

Aligning Your CMDB to the CSDM Framework to Support Your Portfolio of IT Services

Agenda >

1. Intro to Ondaro
2. Introduction to the CMDB Common Services Data Model - What is it and why does it matter?
3. USC Case Study: Identifying, defining & presenting high value services
4. Managing your IT Services & tracking your overall quality of Service Delivery
5. Governing your Services lifecycle from design to retire

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



What is it and why does it matter?

Introduction to the CMDB Common Services Data Model (CSDM)



What is the Common Service Data Model (CSDM)

CS

Common Service

A standard and shared set of service-related definitions across our products and platform that will enable and support true service level reporting

DM

Data Model

A CMDB Framework across our products and platform that will enable and support multiple configuration strategies

CSDM high level use cases

Design



- Understand CIs related to an application and business capabilities to identify redundancies, monitor costs and make better investment decisions around roadmap
- Support investment decisions by identifying all end of life software for a business application
- Identify the number of at-risk applications supporting critical services [which need to undergo application assessment]
- Determine where to design security controls for applications and technology sharing sensitive data (PII, PCI DSS, HIPAA)

Consume



- Understand services, ownership, cost, scope of what is offered and request access to the services
- Report on aggregated Service performance for a Service Portfolio
- View the Service dependencies on underlying technology and technology services
- Be aware of upcoming impacts and changes on supporting technology

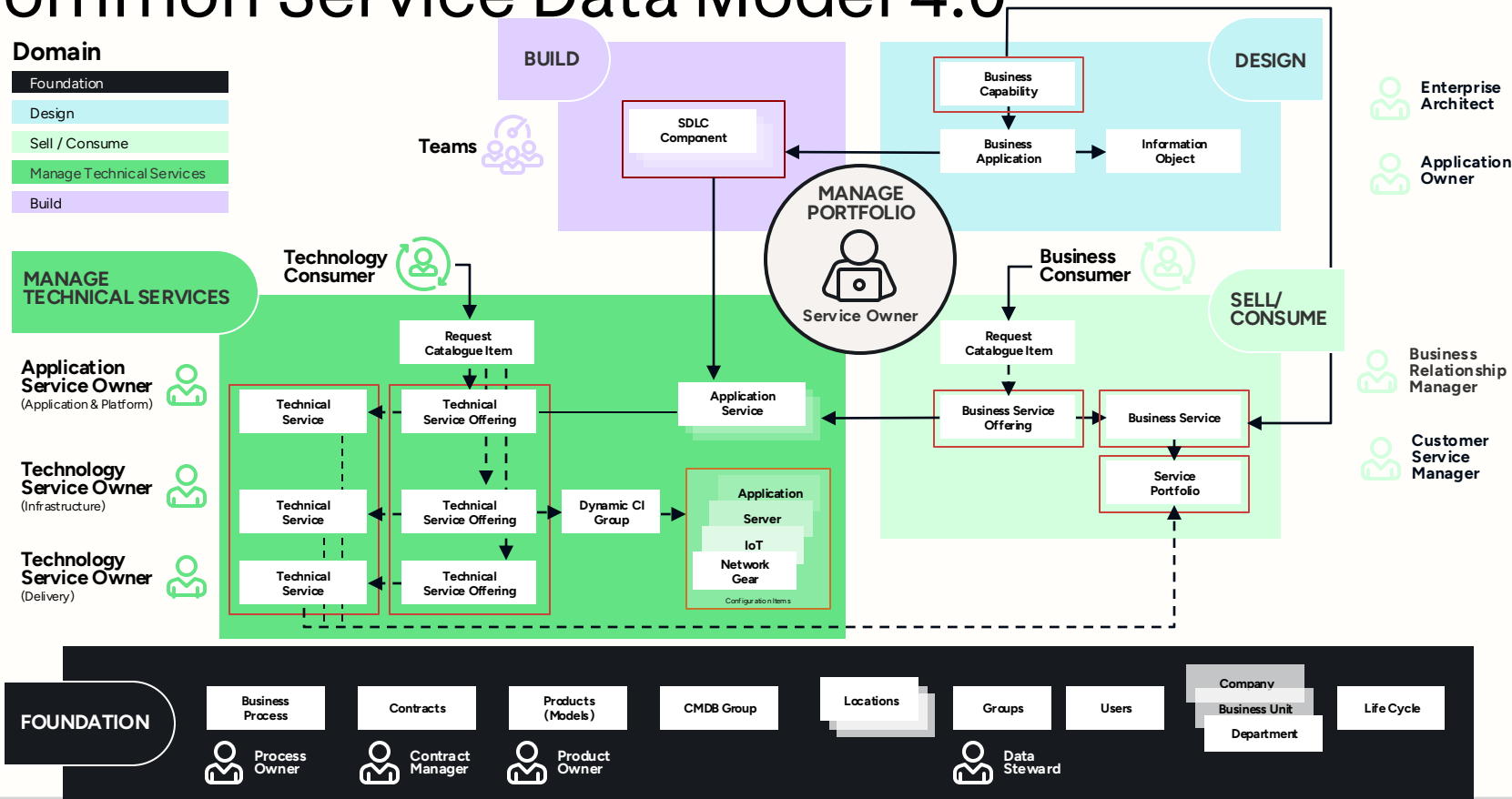
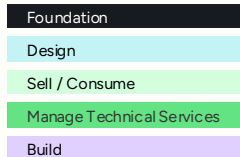
Manage



