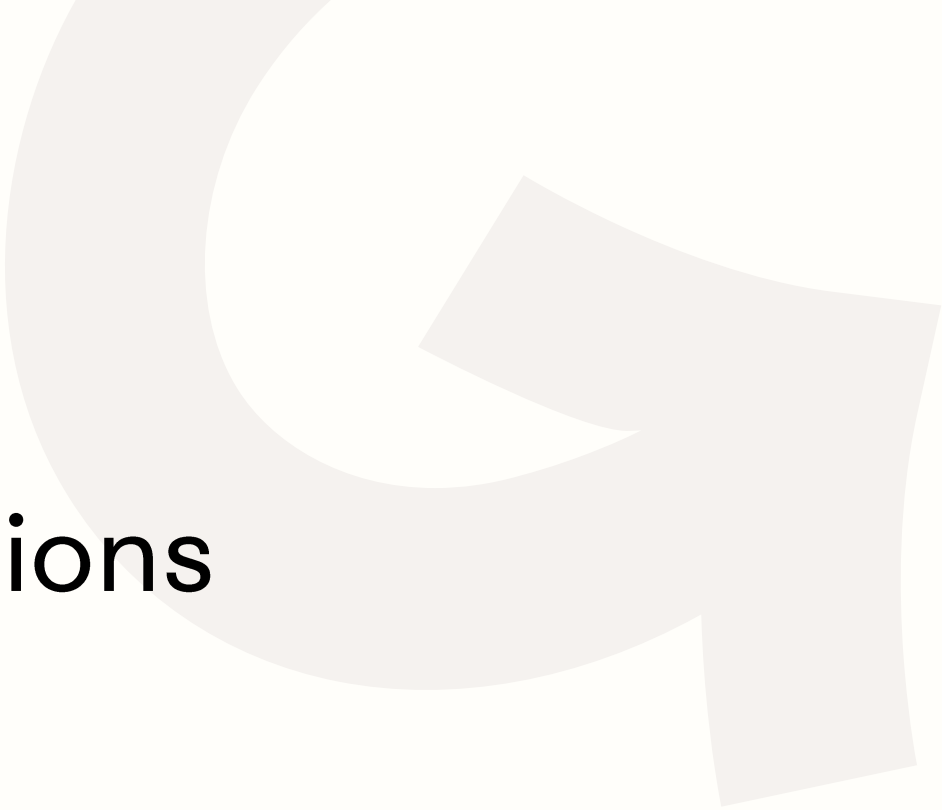




On daro

CMDB MasterClass Part 1

CMDB Foundations

Chris Padmore, Isaiah Levreau & Christine Morris

July 30, 2025

Agenda >

1. Welcome & Introduction
2. The Value of a Healthy CMDB
3. Improving Your CMDB Health

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



STRATEGY, SECURITY, VISIBILITY, ACCURACY

Part 1: Value of a Trusted CMDB

Sound Familiar?

"We need to implement CMDB."

"Is our CMDB good?"

"If we only had a CMDB...."

"Is our CMDB
done yet?"

"How many CMDBs do we
have?"

