

Qndaro

Platform Owner Masterclass

Building a Business Case for
Investment, Buy-In, and
Growth

June 4, 2026

Introductions



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Ondaro

Agenda >

1. About Ondaro
2. The Platform Owner Challenge
3. Building the Business Case
4. Finding the Right Support
5. Fighting Objections to the Business Case

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



Catch up with our CMDB & ITAM MasterClass Series!

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CMDB FOUNDATIONS

Unlock the Power of Your Platform with Strong CMDB Foundation



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CMDB & SECURITY

Maximize Your Platform Potential with Effective CMDB Data Loading & IRE Strategies



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CMDB & CSDM

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



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CMDB & DISCOVERY

Maximize Your IT Potential: Discover Meets CMDB



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CMDB & ITAM

A Strategic Approach to Visibility and Value



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CMDB CARE AND FEEDING

Ongoing CMDB Maintenance: Feed It, Fix It, Love It



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CMDB & SERVICE MAPPING

From Chaos to Clarity: Mastering Service Mapping for CMDB Excellence



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CMDB MASTERCLASS

Supercharge IT Operations with Service Mapping & AI



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CMDB & VULNERABILITY MANAGEMENT

Strengthen Cyber Resilience with CMDB & Vulnerability Response



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CMDB ASK THE EXPERTS

Your Toughest CM Questions, Answered Live By the Experts



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ITAM MASTERCLASS

Starting and Maintaining Your ITAM Program



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Getting Started with IT Asset Management



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Scaling Up - Your Path to HAM Pro Maturity



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Taking Your SAM Strategy to the Next Level



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What is Enterprise Asset Management and Why Does it Matter?



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How to Optimize Public Cloud Resources with Cloud Cost Management (CCM)



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Activating AI for SAM and HAM



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Find recordings, resources & more!

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The Platform Owner Challenge



Welcome to the Session

"I know we need more resources — but I can't get the approval."



Key insight: The process of building the business case is often more valuable than the numbers — it builds alignment before the ask. And sometimes the right first ask isn't a hire at all.

Who's in the room?

Quick poll: current team size and your biggest capacity challenge today.

What we'll cover

A framework to justify your next resource — FTE or partner — to any stakeholder.

What you'll leave with

A business case structure you can start filling in today.

Why Business Cases Fail

01 Speaking the wrong language

Pitching IT features — tickets, modules, capabilities — to a finance audience that only cares about outcomes, cost, and risk.

02 Leading with what you need, not why it matters

Opening with 'we need a developer' rather than 'we are leaving \$X on the table every quarter.' The ask before the story kills the case.

03 No cost of inaction

Failing to show what happens if nothing changes.
Without urgency, a 'no' becomes a permanent default.
Always quantify the status quo.

04 Asking for a full-time hire when a partner is an easier yes

FTE headcount approvals are slow and politically charged. A scoped partner engagement often clears faster and builds the internal case for the FTE.

AUDIENCE POLL

What's your biggest capacity constraint right now?

- A Backlog keeps growing faster than we can handle
- B Strategic projects keep getting delayed
- C Too much reactive work, not enough innovation
- D We have people, but not the right skills

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Building the Business Case



Know Your Audience Before You Write a Word

CFO

Cost & ROI

- Cost savings / avoidance
- FTE efficiency ratios
- Risk of overspend
- Payback period

CIO

Platform Strategy

- Delivery velocity
- Tech debt reduction
- Roadmap execution
- Platform scalability

HR / COO

People & Operations

- Employee experience
- Process automation
- Headcount benchmarks
- Operational efficiency

Find your internal champion: the exec who already wants the platform to succeed. They will carry the case to rooms you can't enter.

Quantifying the Problem

34%

Avg backlog growth
when understaffed

6mo+

Avg delay on
strategic projects

\$180K

Est. annual cost of
deferred automation

How to Calculate YOUR Cost of Being Understaffed

- Count open backlog items and estimate their average business value
- Measure deferred project timelines x expected savings per quarter
- Pull ServiceNow Performance Analytics data: ticket age, resolution time, reopen rates
- Add shadow IT risk: workarounds built outside the platform = hidden cost + compliance risk

The Business Case Framework

1 Problem

Name the specific gap. Not 'we need help' but 'we have 47 open requests and cannot deliver the HR automation project that saves \$200K/yr.'

2 Impact

What is the cost of this gap to the business? Deferred savings, risk exposure, employee frustration, competitive disadvantage.

3 Solution

Define the resource model: start with a scoped partner engagement if FTE approval is a barrier. Frame it as a fast path to value — not a compromise.

4 ROI

Show the math. A partner engagement can often demonstrate ROI in weeks, building the internal evidence to fund a permanent hire.

Partner engagement first = faster approval + proof of value = stronger case for the FTE.

