



Platform Owner Masterclass

Building the Team Behind the
Platform

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Introductions



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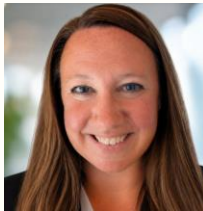
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Agenda >

1. About Ondaro
2. Evolution of the Platform Owner
3. Building a Team
4. Career Growth
5. Hiring vs. Third-Party Management

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

Join the Conversation: Using Teams

Turn on Video

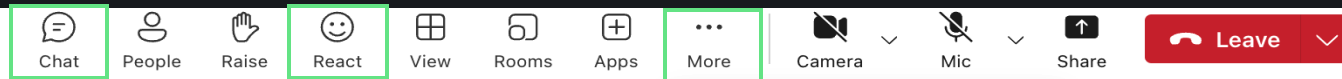
Let's get interactive and enjoy ourselves!

Unmute – Click the microphone icon to unmute and participate

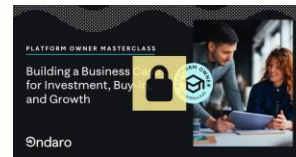
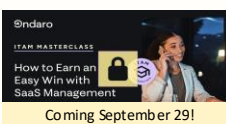
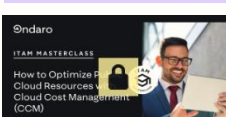
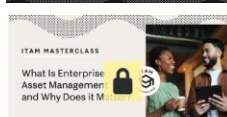
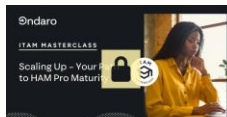
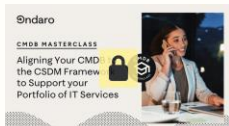
Chat – Message everyone or just one person

Get Help – Use Chat

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



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PLATFORM OWNER
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AUDIENCE POLL

When hiring ServiceNow team members, what matters most to you?

- A Deep ServiceNow platform knowledge
- B Strong stakeholder/business skills
- C Prior experience owning or managing a platform (any platform)
- D Not sure, that's why I'm here

The Talent Reality Behind Every ServiceNow Platform

Technology is no longer the constraint. Talent is.

Demand Exceeds Supply

55%

YoY surge in demand (2024)

vs. only 43% supply growth — the gap widens every quarter

85%

of Fortune 500 run ServiceNow

Massive concentrated demand for a razor-thin talent pool

300K+

certified professionals globally

Yet most lack the enterprise experience employers actually need

Hiring Takes Months

51%

of hiring managers struggle

to find ServiceNow specialists ready for complex work

30–40

days avg. for standard tech roles

Specialized platform roles with experience requirements run much longer

Daily

backlog growth while reqs sit open

Every open sprint cycle compounds the delivery gap

People Debt > Tech Debt

90%

of orgs face digital skills shortages

The crisis is systemic, not just your team (IDC)

30%

the share of ServiceNow's value the average org actually captures. 70% goes unrealized and the #1 reason is people, not the platform.

1

resignation away from a crisis

Without a built bench, you're always one departure short



Evolution of the Platform Owner

The Platform Owner Has Evolved

From administrator to strategic business leader

Platform Owner (Circa 2011)

- Typically ITSM process owner or Service Desk leader
- Focused on ITIL processes and ticket management
- Responsible for a handful of product areas
- Managed small focused backlog
- Built whatever they wanted on the platform

Evolution of the Platform Owner

- Own platform strategy, governance, roadmap, funding, and talent
- Success is measured by team capability — not individual output
- The Platform Owner is a force multiplier for the entire organization
- Focused on best practices and reduction of technical debt

A Typical Day in the Life of a Platform Owner

Every day is different, but successful Platform Owners consistently balance these responsibilities.

