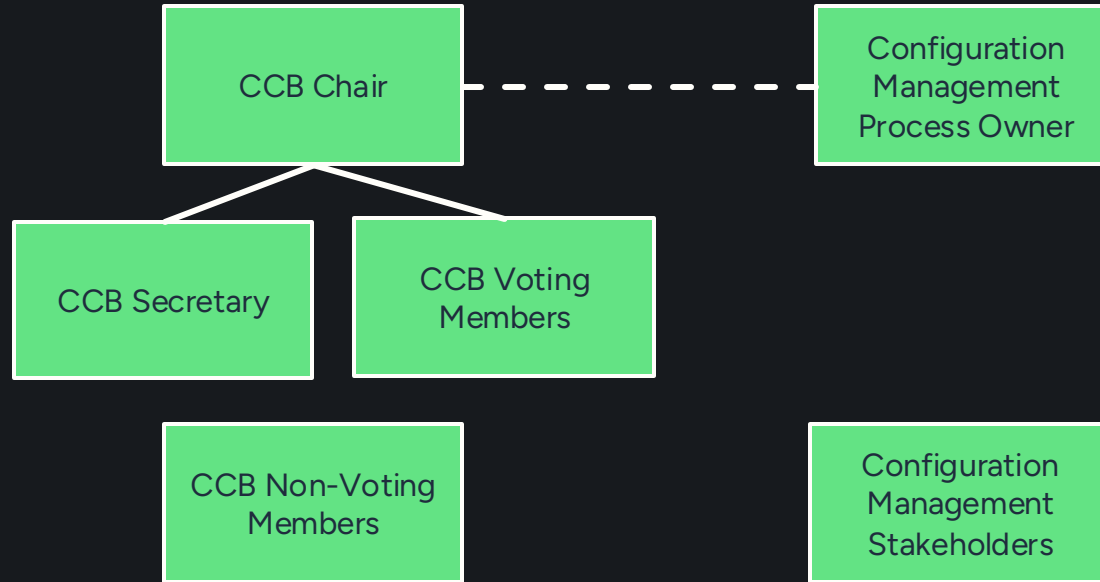
Establishing Governance

The Governance Charter

Purpose	Membership	Scope	CCB meetings
• Requirements input • Policy adherence • Inter-organizational communication and issue resolution • Benefits and Success stories promotion	Leadership of Stakeholder organizations – IT Service Management, Change Management Non-voting: IT Finance, IT Procurement IT Security – Elect: Chair, Secretary	• Data & process policy and logistics approval • Implementation of policy driven practices within owned organization – Champion of Organizational Change • Data and Process policy compliance monitoring and enforcement • Recommendations for program improvement	Monthly at first, quarterly once steady state reached • Pre-meeting notice and invitation to submit agenda items • Review progress – successes, gaps • Entertain recommendations for improvement – vote to approve or decline • Publish minutes and approved recommendations for implementation

Configuration Control Board

Roles and Responsibilities





Case Studies in CMDB Maintenance



Use Case | Day 2 CMDB



BACKGROUND

- Customer has been running discovery for over a year
- Discovery has not been reviewed since initial setup
- Health Dashboard is Green across Compliance, Correctness and Completeness
- Change Management and Incident Management has not experienced reduced incidents caused by Change requests

Use Case | Day 2 CMDB



Main Issue

- No dedicated CMDB team
- Platform admin was managing CMDB, but as other modules were added their priorities shifted
- Discovery errors had been steadily increasing



Remediation Efforts

- Reviewed and reworked discovery schedules
- Worked with SMEs to update credentials for undiscovered devices
- Migrated from Probes and Sensors to patterns
- Updated platform with latest Discovery patterns
- Enabled Cloud Discover
- Recommended hiring two FTEs to build out their Configuration Management Team
 - Process Owner / CMDB Admin
 - Discovery Admin/CMDB Analyst

Use Case | Process Adjustments



BACKGROUND

- Customer performed CMDB remediation focused on data quality
- Change management is still reporting issues with CMDB data
- Audits, Certifications and KPIs are reporting 98% compliance

Use Case | Process Adjustments



Main Issue

- Other teams and processes had developed their own tools to consume CMDB data
- They were using spreadsheets and sharepoint to handle data lookups and impact analysis



Remediation Efforts

- Provided guidance to leverage CSDM model within Change and Incident
- Re-educated stakeholders around CMDB best practices
- Enabled out of the box reports, change impact analysis and dependency views

Use Case | Oversized CMDB



BACKGROUND

- Customer had many starts and stops with their CMDB
- Tried using 3rd party tools, but finally settled on Discovery
- Although getting consistent results, end users are complaining about slowness when search for configuration items and generating reports

Use Case | Oversized CMDB



Main Issue

- CMDB contained over 20 million records
- Only 2 million were considered necessary records



Remediation Efforts

- Because Discovery was running effectively, decision was made to purge entire CMDB
- All manually maintained records were exported
- All CMDB records were removed with table cleaner
- Imported manual records and re-ran frequent discovery over a two week period

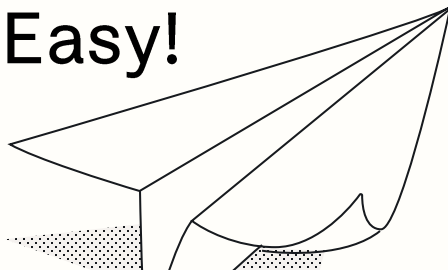
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Summary



Getting Started Is Easy!

We can meet you where you're at in your Event Management journey.



Want a quick CMDB assessment and rapid remediation?

CMDB LAUNCHPAD

Need to implement CMDB and see value fast?

CMDB ESSENTIALS

Need a dedicated team for maintaining your ServiceNow Platform?

ONDARO RESERVE



Tell us what CMDB topics you want to learn more about!

Look for a survey following this session!

CMDB MasterClass Part 10:
Your CMDB Foundation for AI
scheduled for November.

Look for an invite soon!



The next ITAM MasterClass:
is on October 16.

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Thank you!