The Enterprise Impact of a Strong CMDB

IT Operations Management

Prioritize response based on business impact

IT Asset Management

Gain visibility of hardware and software across your operational estate

IT Service Management

Increase efficiency and reduce risk when planning changes

Cloud

Gain visibility of cloud resources & align spend to business initiatives

DevOps

Ensure governance and traceability of CI/CD process

Risk

Align technology risks to the business

Application Portfolio Management

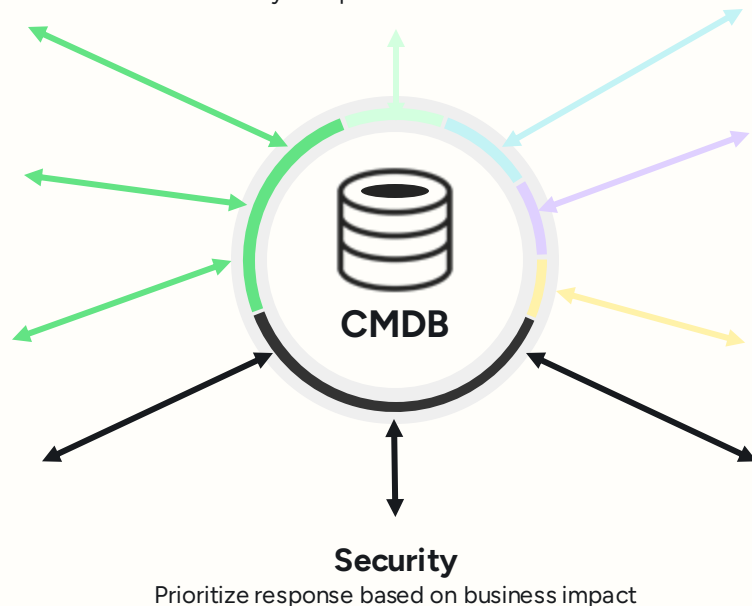
Streamline build out of Application portfolio

Customer Service Management

Prioritize response based on customer impact

Certificate Management / Firewall Workflows

Eliminate outages due to expired certificates / misconfigured firewall policies



Benefits of a Trusted CMDB

Strategy

1

A trusted CMDB provides the data necessary to understand the capabilities and capacity of the organization to allow for more informed decisions. With CMDB data connected to business and IT, leaders have a holistic view of their organization.

Security

2

A complete and connected CMDB can provide insight and understanding of the issues and risk that exist and the potential business impact allowing an organization to prioritize resources.

Visibility

3

A CMDB that includes relationships between business applications and the supporting applications and infrastructure help to ensure that work is focused and prioritized based on what drives value for the business.

Accuracy

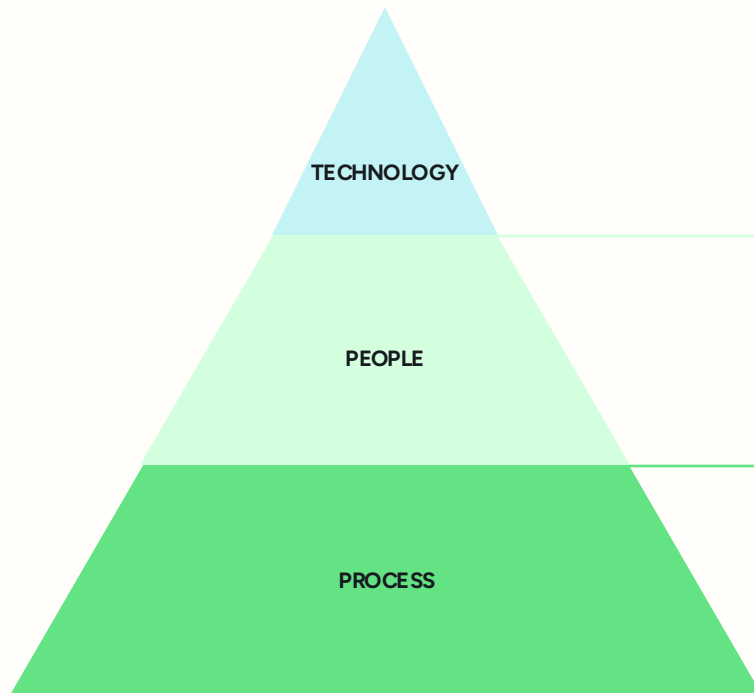
4

A CMDB that is complete and contains accurate data allows for nearly unlimited opportunities to improve the efficiency of the IT organization.

Configuration Management Reality Check

You need to address the **Process, People and Technology** issues related to the health of a CMDB.

You must do more than a 'quick fix' of technology, you must address the issues that will allow you to **keep** your CMDB healthy.



TECHNOLOGY accounts for approximately 20% of the issues found with CMDB quality.

PEOPLE aspects account for approximately 30% of the issues found with CMDB quality.

PROCESS drives approximately 50% of the issues found with CMDB quality.