- Understand services, service offerings, service support and all relationships to underlying CIs
- Determine the impact of an incident or change, the causal CIs, who the consumers are
- Manage service commitments, and monitor/report the availability of a technical service
- Roll up alerts for technology components to have insight into events for critical Technical Services (including security vulnerabilities)
- Understand the costs to run technical services

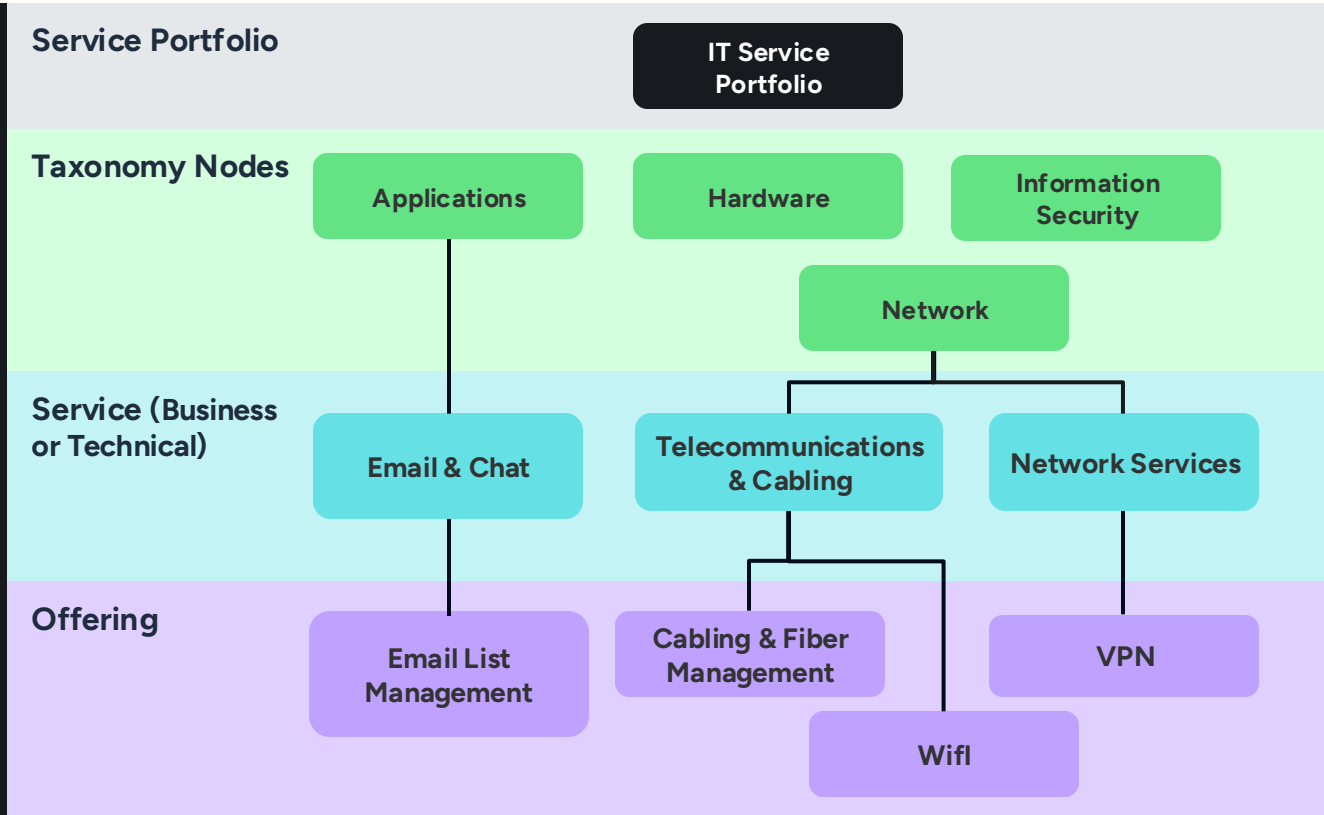
Common Service Data Model 4.0

Domain



What is Service Portfolio Management?