Business Engagement	Meet with stakeholders, understand priorities, align platform investments to business outcomes.
Demand Management	Review new requests, prioritize the backlog, balance enhancements with operational work.
Delivery Oversight	Support delivery teams, remove blockers, review progress, and manage risks.
Platform Health	Monitor platform performance, incidents, upgrades, integrations, and technical debt.
Governance	Review standards, architecture, security, compliance, and data quality.
Executive Communication	Provide updates on roadmap, adoption, value realization, budget, and strategic initiatives.

The Platform Owner's Focus Areas

The role is much broader than platform administration.

Strategy

- Platform Roadmap
- Business Alignment
- Investment Planning

People

- Coach the Team
- Hire and Develop Talent
- Succession Planning

Operations

- Platform Health
- Release Planning
- Continuous Improvement

Leadership

- Drive Adoption
- Influence Executives
- Measure Business Value

A modern Platform Owner spends less time configuring the platform and more time enabling people, governance, delivery, and business outcomes.

Questions Every Platform Owner Should Ask

Use these to assess your team's resilience today

If my lead developer resigned tomorrow, what happens?

Where are my single points of failure?

Who is ready to step into a leadership role?

What am I doing this quarter to strengthen my team?

Is our platform knowledge documented, or does it live in someone's head?





Building a Team

AUDIENCE POLL

How is your platform team structured today?

- A One dedicated central team supporting all business units
- B Mix of internal + partner/contractor support
- C There is no structure. It's every team for themselves.
- D We have one person doing it all and they are stressed.

Why do platform teams struggle?



Building Platform Talent

Don't hire people to solve today's backlog. Build the team you'll need two years from now.

Pitfalls

AI has flooded the job market making it hard to identify qualified candidates.

Top talent is usually already employed and isn't actively applying.

Partner salaries often outpace internal compensation.

Certifications don't equal experience.

Waiting until someone leaves to recruit.

One expert owns all the knowledge.

Leadership Tips

Build a structured interview process with practical scenarios - not just resume reviews.

Build relationships before you have an opening. Network, attend user groups, and develop a talent pipeline.

Be realistic about compensation and compete with career growth, purpose, and ownership - not just salary.

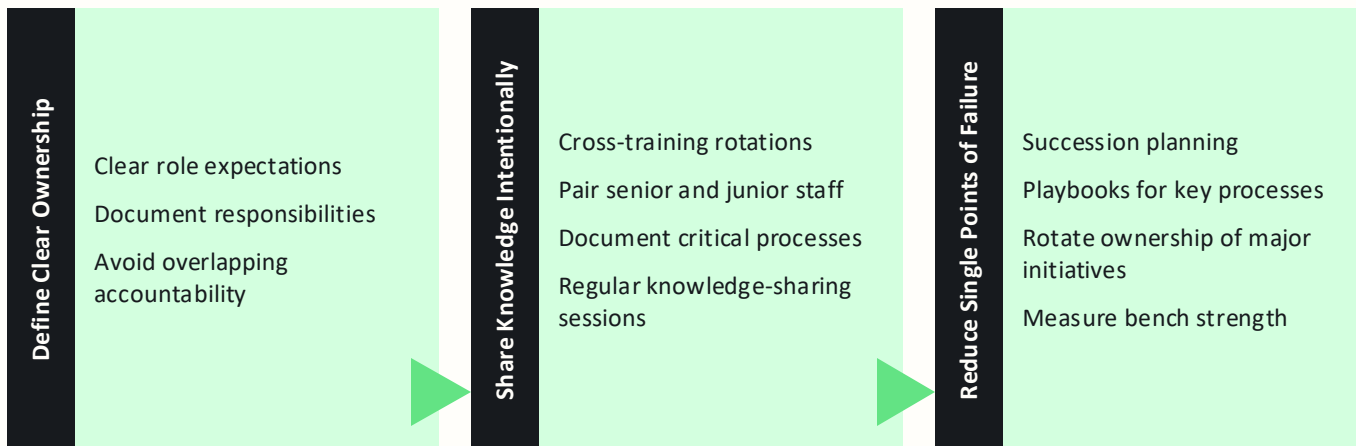
Hire for learning agility and problem solving, then invest in development.