CASE STUDY

AES CMDB Journey



A chance to rebuild for AES

AES is a global utility company providing power and innovative energy solutions in over 15 countries.

Replatforming efforts began last November with **Ondaro** as a partner.

As a reimplementation, this project required a redesign of an old ServiceNow instance hampered by customizations and technical debt. This also meant key features of maturity had to be preserved or redesigned:

- Multiple languages supported at launch
- Full parity with existing Service Catalog scope
- Improved identity management (licensing, group memberships)
- Customized integrations migrated into new instances

Views expressed are based on personal experience and expertise and do not represent any official stance of AES or its subsidiaries.



CURRENT CRAWL-PHASE CMDB MILESTONES

- Revamp feeds for **Core Data** tables
- Expand **CMDB** scope through Discovery, Service Graph connectors, and Health efforts
- Get immediate value through **ITAM**
- Use CMDB tables on Day 1 in **ITSM**
- Incorporate existing **APM** data + process

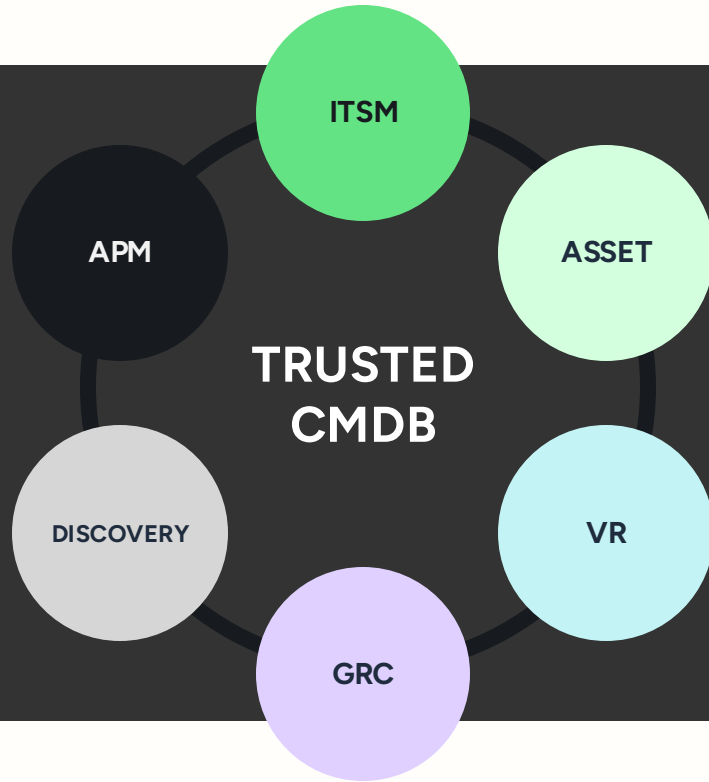


DEFINITION | GOVERNANCE | COMPLIANCE

Part 2: CMDB & Process

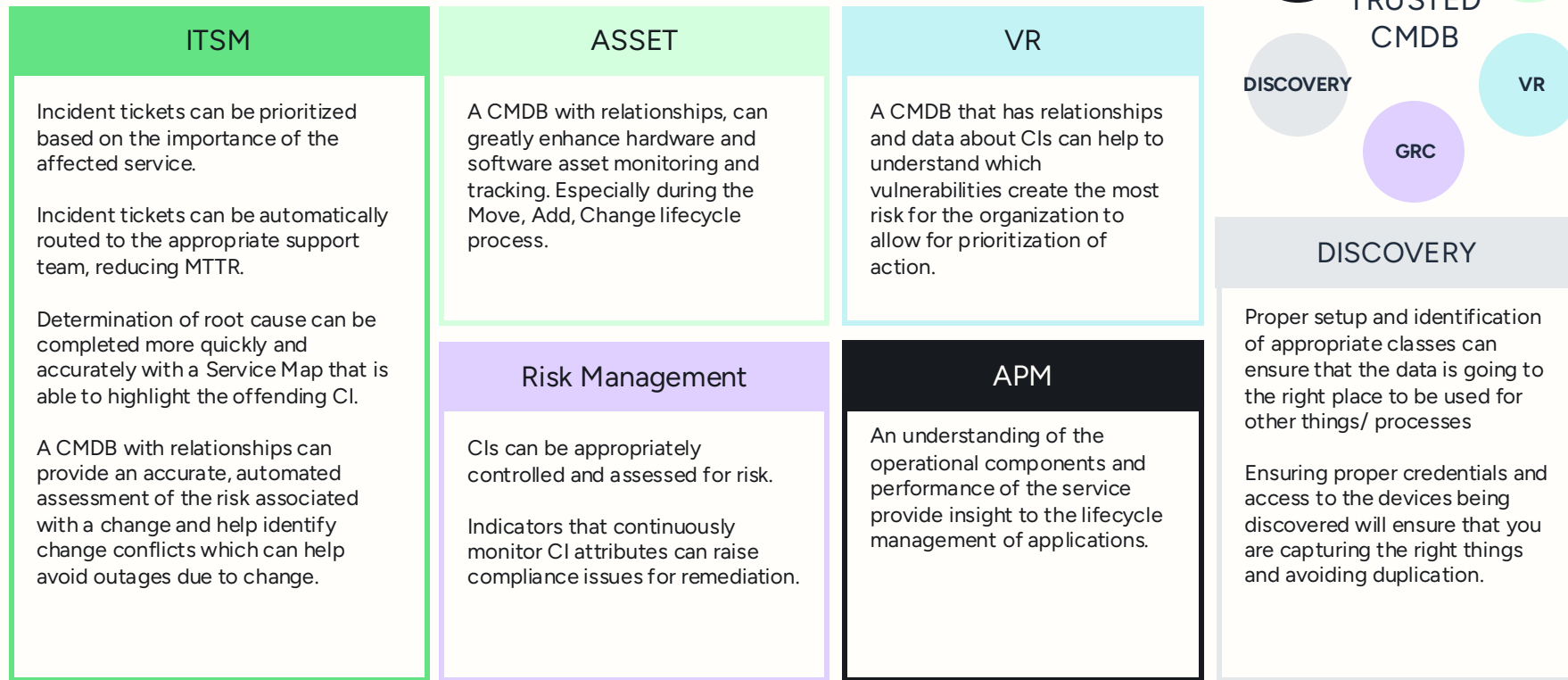


Think About All Of Your Consumers



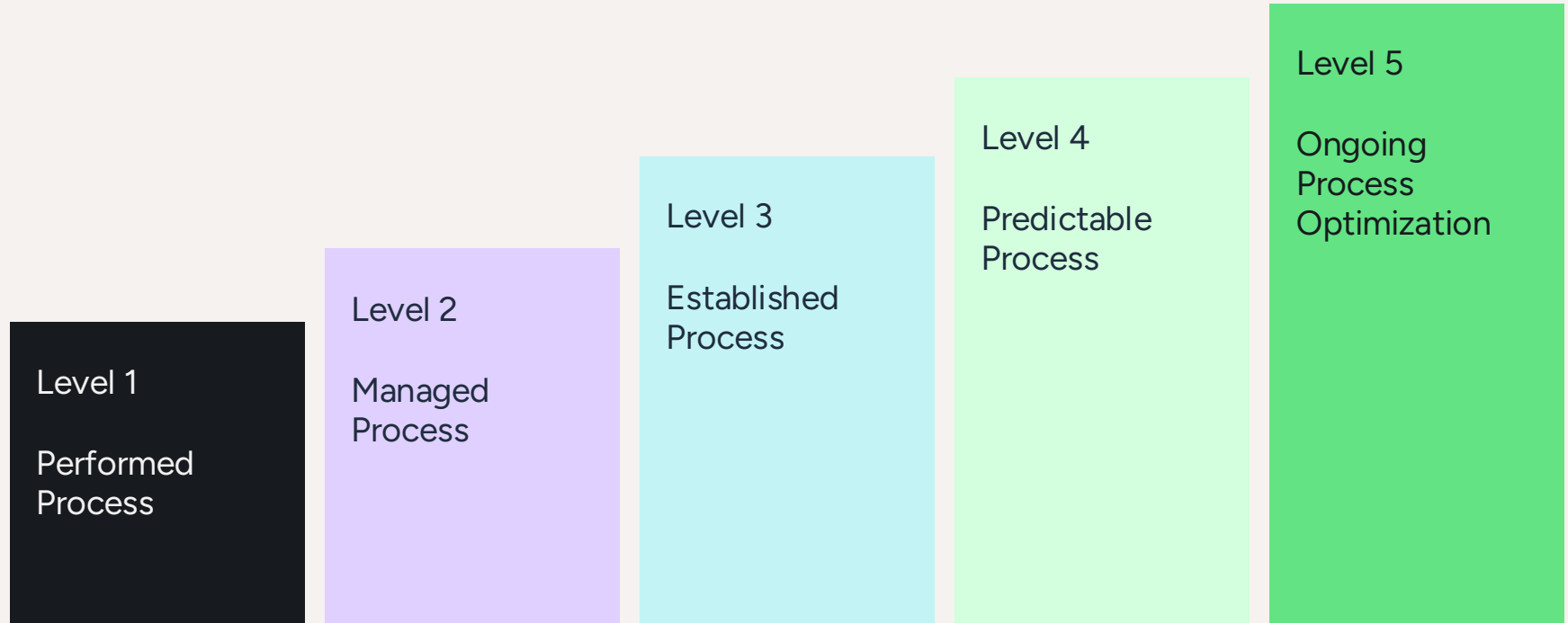
- Think through process(es) for each scenario / consumer
- A healthy CMDB is always evolving; never complete
- Common Services Data Model (CSDM)
- Be ready for increased demand

Enabling An Integrated CMDB

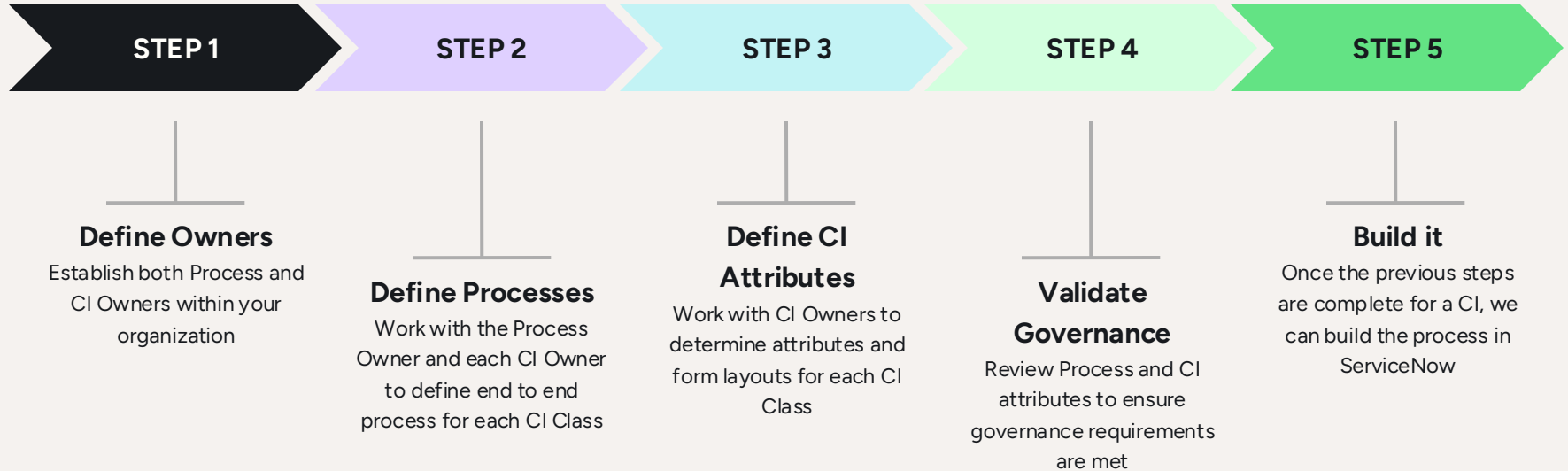


Where Are You Today?

