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WORK at LIGHTSPEED™

Chick-fil-A's CMDB…the First Step on the Road to "Cool"

CATHERINE ROBERTS
SERVICE ASSET & CONFIGURATION MANAGER
Chick-fil-A, Inc.

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Session Overview & Agenda

Objectives

- Provide understanding and insight of Chick-fil-A's CMDB Journey: Context, Scope, Timeline, Best Practices

After this session, you will be able to….

- …recognize the challenges facing CMDB implementation at Chick-fil-A due to rapid, exponential growth
- …understand how Chick-fil-A tackled CMDB population, Business Service Mapping, Roles & Responsibilities, and CMDB Governance
- …have a toolkit of CMDB & Business Service Map implementation best practices that can be leveraged at your organization

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Speaker Introduction



NAME: Catherine Carrell Roberts

TITLE: Service Asset & Configuration Manager

FUNCTION: IT

COMPANY: Chick-fil-A, Inc.

EXPERIENCE: 18 months IT Service Management, 5 years IT Project Management

EXPERTISE: Service Management, Project Management, Networking, Identity, Business Intelligence

ITSM TEAM ACHIEVEMENTS: Defined & implemented CMDB to 100% completeness and compliance. Mapped all IT Services into single Business Service Map. Defined Services & implemented Request Management for Campus Services team. Integrated all Chick-fil-A Support functions into single Service Desk Experience supported by KCS.

CURRENT PROJECTS: CMDB Governance, Asset Management, Request Management, Self-Service Portal

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My Company



NAME: Chick-fil-A, Inc.

INDUSTRY: Quick Service Restaurants

MARKET FOCUS: To glorify God by being a Faithful Steward of all that is entrusted to us. To have a Positive Influence on all who come in contact with Chick-fil-A.

COMPANY'S PRIMARY PRODUCTS: Creating "REMARK-able" Experiences

COMPANY-WIDE INITIATIVES: Build Breakthrough Capacity in New Ways to Fuel Growth

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CMDB Context: Industry & CFA

STARTING POINT

- CI's required for Change and Restaurant Incidents
- CMDB "in heads and in hands and in hearts"
- No attributes, relationships, or services defined/managed

GOALS & OBJECTIVES

- Manage risk by understanding our environment
- Track relationships using a Business Service Map
- Identify resources in Service Owners, Service Managers
- Communicate CI & attribute value
- Define responsibility around keeping Services secure, running, and healthy

SUCCESS REQUIREMENTS & SCOPE

- Completeness
- Compliance
- Governance (2017)

Goal of Chick-fil-A's CMDB

Manage Risk through Definition and Documentation of CI Attributes, Relationships, Resources, and Responsibilities.

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CMDB Context: Industry & CFA

CHALLENGES

- Organizational buy-in
- Stigma around untrusted data
- Automation approach

EXECUTING THE VISION

- CMDB Data Collection
- ServiceNow ServiceWatch and/or Discovery

Goal of Chick-fil-A's CMDB

Manage Risk through Definition and Documentation of CI Attributes, Relationships, Resources, and Responsibilities.

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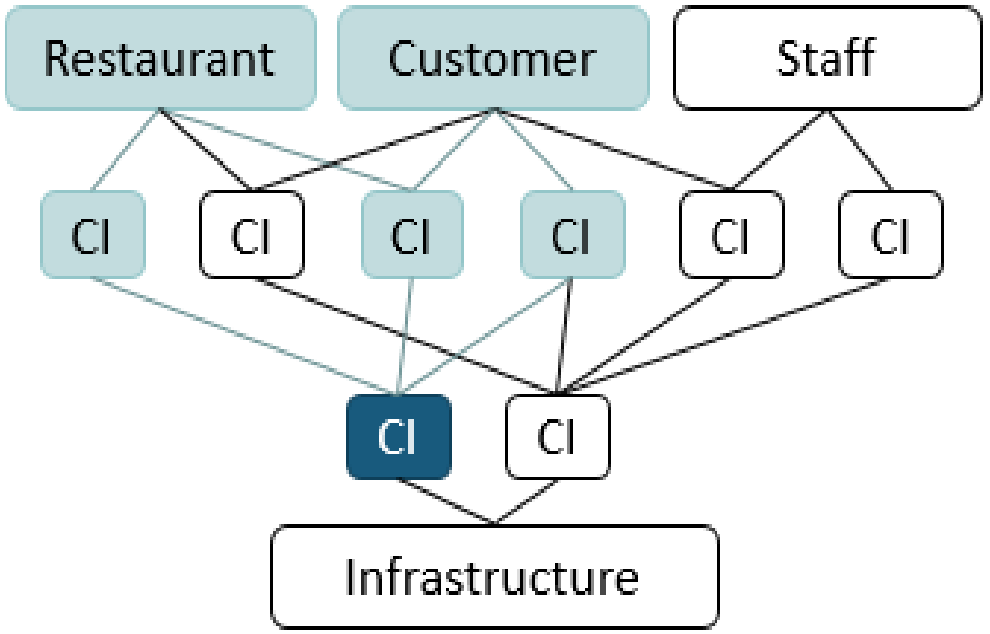
Deep Dive: Challenges and Short-Term Goals