- The ability to define multiple IT Service portfolios, each with its own unique taxonomy structure
- The ability to associate Services and Service Offerings with specific portfolios
- Expanded service and service offering data



What is the Value?

1

Understand Services, their makeup and accountabilities



**Better
visibility**

2

Identify insights from operational activities related to Services



**Increased
efficiency**

3

Prioritize critical events based on service-related information



**Higher
productivity**

4

Understand Service Health (Availability, CSAT, Performance, Vulnerabilities, IPC stats)



**Informed
decision making**

What are some common challenges?

1 Not knowing where to start

2 The org may need to do this, but are often not staffed with skill set to complete service definition

3 Services don't roll up perfectly to how most organizations are aligned (cost centers, functions, or departments typically)

4 Many people may not understand the difference between service portfolio and service catalog

5 There may not be a clear path within their organization to 'insert' a service portfolio

6 There may not be a methodology or have conflicting frameworks

7 May not be able to justify the importance of the service portfolio

8 Analysis paralysis

Now let's discuss the USC ITS Journey for Defining your Services and Service Offerings



CASE STUDY

USC Service Portfolio Journey



Identifying, defining & presenting high value services

USC is a constellation of schools, centers and institutes located in southern California where some of the brightest minds are leading the way to the future of education.

We wanted to logically organize enterprise services offered by our central IT organization, Information Technology Services (ITS), so we are able to:

- Clearly share the services we offer with our customers.
- Assess the overall quality of service delivery.
- Identify the most pertinent areas for improvement.
- Govern Service Lifecycles to include a pipeline of new offerings and retire low value services to focus in high value services.



Defining Services for your users

Key Productivity Indicators and Critical Success Factors of Service Delivery

Better understanding of dependencies between offerings across the organization

Service Portal

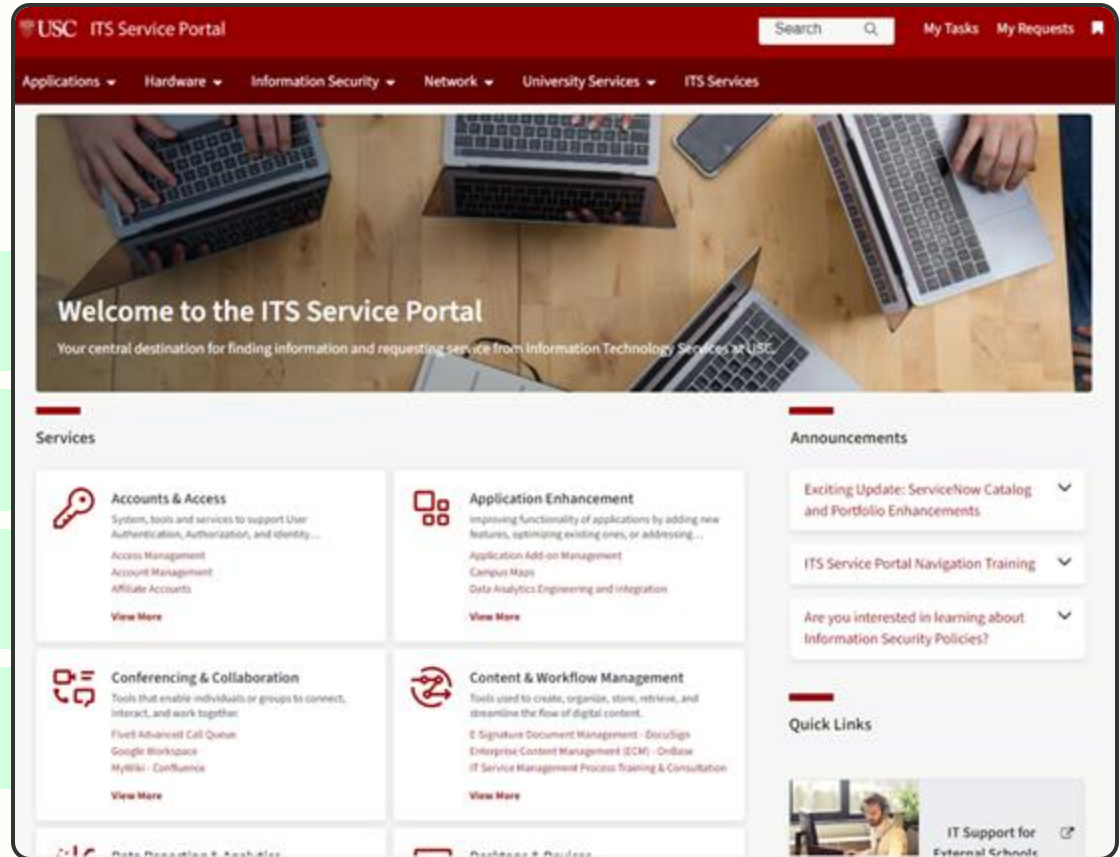
Understand Order Fulfill

Centralize service and ordering information in one portal.