Process maturity map as it applies to CMDB



Process Design Roadmap





ROLES | RESPONSIBILITY | OWNERSHIP

Part 3: CMDB & People



Configuration Mgmt. Process



Why is the CI Owner the best person to be responsible for the completeness, correctness and currency of CI Records?



They have the best knowledge of what exists and can confirm if the CMDB is complete.



They have the best knowledge of the data values for each attribute as they can access the actual CI.



They know when data should be changed and can ensure that the CI Record accurately represents the configuration item.

Thoughts On People Aspects Of CMDB

1

The Configuration Management Process Owner needs to own the process - not the data.

2

Ownership for the Completeness, Correctness and Currency of the data within the CMDB to be needs with the CI Owner.

3

Each role in your Configuration Management process needs to understand and accept their role in the process.





CONFIGURATION | INTEGRATION

Part 4: CMDB & Technology



Leverage technology available to drive the accuracy of your CMDB data



Use integrations with other available data sources to create, populate and update Configuration Items.



Use ServiceNow Discovery to create and update Configuration Items.



Leverage the CMDB Dashboard to track the completeness, compliance and correctness of your CI data.



Leverage The Power Of The Platform

Don't move from a free spreadsheet to
an expensive spreadsheet ServiceNow.

ALERTING

REPORTS

DASHBOARD

AUTOMATION





WHAT BELONGS IN A CMDB?

Part 5: CMDB & Data



Types Of Data / CI Attributes / Relationships



Fixed



Managed



Controlled



Referential

FIXED DATA

Data about an Asset or Configuration Item that will not ever change.

.....

Examples: Manufacturer, Purchase Date, Serial Number

DIRECTION

Populate once and leave it alone.

Types Of Data / CI Attributes / Relationships



Fixed



Managed



Controlled



Referential

MANAGED DATA

Data that is only modified when an approved Change Record is executed.

.....

Examples: Operating system, patch level, version

DIRECTION

Ensure that your Change Policy defines what CI Classes are Managed.

Types Of Data / CI Attributes / Relationships



Fixed



Managed



Controlled



Referential

CONTROLLED DATA

Data that can be updated via automation directly from a trusted source.

.....

Examples: DHCP IP, Cluster

DIRECTION

Create integration to ensure automated update of CI data to improve accuracy.

Types Of Data / CI Attributes / Relationships



Fixed



Managed



Controlled



Referential

CONTROLLED DATA

Data that can be updated without a Change Record.

.....

Examples: CI Owner, Support Team

DIRECTION

Ensure that you know what Referential data is mandatory and include in your CMDB audit.

Tips For Maintaining Healthy CMDB Data



AUTOMATION

The more data that can be populated the better off you will be.



OWNERSHIP

Ensure that CI Owners understand and accept their responsibility for their data.



CONSOLIDATION

If a CI Owner manages a piece of data on a spreadsheet, add it to the CMDB. Enable them to manage all of their data within one platform.