Always be building your bench through mentoring, internships, and succession planning.

Create cross-training, documentation, and pairing so knowledge becomes a team asset.

Build Roles, Not Heroes

Resilient teams don't depend on one "ServiceNow Guru".
They build systems that allow everyone to contribute.



Roles*

- Platform Owner
- Solution Architect
- Developers
- Business Process Consultants
- Admins
- Support

*Role descriptions provided in the appendix

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Career Growth



AUDIENCE POLL

What's the biggest barrier to your career growth right now?

(A) Not enough time to learn/train

(B) Unclear path for advancement

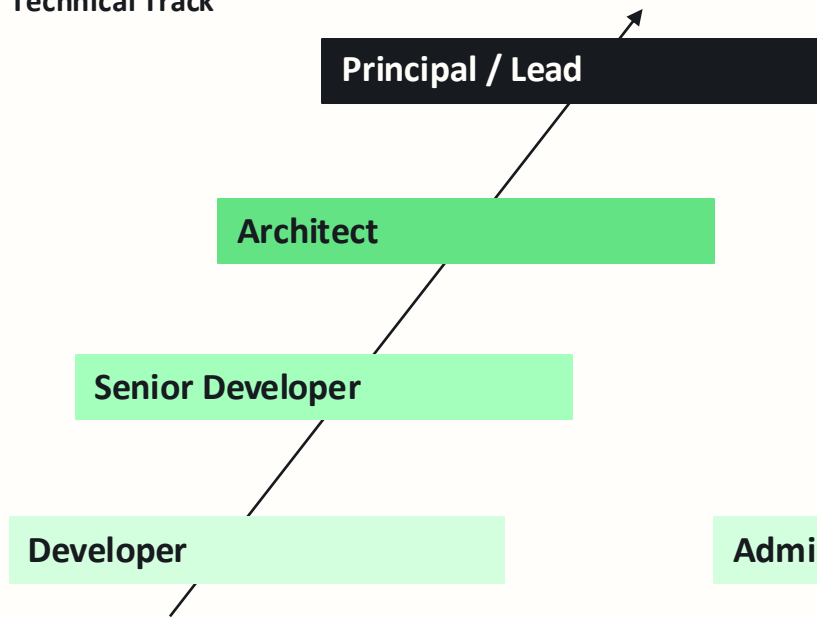
(C) Lack of mentorship or guidance

(D) Budget for certifications/training

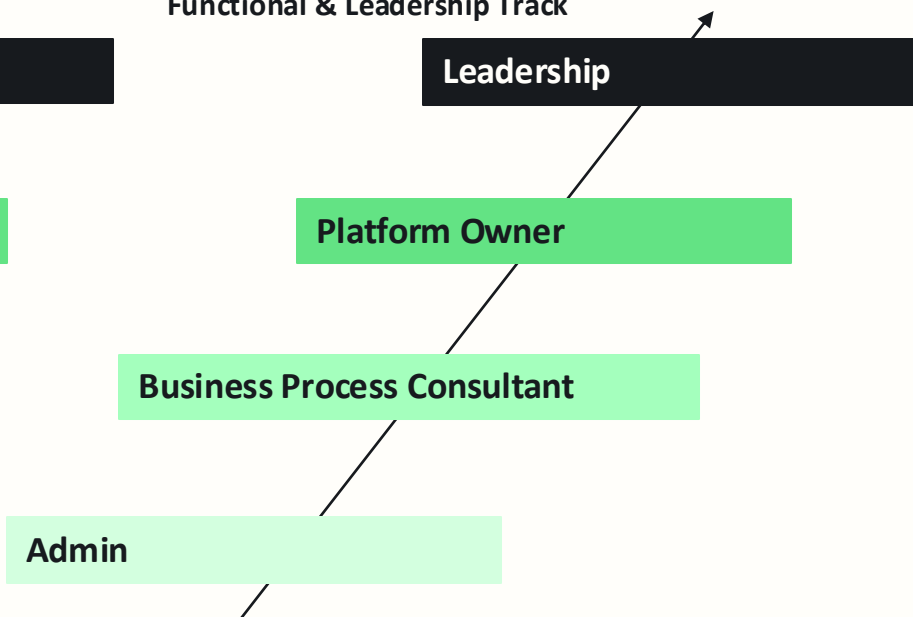
Career Paths Keep People

Show employees what's next - growth opportunities are your strongest retention strategy

Technical Track



Functional & Leadership Track



Retention Beyond Compensation

Why do people stay?