Services named and conveyed from the customer point of view.

Easily identify and select the services you need.

Create multiple paths for different types of users.



Service Offering

Manage Monitor Maintain

Offerings linked to Service Catalog for customers to request and ITS to fulfill.

Share the information customers want to know.

Empower service owners to maintain service information.

Audit annually.

Reporting and Analytics
Business Intelligence and Analytics Enhanced Tools and Insights for ITS Technology Partners.

Description:
ITS Business Intelligence and analytics services simplify complex data, helping customers understand trends and patterns through clear reports, dashboards and visualizations. These offerings include:

- Enhancements to existing reporting and leverage analytical tools to derive Predictive and Prescriptive outcomes.
- Consultation and discovery services to enable extraction of actionable insights and informed recommendations from the data, supporting effective IT decision-making.

Intended Customers:
This service targets and supports internal ITS customers, Faculty, Staff, and campus partners (FAO, Registrar, Admissions, etc.).

Related Policies:
Vulnerability and Patch Management Policy
Access Management Policy
Change and Release Management Policy
Data Protection Policy
Patch Management Standard

Browse Resources
Order by: A-Z

Business Intelligence (BI) Inquiry
Request
Submit a BI inquiry for requests not covered under a more specific service category.

Data/Report Request Intake
Request
Request for data or report that is currently unavailable. Approval and appropriate security...

Managed Business Intelligence (BI) Report
Request
Request managed BI reports, which includes any pre-defined reports.

Secure FTP Integration Number
Request
Use this form to request an integration number to receive scheduled secure FTP.



SERVICE PORTFOLIO MANAGEMENT

**Managing your IT Services & tracking
your overall quality of Service Delivery**

Why use Service PortfolioManagement?

- Develop a pipeline of services and service improvements that aligns with business goals
- Prevent service duplication overlap and conflicts
- Ensure service definition compliance, consistency, and accuracy
- Enable planning, validation, and release of new and improved services
- Publish Offerings for consumption
- Generate service performance reports and dashboards
- Expose vendor contributions and impact on service performance
- Identify and retire low-value services so resources can be redeployed



Key Concepts

Service Portfolio

Used to manage like-items together for the business. These may be grouped by objective, capabilities, organization, or geography (e.g., ERP, Financial management, Technology and even different IT portfolios by IT organization)

Taxonomy Tiers/Nodes

Taxonomy nodes represent all the available organizational branches for the Portfolio

CSDM

A ServiceNow framework for CMDB data modeling using out of the box CMDB core tables for service modeling through recommended mappings based on specific domain areas: Design, Management, Sell/Consume.

Business Service

A service type that is published to business users, and it typically underpins one or more business capabilities.

Technical Service

A service type, technical in nature, that is published to service owners and typically underpins one or more business or application services.

Application Service

Logical representation of a deployed application stack. These are REAL CI's in your CMDB created if using Service Mapping Discovery or created manually and related to your hosting infrastructure

