

Data Quality Management for ServiceNow

Delivering Maximum Value From Your CMDB



With Blazent's Data Quality Management for ServiceNow, your organization can leverage the powerful automation and analytics capabilities it needs to derive the most value from your CMDB. Leverage this advanced solution and start gaining the insights your team needs to improve service management, operational efficiency, agility and service levels.

Challenge

Today's IT environments continue to grow exponentially more complex. Each day, it seems IT teams need to contend with the challenge of managing more service providers, more delivery models, and more contracts, along with more platforms, services, applications, and device types. Amidst all this complexity, it is increasingly difficult—and even more critical—to have quality, current, and accurate IT data.

If your organization is running ServiceNow, the CMDB represents a vital asset, one of the key platforms for tracking, managing, and using IT data. Within your IT organization, the ServiceNow CMDB plays a central role in a range of critical service management efforts, including incident triage, problem resolution, resource and change management, service delivery, infrastructure investment, and planning. All of these efforts can be compromised if the CMDB isn't 100% current, accurate, and complete.

Record ID	Asset ID	Asset Name	Asset Tag	Serial Number	OS Version	Bullseye Method	Rank	Ticket ID	Status
2562116	83f0c2b176073100ba7e...	AWPLSP013XL	2C FC 22 20 33 68 6...		5.0.2195		5.2.3790	SCCM (Rank: 1)	
2562145	6617607176073100ba7e...	AWCP011	01 62 65 06 F3 E7 B...		5.0.2195		5.2.3790	SCCM (Rank: 1)	
2562201	084f5c176073100ba7e...	AWCP011VC	01 02 65 06 F3 E7 B...		5.0.2195		5.2.3790	SCCM (Rank: 1)	
2562217	52015d176073100ba7e...	AWP0016DF	01 9A 2B 31 26 6C E...		5.0.2195		5.2.3790	SCCM (Rank: 1)	
2562232	8a4057176073100ba7e...	AWESP01RCH	2C CS B5 D6 D6 4F ...		5.0.2195		5.2.3790	SCCM (Rank: 1)	
2562288	34231e176073100ba7e...	AWPLSP023XL	2C 2C 44 67 1C DE ...		5.0.2195		5.2.3790	SCCM (Rank: 1)	
2562355	7d7213c76073100ba7e...	AWPLSP034DF	4D 12 D3 0A 07 19 ...		5.0.2195		5.2.3790	SCCM (Rank: 1)	
2562356	9f97d8f76073100ba7e...	AWP0016XL	01 9A 2B 31 26 6C E...		5.0.2195		5.2.3790	SCCM (Rank: 1)	
2563325	697bd7576073100ba7e...	AWSQLP5V50...	31240200XL	99FE230XL	5.0.2195		5.2.3790	Tivoli Monitoring (Rank: 1)	
2563862	9e55d8176073100ba7e...	AWBSP05DF	4D 0F 85 CE A0 35 ...		5.0.2195		5.2.3790	SCCM (Rank: 1)	

Key Features

- ▶ Automated population, auditing, validation, and updating of CMDB
- ▶ Establish complete intelligence on CI interrelationships
- ▶ Powerful analytic dashboards provide at-a-glance insights and detailed drill downs
- ▶ Closed-loop workflows with ServiceNow tickets
- ▶ Flexible, cloud-based implementation
- ▶ ServiceNow certified

Key Benefits

- ▶ Reduce cost and effort associated with CMDB implementation and administration
- ▶ Leverage IT data intelligence to fuel optimized services and operations
- ▶ Enhance support of critical IT and business initiatives
- ▶ Maximize return on CMDB investments
- ▶ Enhance business planning and resource utilization



In far too many organizations, IT teams have to resort to manual, ad hoc efforts or complex custom coding to try to manage and maintain the data in their ServiceNow CMDB. As a result, organizations tend to invest a lot of time, effort, and money on maintaining their data and the CMDB, but they still suffer from poor information. The result is that IT teams are burdened by:

- ▶ Slow and labor-intensive incident triage and problem resolution efforts
- ▶ Inability to perform change impact analysis
- ▶ Low user adoption of the CMDB
- ▶ Poor investments and plans
- ▶ Inefficient resource utilization