Purpose	Growth	Autonomy	Recognition
<i>I matter.</i>	<i>I'm getting better.</i>	<i>I'm trusted.</i>	<i>My work is valued.</i>
Meaningful work	Learning paths	Own their domain	Public wins
Platform impact	Certifications	Decision-making input	Peer acknowledgment
Mission alignment	Stretch assignments	Flexible delivery	Leadership visibility



Hiring vs. Third-Party Management

AUDIENCE POLL

Who currently
owns/manages the
Platform?

- A A dedicated Platform team
- B The IT team, even if they don't have the training or experience
- C A mix of different teams with varying levels of experience
- D A partner/third-party

Hiring vs Third Party Support

Both have merit, here's how to decide what is right for you...

Internal Teams Excel At...

- Business knowledge
- Long-term platform ownership
- Daily platform operations
- Stakeholder relationships
- Governance and prioritization
- Organizational change management
- Continuous improvement
- Building internal capability

Partners Excel At...

- Specialized expertise
- Accelerating implementations
- Surge capacity
- New product introductions
- Architecture guidance
- Industry best practices
- Knowledge transfer
- Temporary staffing gaps

Finding the Right ServiceNow Partner

Four things to verify before you sign

01

Partner Finder

servicenow.com/partners

Start every partner search at the official ServiceNow Partner Finder. Filter by tier, region, and product line to build your shortlist.

Elite and Premier tiers have the highest standards — start there.

02

PLA Status

Partner Led Activation

PLA designation means the partner can independently lead a full ServiceNow implementation — not just staff augmentation. Require it, not just recommend it.

Ask: "Are you PLA-certified, and for which products?"

03

Validated Practice

Practice Designation

Validated Practice confirms demonstrated delivery expertise in a specific product area — ITSM, HRSD, CSM, ITOM, and others. Match the practice to your use case.

A partner can be PLA without being validated in your area.

04

References

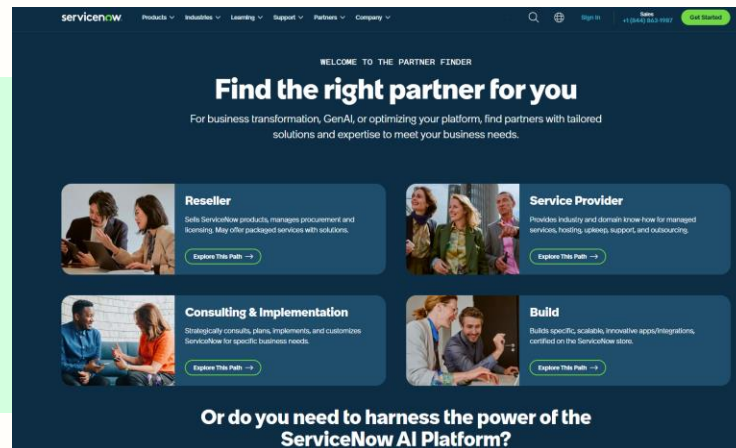
Due Diligence

Require at least 3 references from similar organizations. Ask about delivery quality, timeline adherence, and what post-go-live support actually looked like.

Request references from YOUR industry — not just any client.

Finding the right partner

Using ServiceNow's partner finder to ensure competency and skills



Go straight to the source

Start at servicenow.com/partners, not Google. The Partner Finder lets you filter by partner type, tier, industry, and product line. Generic searches send you to whoever pays for ads.