AUDIENCE POLL

If you suddenly received budget for ONE thing, what would you choose?

- A Additional admin/developer
- B Business analyst/process owner
- C Automation/AI tooling
- D Training/upskilling

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Finding the Right Support



Bring in a Partner: Assessment & Roadmap

A third-party assessment brings independent credibility that internal advocacy alone cannot. When an outside expert validates the gap and recommends the investment, executives listen differently.



Platform Assessment

- Independent audit of current platform health and utilization
- Gap analysis: where capacity constraints are costing the business
- Benchmarking against comparable organizations
- Identification of quick wins and deferred value



Value-Aligned Roadmap

- Phased roadmap tied to your strategic business objectives
- Resourcing model: what roles are needed and when
- ROI projections mapped to each phase of the roadmap
- Clear prioritization framework your exec team can approve



Why Third-Party Works

- Removes internal politics from the conversation
- Expert validation carries weight with investment committees
- Provides external benchmarks finance teams find credible
- Accelerates approval — the work is done, not proposed

Ondaro delivers ServiceNow assessments and value-aligned roadmaps that give Platform Owners the independent evidence they need to make the ask.



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MASTERCLASS

Finding Your Champion

What a Champion Does

- Carries your case to exec rooms you can't enter
- Removes organizational roadblocks during approval
- Sets strategic vision that your case can align to
- Co-signs the business impact of the investment
- Helps secure ongoing buy-in post-approval

How to Find Yours

- Who already cites platform value in their team updates?
- Who is accountable for a strategic initiative blocked by platform capacity?
- Which exec uses ServiceNow data in their reporting?
- Who has escalated a ServiceNow delivery delay recently?
- Approach them with the business problem first, not the ask.

Making the ROI Tangible

Partner Engagement ✓ Easier first approval

- Scoped, time-bound — lower perceived risk
- No headcount impact on budget
- Delivers proof of value in weeks, not quarters
- Assessment + roadmap builds the FTE case for you
- Clears faster through procurement and finance

FTE Hire → Longer runway, stronger case needed

- Higher perceived risk — needs stronger evidence
- Headcount approval often requires exec sponsor
- ROI case must project 12-24 months out
- Use partner delivery data to justify the hire
- Hard savings (automation, ticket reduction) carry most weight

Recommended sequence: Start with a scoped partner engagement to deliver quick wins and generate data. Use that data to build the FTE business case. Two approvals — but both are easier than one cold FTE request.

Example: \$40K partner engagement delivers 3 automations, saving \$85K/yr. That proof funds a \$95K FTE hire with a clear payback story — no leap of faith required.

AUDIENCE POLL

When you've tried to make a business case, what usually happens?

- A It gets stuck in "we'll revisit next quarter"
- B I can't clearly show ROI
- C Leadership agrees... but doesn't approve
- D I haven't tried yet (this is why I'm here)



Fighting Objections to the Business Case



Handling Objections



We can do more with less.

Agree — then show them the math on what less is costing. Use backlog data and deferred project timelines to make it concrete and quantified.



We can't approve a new FTE right now.

Understood — so let's not ask for one yet. A scoped partner engagement delivers the proof of value you need to make that FTE case later, with real data behind it.



Let's revisit next budget cycle.

Attach it to an initiative already funded: we cannot deliver X without this resource. A time-bound partner engagement can start now without waiting for headcount approval.

The partner engagement is the foot in the door.

The FTE is the follow-on. Structure your ask accordingly.

Socialize Before You Present

Count your votes before you walk into the room. Successful presentations depend on how well you surface objections in advance.

1

Preview with frontline users first

Those expected to use ServiceNow daily. Their direct feedback gives you ammunition for exec conversations.

2

Preview with investment committee members 1:1

Gauge each member's position. Note questions and pushback. Adjust your case before the formal meeting.

3

Incorporate feedback and finalize

Refine based on previews. Ensure the value story is cohesive and jargon-free — can you tell it in 30 seconds?

4

Present formally — then stop selling

Once you get a yes, shift immediately to implementation roadmap and quick wins. Credibility builds the next business case.