Service Offering

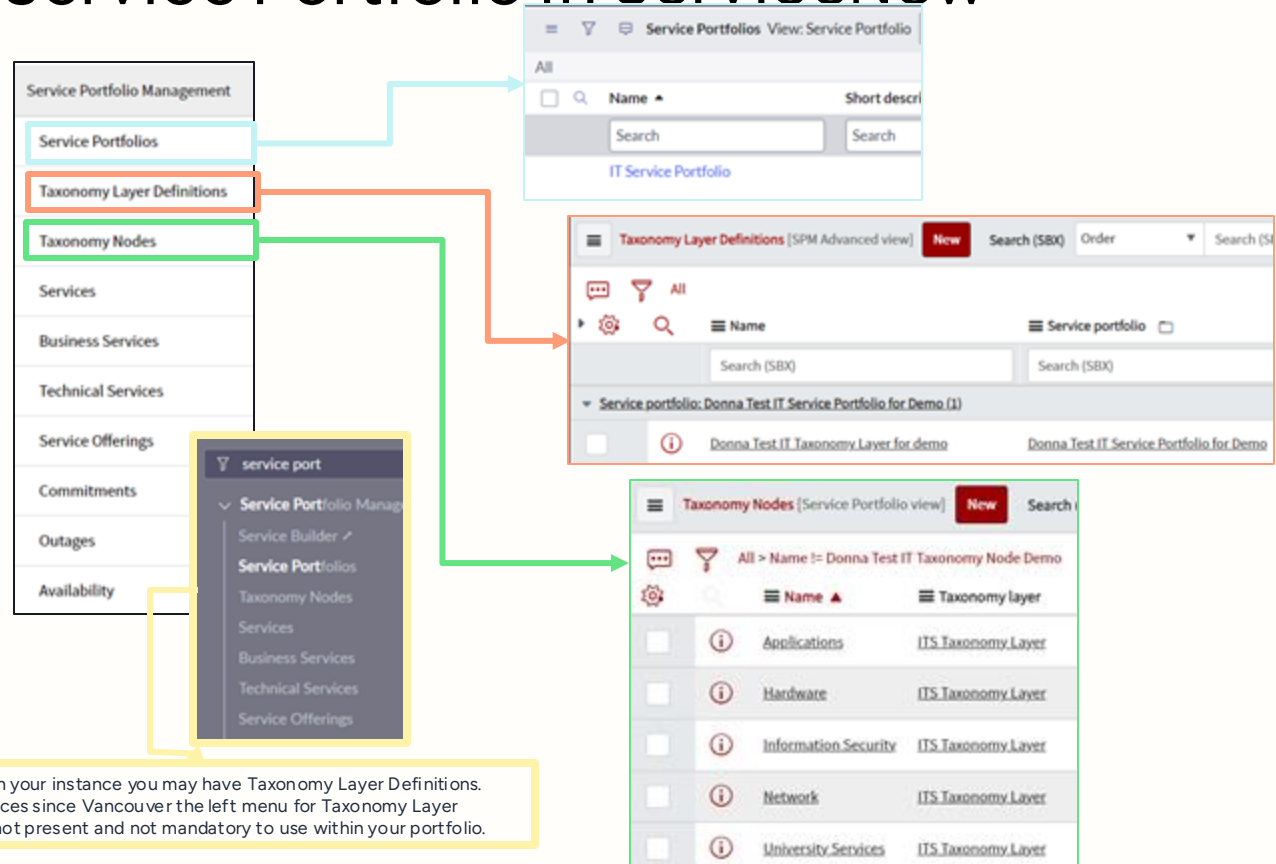
The way in which goods and services are packaged to meet a specified commitment to a consumer or a level of services offered.

Business Application

Logical representation of software and infrastructure that provides business functionality and/or generating revenue. While included in CSDM, these align to APM Portfolio and are not used as CI's.

Navigating the Service Portfolio in ServiceNow

- These are the Service Portfolio Tables used solely to group & organize the Services under a Parent Portfolio
 - Service Portfolio
 - Taxonomy Layer*
 - Taxonomy Nodes
- Most reporting and Service Dashboards are done at the Service Portfolio Level or the Service or Offering Level, not Taxonomy Node or Layer



Business Services and/or Technical Services

ServiceNow Business Services View: Service Portfolio

State = (empty) .or. State = Published

Name	Service portfolio	Taxonomy node	State	Phase	Status	Number	Business criticality
Business Service 123	IT Service Portfolio	IT Taxonomy Node 1	Published	Catalog	Operational	BSN0001001	2 - somewhat critical
Donna's Test Service 123	IT Service Portfolio	IT Taxonomy Node 1	Published	Catalog	Operational	BSN0001003	2 - somewhat critical
Donna Retired Service	IT Service Portfolio	IT Taxonomy Node 1		Retired	Retired	BSN0001014	2 - somewhat critical

Catalog and Incident use only Active Services and Offerings based on Phase and Status

1. Active = Phase = Catalog and Service Status = Operational
2. Retired makes a Service and its child offerings inactive
3. State and Published are used only if you are using Service Builder plugin & workflow to create and manage Services and Offerings

- The Business services and/or Technical services are the parent services for the service offerings
- All services get a unique BSN number when created
- Personalize your Business Services List and add Number, Name, Phase, Status (service status), Service Classification, Support Group, Owned by, Taxonomy Node and Service Portfolio
- Service Class is key > IT Business Services offered to end users, IT Services offered to other IT Service Owners may be Technical Services
- It is important to assign a Business Service Owner (user) and Support Groups and/or Managed by Groups at the service level.