CHALLENGES IN APPLICATION

- Lack of clarity around service ownership, service management roles and responsibilities
- Undefined, uncontrolled service relationships and impact
- Inconsistent abilities to measure and manage services

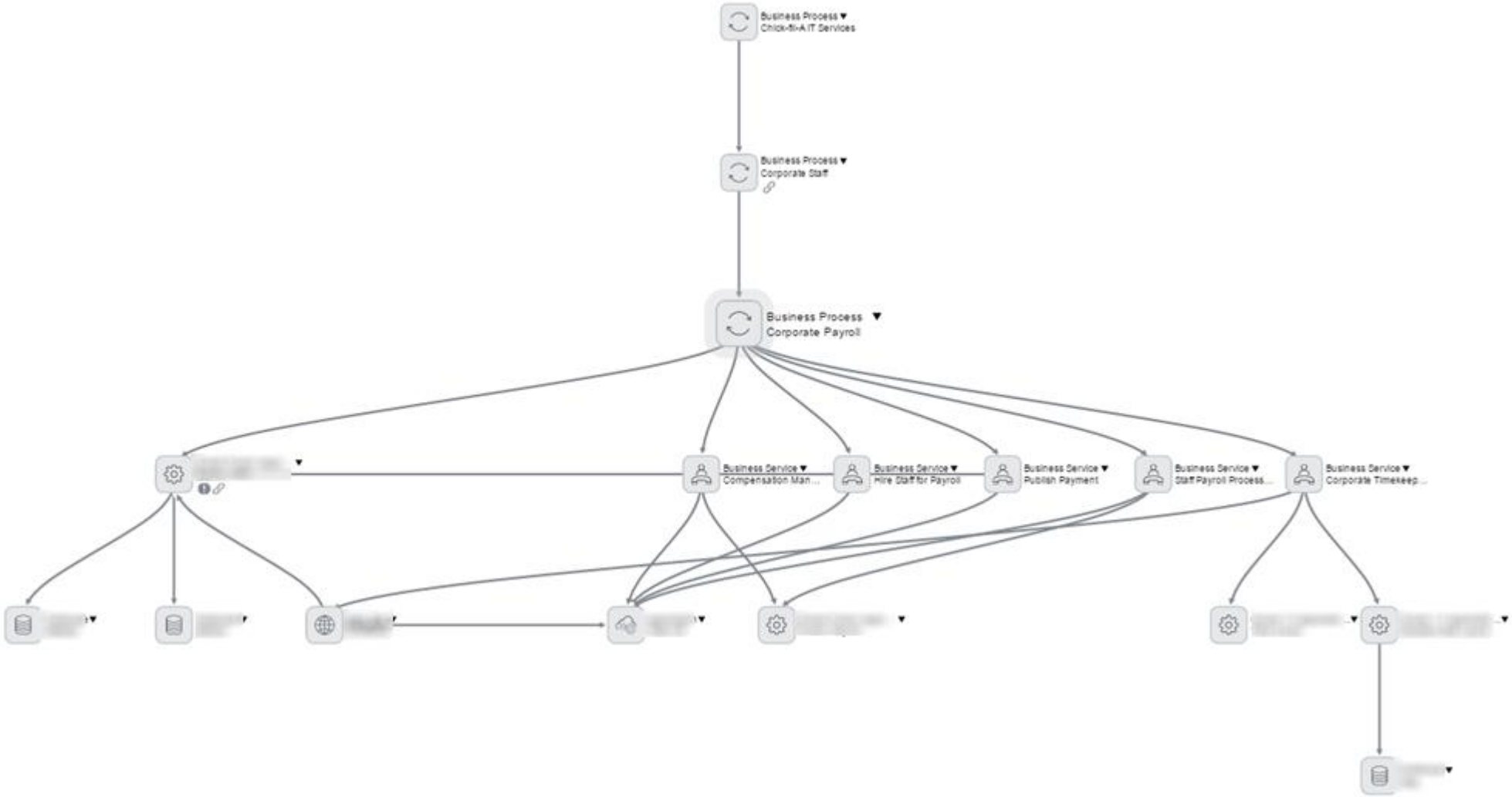
SHORT TERM GOALS

- 100%* CMDB Completeness and Compliance
- Build Business Service Map
- Infrastructure mapping excluded
- Ownership and Management of CI's
- Downstream Reporting & Change Impact



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Solution at a Glance



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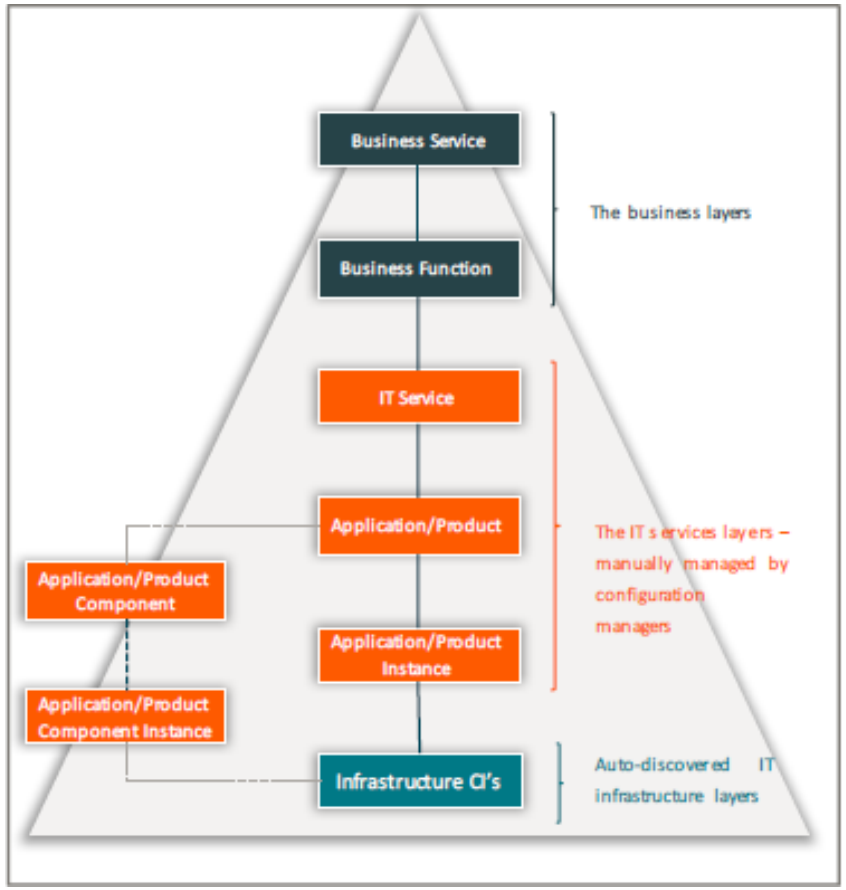
Getting to the “Solution”…Approach & Methodology

CMDB DATA COLLECTION

- Service Definition Workshop
- Prototyping with Xmind
- Individual Sessions to gather CI Names, Owner and/or Manager, Relationships
- Department-Wide Roadshow and Reporting
- ServiceNow Shortcut

SERVICE MAPPING

ROLES & RESPONSIBILITIES



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Solution Package: Roles & Responsibilities Snapshot

SERVICE OWNERS

- Keep the Service Secure
  - Identify sensitive information
- Keep the Service Running
  - Authorize and monitor service changes
  - Deliver Service per agreed upon SLA's/OLA's
- Keep the Service Healthy
  - Own and communicate the Service Vision and Roadmap
  - Execute Continuous Service Improvement process
  - Define Service Continuity plan