Business Case Example

The Problem

- 4,200 managed endpoints with no authoritative software asset inventory
- \$2.1M in unplanned audit spend over 18 months (Microsoft EA + SAP)
- \$800K open audit exposure — Finance has frozen 2 renewals until visibility is established

The Solution

- 12-week partner implementation — discovery, reclaim workflows, audit readiness
- No FTE required; partner-owned delivery from day one

The ROI

- \$380K/yr in recoverable unused and duplicate licenses
- \$800K+ audit exposure mitigated
- 6-month payback period — 538% Year-1 ROI
- Engagement fee: \$185K

The Objection Handling

- No headcount approval needed to start
- Microsoft EA true-up is Q2 — delay has a dollar cost

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ServiceNow | Business Case One-Pager

PREPARED BY: Jane Doe / IT Director / Technology Services

ORGANIZATION: Acme Corp — IT Operations

STRATEGIC CONTEXT:

STRATEGIC PRIORITY: Reduce software spend waste and eliminate license compliance risk across 4,200 endpoints by Q3 2026

DESIRED OUTCOME: Achieve full software asset visibility, eliminate 30%+ in redundant licenses, and pass the next vendor audit with zero critical findings

EXECUTIVE SPONSOR: David Chen, CFO — cost optimization and audit risk reduction are Q1 board priorities

THE BUSINESS CASE

1 PROBLEM

Acme has 4,200 managed endpoints with no authoritative software asset inventory. A pending Microsoft EA true-up and 3 SAP audits in the last 18 months have exposed \$2.1M in unplanned spend. IT cannot confidently answer: what do we own, what do we use, and where are we exposed?

3 SOLUTION

Ondaro implements ServiceNow SAM Pro in a phased 12-week engagement: discovery & normalization (weeks 1-4), reclaim workflows (weeks 5-8), and audit readiness pack (weeks 9-12). No FTE required to start — Ondaro owns delivery, Acme owns the outcome.

2 IMPACT

\$2.1M in unplanned audit spend over 18 months. \$380K/yr estimated in unused or duplicate SaaS licenses (based on 60-day utilization score). One open SAP audit with potential \$800K exposure. Finance has blocked 2 planned software renewals until visibility is established.

4 ROI

Engagement fee: \$185K. Conservatively recoverable value: \$380K (license reclaim + \$800K audit exposure mitigation) = \$1.6M. Payback period: under 6 months. Year-1 ROI: 538%.

SUPPORTING EVIDENCE

Current Situation	Desired Future	Deliverables
Open items: 1M7 Avg age (days): 54 Est. annual backlog (est): \$300,000	Project / #34101 / Microsoft EA (annual) (Q1)	Consolidate any model/Regional software system, SaaS endpoints
	Est. value blocked: \$800,000 audit exposure	Search (format): FEI for SAM Pro (Q1) — 12/4/2024

RESOURCE MODEL: PARTNER VS FTE

Partner Engagement: <input checked="" type="checkbox"/> Recommended starting point	FTE Hire → Follow-on once evidence exists
<ul style="list-style-type: none"> ✓ Scoped and time-bound — lower perceived risk ✓ No headcount impact on budget ✓ Delivers proof of value in weeks, not quarters ✓ Generates the data to justify the FTE later 	<ul style="list-style-type: none"> → Higher perceived risk — needs stronger evidence → Headcount approval often requires exec sponsorship → ROI case must project 12-24 months out → Use partner delivery data to justify the hire

ANTICIPATED OBJECTIONS

OBJECTION	YOUR RESPONSE
We can't approve an FTE right now.	Understood — we're not asking for one yet. A scoped partner engagement delivers proof of value first, without headcount impact.
We can do more with less.	Here's the math: \$95K/quarter in unused licenses, plus open audit exposure. Doing nothing isn't free — it's already cost \$2.1M.

JUNE 3, 2026

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PLATEFORMA OWNERS

AUDIENCE POLL

What's your next step after today's session?

- A Start building my business case
- B Gather data to quantify the problem
- C Talk to a potential internal champion
- D Explore partner support to accelerate

Your Action Plan



This Week

- Pull backlog data from ServiceNow
- List top 3 projects blocked by capacity
- Identify who approves resources in your org
- Identify your internal champion candidate



Next 2 Weeks

- Draft the 4-part business case
- Decide: partner first or FTE first?
- Preview with your champion and refine
- Run the ServiceNow Value Calculator



30 Days

- Preview with frontline stakeholders
- Schedule 1:1 with decision-maker
- Present formally with the one-pager
- Follow up in writing same day



Look out for our business case one pager along with a recording of this session

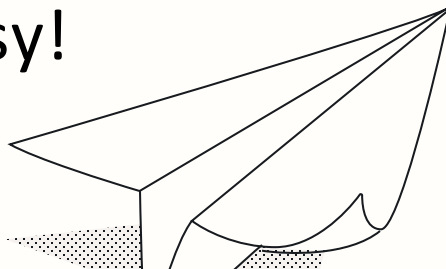
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Questions?

Getting Started Is Easy!

Contact Ondaro to help build your business case to secure buy-in and funding!



Want a quick assessment of your platform governance model?

GOVERNANCE ASSESSMENT

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

STRATEGIC COMPASS

Need a dedicated team for maintaining your ServiceNow Platform?

ONDARO RESERVE



Tell us what topics you want to learn more about!

Look for a survey following this session!

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Thank you!