PERFECTION ISN'T THE GOAL

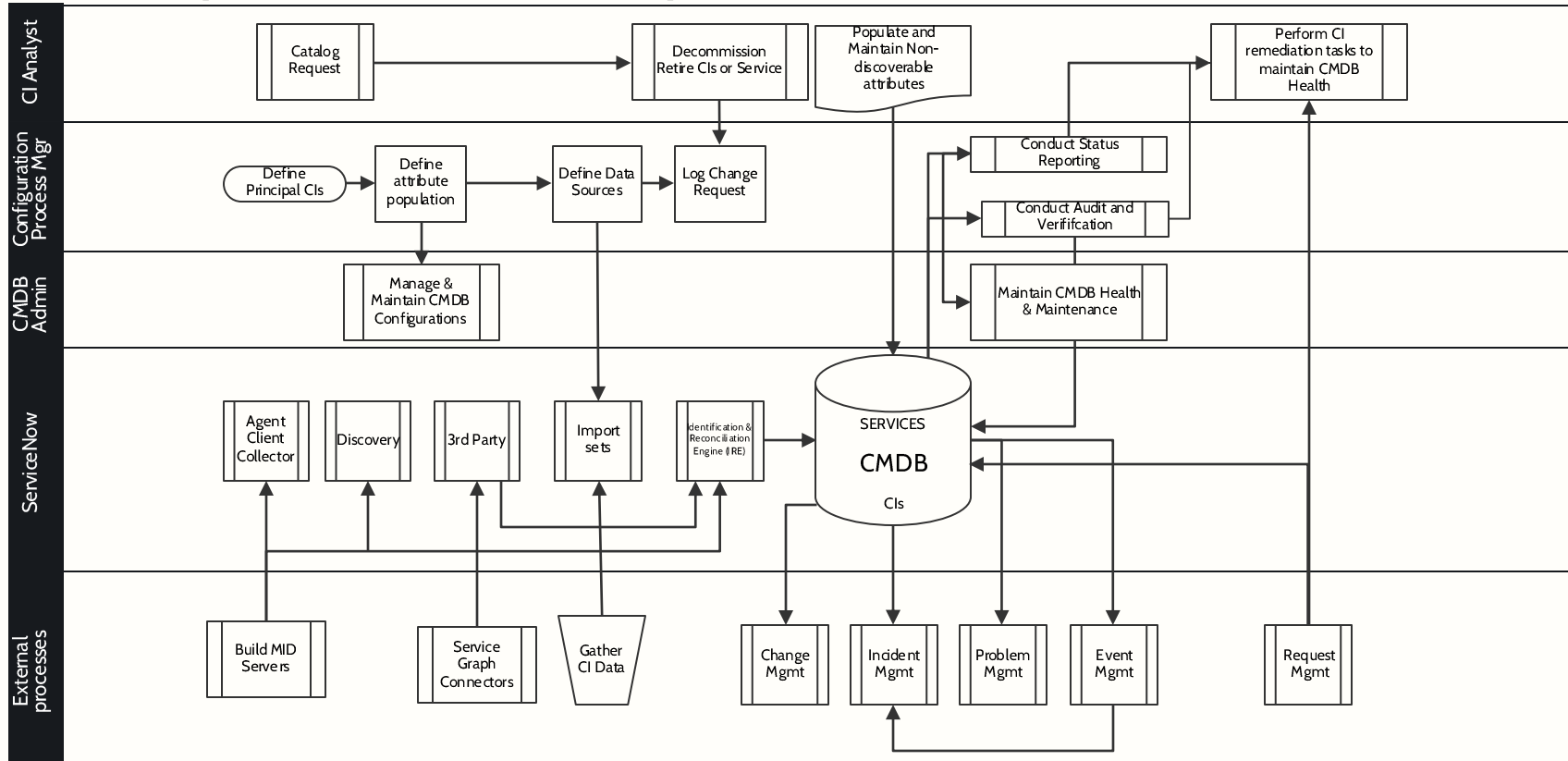
There will always be some level of imperfection in the CMDB data as not everything can be automated.



GOVERNANCE

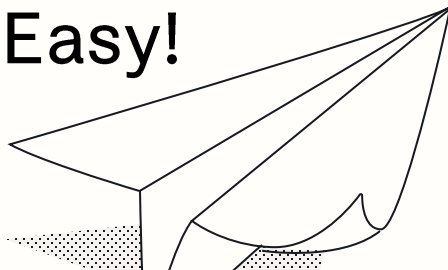
Maintain metrics and report on the process, the data and the benefits derived.

Configuration Management Process Overview



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.

Qndaro

Questions?



Ondaro

Questions?

Email: inbound@ondarowave.com

Thank you!