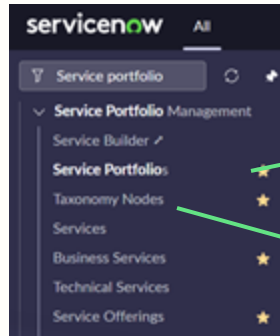


Creating / Managing
Services & Offerings

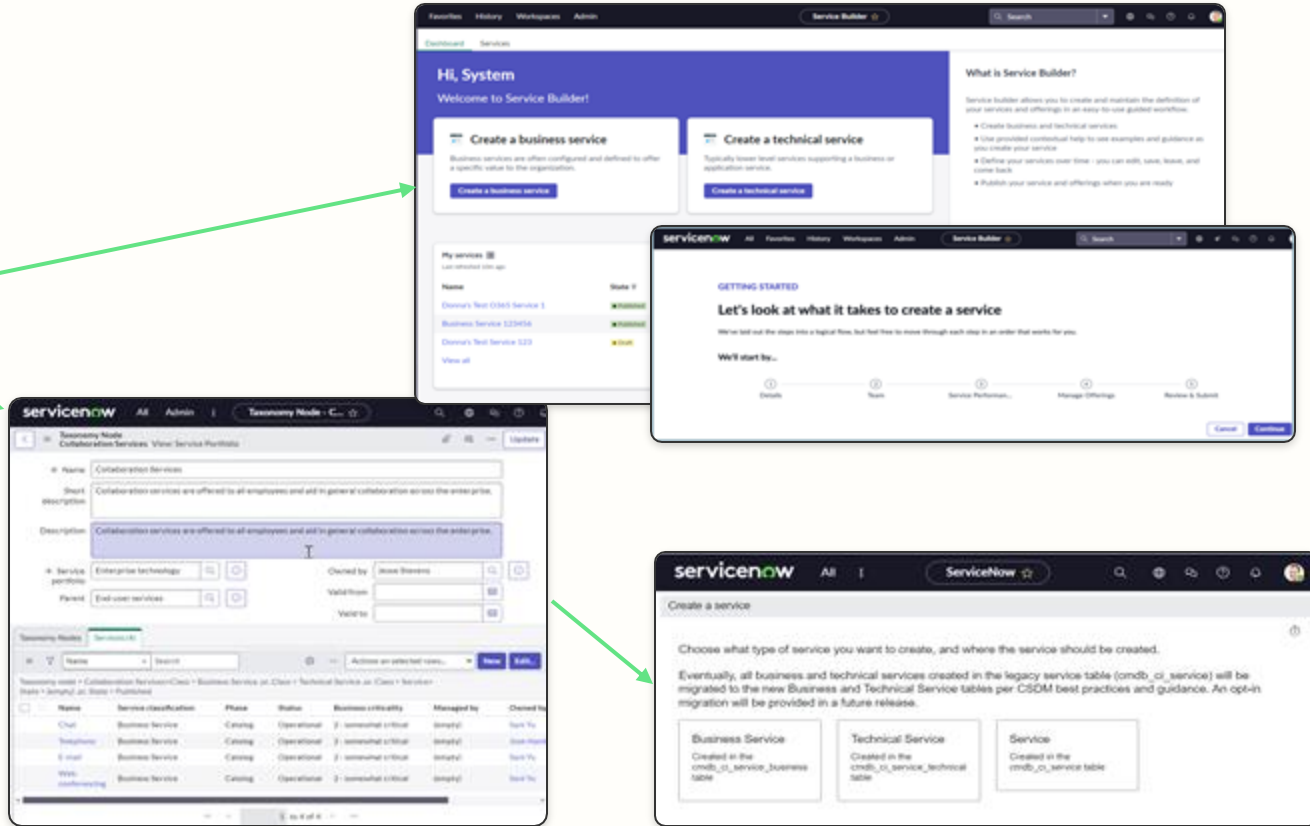
Defining Offerings

- ✓ **NAME & DESCRIBE**
The CI name and a high level and detailed description of the service/product being offered.
- ✓ **SUPPORT & CHANGE WINDOWS**
Clarifying the support models, escalation models and where a particular offering might have differences. Also, when changes are made.
- ✓ **POLICIES**
If policy driven, link to the related policies.
- ✓ **CUSTOMERS**
Clarifies entitlements; who can have the service.
- ✓ **TRAINING**
Options for training and shared knowledge are made available and accessible.
- ✓ **COSTING AND FUNDING**
Is there a cost, what is it and which budget does it come from.
- ✓ **OWNERSHIP & RACI**
Names the service owner, business owner & technical owner. This helps with accountability and escalation.
- ✓ **RELATED SERVICES**
Identify the services or processes required to get a service, for example, Single Sign On, security architecture approval, etc.
- ✓ **PRODUCT LIFECYCLE**
Is this a pilot and will this service be invested in to ensure maturation, support and sustainability?
- ✓ **BUSINESS OBJECTIVES**
What problem are we solving with this service/product? What is it achieving for the business?
- ✓ **SERVICE CATALOG**
Catalog items to request the service and related services and target turnaround times to deliver or respond to issues.
- ✓ **CONTRACTS**
What are the contract details? Is there an MSA, when and what is needed for renewals, etc.