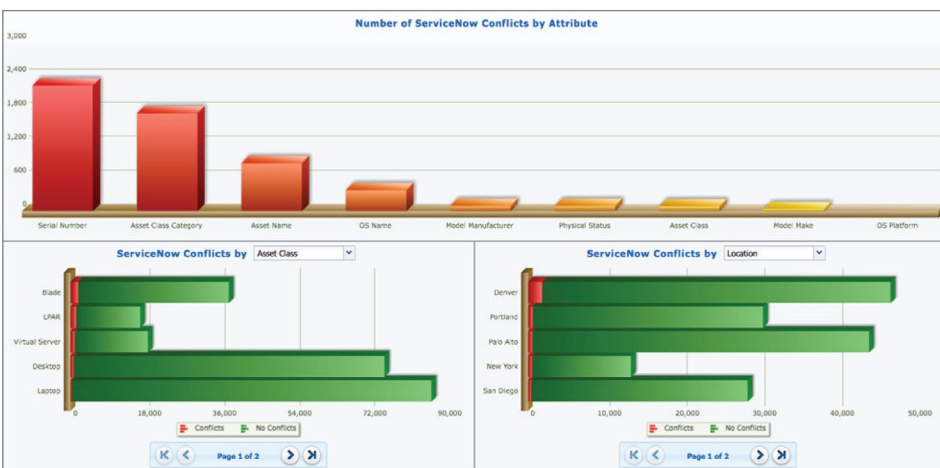
Ultimately, organizations are poorly equipped to deliver the services and service levels the business requires.

Solution

Now, with Blazent’s Data Quality Management for ServiceNow, your organization can start leveraging maximum IT data intelligence—while minimizing the cost and effort associated with managing your data and the CMDB. The Blazent solution enables you to leverage automated, powerful master data management services for your ServiceNow CMDB. As a result, you can gain a comprehensive inventory of all the configuration items (CIs) in your environments—even those you might not have known existed. In addition, the solution provides a complete view of all the interrelationships among these various entities.

The Blazent solution uses some of the most advanced mathematical algorithms in the industry, enabling comprehensive identification and management of CIs and their interrelationships. The solution offers support for software, servers, network equipment, end user computing devices, databases, database instances, virtual machines, and more. Data Quality Management for ServiceNow offers these capabilities:

- ▶ Automatically identifies and validates the CIs within the estate and seamlessly handles the initial population of the CMDB.
- ▶ Continuously keeps the CMDB current and complete—even as CIs and relationships undergo constant change.
- ▶ Audits and validates the CMDB for accuracy, and then automatically identifies and fixes issues like data conflicts, missing values, and missing relationships.
- ▶ Normalizes values in the CMDB, using the Blazent content catalog or other reference catalogs you may have in your organization.



“Achieving full CMDB value depends on many things, but one that’s absolutely paramount is accurate data.”

–Dennis Drogseth, VP of Research, Enterprise Management Associates

“85% of companies fail at creating a CMDB due to bad or missing data.”

–Forbes

With these powerful capabilities, your IT team can more effectively support its most critical objectives, whether you're looking to support IT transformation initiatives or enhance service delivery. Further, the solution offers the flexibility and sophistication that can add significant and long-lasting value to your organization, no matter where your team is in its path to attaining service management maturity.

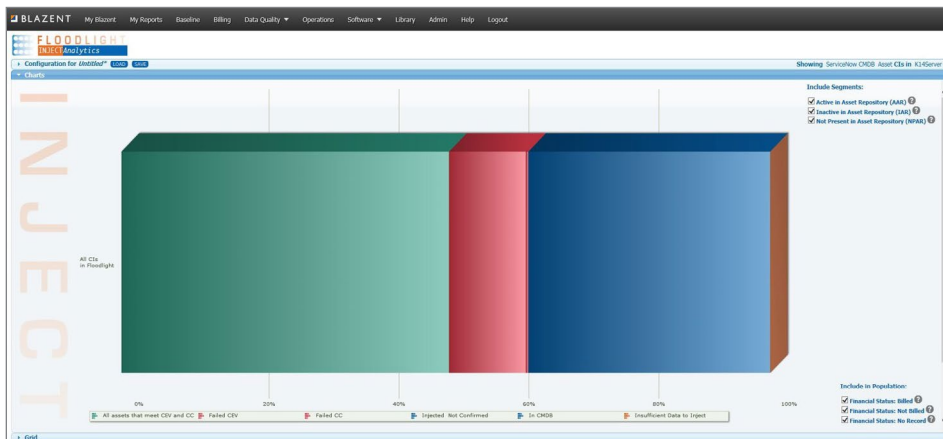
Key Features

Powerful Analytic Dashboards

Data Quality Management for ServiceNow provides analytics that fuel improved insights. By leveraging these analytics, your service management staff can get the at-a-glance information that helps speed investigation and response. When viewing these analytics, users can double-click on a specific section and get complete details on the selected area, including issues, CIs, and values.

Data Quality Management for ServiceNow features these analytics:

- ▶ **Bullseye Data Conflicts Analytics.** This analytics highlight conflicts based on a range of criteria, including CI types, asset class, relationship, and location.
- ▶ **Bullseye Missing Values Analytics.** These analytics make it easy for service management professionals to spot those data fields that have missing or null values.
- ▶ **Floodlight CIs Analytics.** This analytics help ensure that the CMDB accurately represents the CIs in the environment and their respective interrelationships.