Know the partner types before you filter

The finder shows four paths: Reseller, Service Provider, Consulting & Implementation, and Build. Most Platform Owners need C&I.

Tier matters — start with Elite and Premier

These tiers carry the highest certification and delivery standards. Don't shortlist a partner without knowing their tier.

Filter by product area, not just company name

A partner can be strong in ITSM and weak in HRSD. Use the product line filter to find validated expertise in your use case.

The finder is the start, not the finish

Build a shortlist of 3–5 partners, then go deeper: check PLA status, Validated Practice designations, and customer references.

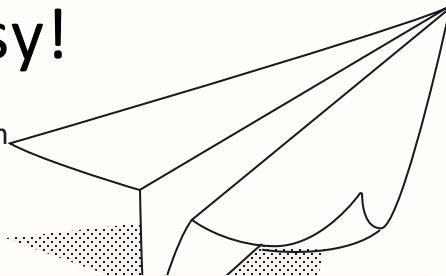
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Questions?

Getting Started Is Easy!

Contact Ondaro to support your growing platform team.



Need a dedicated team for maintaining your ServiceNow Platform?

ONDARO PROPEL

Want a more comprehensive roadmap that unlocks value and lays out strategic vision?

STRATEGY & PLANNING

Do you have a governance plan to get ahead of your AI assets?

AI GOVERNANCE & VALUE REALIZATION



Tell us what topics you want to learn more about!

Look for a survey following this session!

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Unlock the Power of Your Platform with a Strong CMDB Foundation



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Starting and Maturing Your ITAM Program



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Team Structure Recommendations & Estimates

What does it take?



Role (description linked)

Activity Breakdown

Executive Sponsor

- Lead Executive Steering discussion
- Establish relevance of the platform within the enterprise
- Distribute vision & enterprise priorities to platform steering
- Define funding and resourcing model for the platform

Platform Owner

- Supports Executive & Platform Steering to ensure appropriate solution fit, selection/success criteria for the platform as a solution for given business processes
- Oversees business case / outcome identification, monitoring and communication as capabilities are delivered; maintains/operates leadership and peer communication channels for delivery
- Ensures platform team alignment with business strategy, roadmap, and platform governance model - bridge between strategy & tactical delivery

Platform Architect(s)

0.75 FTE for stakeholder engagement with 2-3 Customer / Product Area Groups (e.g., IT; Finance; Employee; SPM)

- Platform Steering: Overall technical solutioning & estimation to drive priorities
- Technical leadership and communication into Development workstream

0.25 FTE supporting technical delivery

- Overall quality & architectural standards compliance
- Instance security
- Effective integration of external teams



Team Structure Recommendations & Estimates

What does it take?



Role (description linked)

Activity Breakdown

Business Analyst(s)

1.0 FTE per 2-4 Customers (depending on demand):

- Monthly process/service owner meetings to review, refine, and prioritize requirements; model and document business process and data requirements
- Supports testing throughout sprints
- Supports end-user training/adoption related activities
- Supports upgrade program (process/scenario regression testing with process/service owner)

Developer(s)

Dedicated focus on platform configuration and development within a sprint. This is a key 'capacity' role that drives velocity. It is not recommended that Developer & Business Analyst responsibilities are performed by one individual.

Platform Administrator(s)

1.0 FTE for typical support of ~2-3 Customer / Product Area groups

- Maintenance, access & stability maintenance for prod & non-prod environments
- Upgrade planning & execution (supported by BAs)
- Access management and instance security monitoring
- Tier 2 support (either re-assigned through service desk or directly via service catalog / tribal knowledge)

Scrum Master

0.25 FTE for typical support of 1 scrum team

- Facilitate Agile ceremonies (Sprint Planning, Daily stand-ups, Sprint Reviews, Retrospectives)
- Monitor velocity in-sprint
- Release communication

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Contact us

Email: inbound@ondarowave.com

Thank you!