Services CI Data Management



- Create and Manage Services data using Service Builder or
- Basic Views from Service Portfolio Taxonomy Node



Service Offerings - Data Management

Offerings are the most critical service record as these are used with ITSM Processes such as Service Catalog. Offerings may also be used with Incident, Problem and Change Management

1. Name the Offering from the point of view of your service consumers and manage the Offerings lifecycle using phase and status
2. Identify Consumer types
3. Identify Team for Delivery and Support group for assignment rules and catalog workflows
4. Set offering price and unit descriptions if costs are associated with delivery.
5. Operations to identify contracts and any delivery service levels agreements (SLAs)

The screenshot displays the ServiceNow interface for managing an offering. The form is titled 'Offering - Executive web conferencing' and includes several tabs: General, Team, Price, and Operations. The form is divided into five numbered sections:

- Section 1 (General):** Contains fields for Name (Executive web conferencing), Parent (Web conferencing), Phase (Catalog), Status (Operational), and State (None). It also includes a Short Description: 'VIP web-conferencing offering with premium support and options to include multiple hosts.'
- Section 2 (General):** Contains fields for Number (BSN9000066), Aliases (Zoom), Business criticality (2 - somewhat critical), Consumer type (Internal), and Service classification (Business Service).
- Section 3 (Team):** Contains fields for Delivery manager (Abraham Lincoln), Delegate (Abel Tutor), Business contact (Fred Luddy), Support group (Application Development), Vendor (Zoom), and Stakeholders (Beth Anglin, Andrew Jackson).
- Section 4 (Price):** Contains fields for Price model (Per Unit), Price unit (Single User Subscription), Price (\$ -), and Unit description (Single User Annual Subscription License).
- Section 5 (Operations):** Contains fields for Contract (0000000), Maintenance schedule (Weekends), Service level agreement (Must be available 24x7x365), and Enterprise agreement.

Offerings - Service Delivery

1. Offering Service Commitments and Service Availability
2. Service Catalog “Items orderable by subscribers” that allow this offering to be requested by consumers.
3. Other Offerings this Offering depends on

1

Related Links
[Calculate Past Availability](#)
[Subscribe](#)

Service Commitments (1)	Teams (1)	Service Offerings I Depend On (1)	Service Offerings Dependent On Me	Other tasks	Knowledge Articles	Subscribed by Group
Subscribed by Location	Subscribed by Department	Subscribed by User	Subscribed by Company	SLA Results	Service Availability (7)	
Items orderable by subscribers (2)	Outages	All Changes	All Incidents	All Problems		

Order ▼ Search

Service offering = Executive web conferencing

☐ ☐ Service commitment Order ▲

99.9% 24x7 110

2

Service Commitments (1)	Teams (1)	Service Offerings I Depend On (1)	
Subscribed by Location	Subscribed by Department	Subscribed by User	
Items orderable by subscribers (2)	Outages	All Changes	All Incidents

for text ▼ Search

Service Offering = Executive web conferencing

☐ ☐ Catalog Item

[Request zoom webinar](#)

[Web Conferencing](#)

3

Service Commitments (1)	Teams (1)	Service Offerings I Depend On (1)	Service Offerings Dependent On Me	
Subscribed by Location	Subscribed by Department	Subscribed by User	Subscribed by Company	
Items orderable by subscribers (2)	Outages	All Changes	All Incidents	All Problems