Flexible Deployment and Integration

Data Quality Management for ServiceNow offers a range of features that help your IT team realize optimal efficiency and flexibility, both in terms of up-front implementation and ongoing operation:

- ▶ **Cloud-based implementation.** Data Quality Management for ServiceNow is hosted in a secure AWS environment, which means your team doesn't have to install the solution on your premises or handle its ongoing support.
- ▶ **ServiceNow Certification.** The solution has been certified by ServiceNow, helping ensure your team realizes efficient integration and ongoing interoperability.

"IT organizations must know what trusted data they have and what data will be needed to populate the IT service view CMDB."

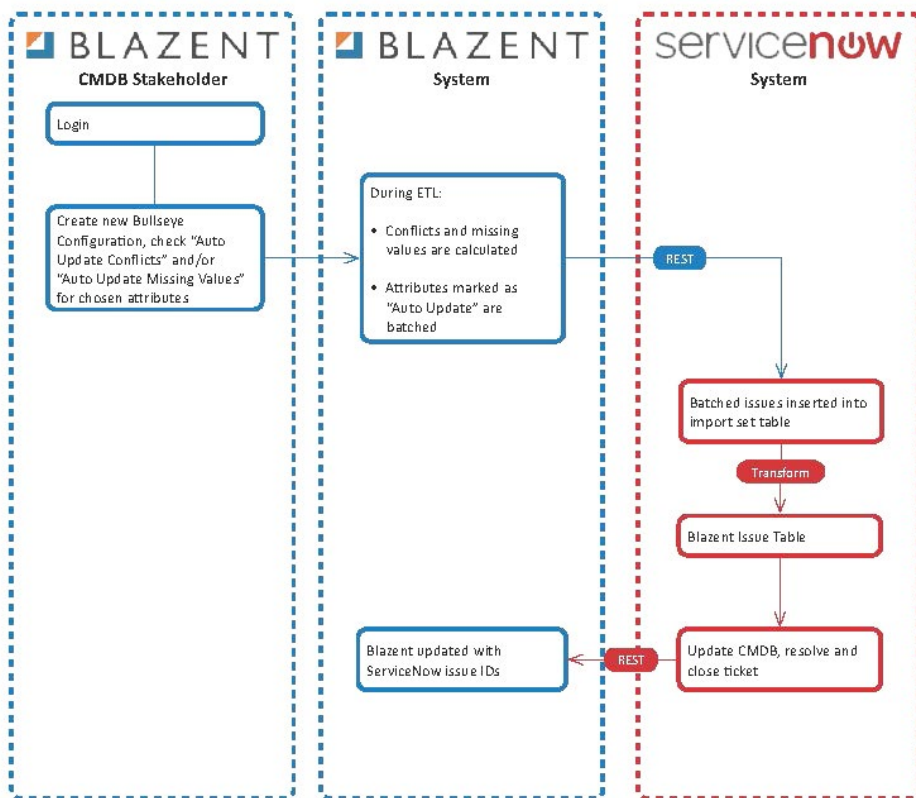
–Gartner

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► **Broad data source integration.** Data Quality Management for ServiceNow offers seamless integration with more than 230 data sources, including IT network and systems management platforms, discovery tools, CMDBs, governance platforms, patch systems, supply chain platforms, asset management repositories, and flat files. As a result you can fully leverage your organization’s information repositories to maximize the value of IT data across your environment.

Closed-Loop Workflows

Through its user-friendly integration with ServiceNow workflows, the Blazent solution allows users to take immediate action on any data accuracy issues that are identified. Within the Data Quality Management for ServiceNow solution, users can identify an inaccuracy, and, with the click of a button, initiate a ServiceNow ticket to get it addressed. Further, these tickets can be routed according to established processes within IT and the ServiceNow platform, including incident and change management workflows. Finally, when the ticket is resolved, the information can automatically be reported back to the Blazent solution.



Built on the Blazent Data Intelligence Platform

Our solutions run on the Blazent Data Intelligence Platform, which is architected to provide the flexibility, performance, and scalability needed for today’s big data processing. Incorporating Apache Hadoop, Spark, and a machine learning library, our big data engine processes, corrects stores, and retains massive data sets, while providing near real-time analytics. Integrating and reconciling data from over 230 different types of sources, the Blazent platform applies our unique five-step data evolution process—atomization, identity management, relationship analysis, purification, and historicity—to deliver the most accurate and valuable data intelligence possible.

About Blazent

Blazent is the leader in IT data intelligence. The Blazent Data Intelligence Platform is powered by the company’s big data engine and patented, 5-step Data Evolution Process. It transforms and validates all IT data, enabling enterprises and managed service providers to make business decisions based upon complete and accurate data. Blazent is headquartered in Silicon Valley. For more information, visit www.Blazent.com or follow us on Twitter @Blazent.



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