Created ▼ Search

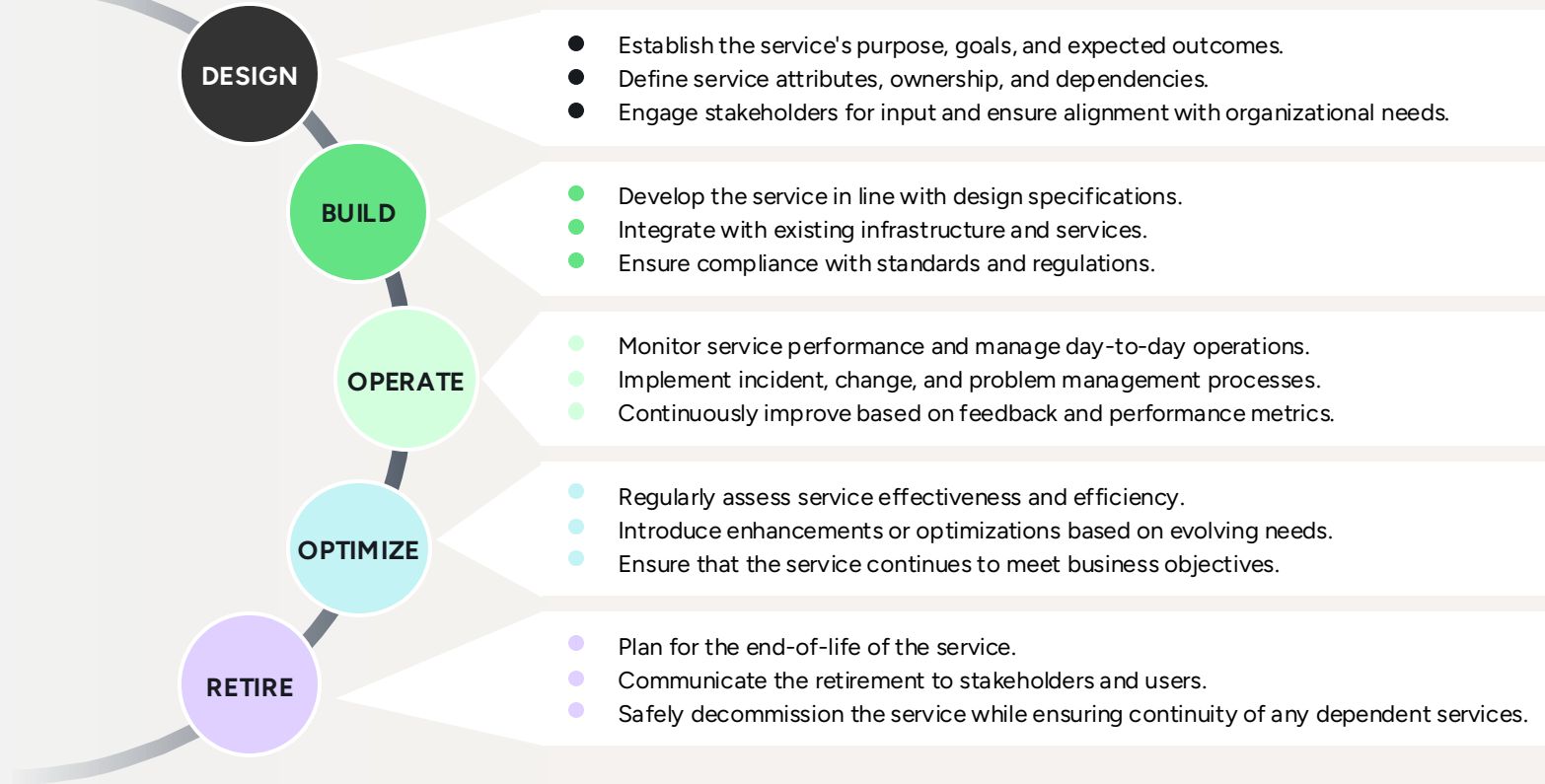
CI Relationships

Parent	Type	Child
Executive web conferencing	Depends on: Used by	Zoom meeting



Governing your Services lifecycle
from design to retire

Services Lifecycle



Governing your Services

Governance Framework:

- ▶ **Service Ownership:** Assign clear roles and responsibilities for each phase of the lifecycle.
- ▶ **Policies and Compliance:** Implement policies to ensure consistency, compliance, and risk management across the lifecycle.

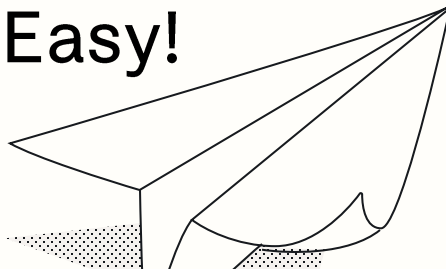
Review and Audit: Regularly review service performance and governance practices to identify areas for improvement.

Tools and Metrics for Effective Governance:

- ▶ **Service Portfolio Management (SPM):** Use SPM tools to track services across their lifecycle, ensuring alignment with strategic goals.
- ▶ **Key Performance Indicators (KPIs):** Establish KPIs to monitor service health, user satisfaction, and financial performance.
- ▶ **Automated Workflows:** Leverage automation to streamline governance processes and ensure consistent application of policies.

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!