SERVICE MANAGERS

- Keep the Service Secure
  - Protect sensitive information
  - Address vulnerabilities and apply security patches
- Keep the Service Running
  - Serve as the first Incident escalation point outside of CFA HELP
  - Fulfill requests to service within agreed upon SLA's/OLA's
  - Review & address Problems related to service as needed
  - Execute Service Changes
- Keep the Service Healthy
  - Maintain accuracy of Service attributes
  - Participate in the Knowledge process
  - Ensure technology is current & supported

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Solution Package: CMDB Data Collection

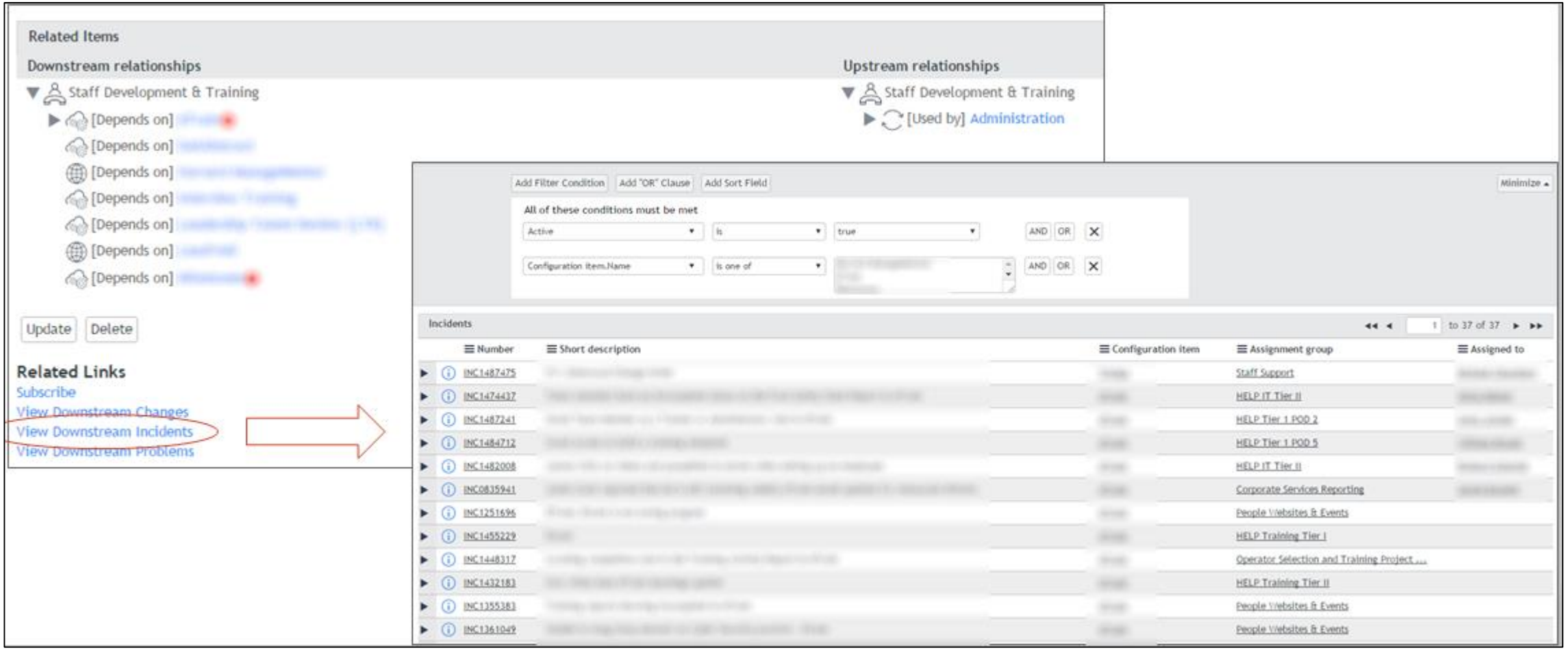
Business Service Map Completion Timeline

	May	Jun	Jul	Aug	Sep	Oct	Nov
Total	**10%**	**41%**	**72%**	**82%**	**97%**	**99%**	**100%**
Customer		48%	80%	100%	100%	100%	100%
Restaurant		72%	96%	100%	100%	100%	100%
Staff	57%	69%	100%	100%	100%	100%	100%
IT Services		57%	86%	100%	100%	100%	100%
Platform Infra			69%	94%	93%	100%	100%
Data Center Infra					89%	92%	100%

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Immediate Business Benefit & Impact

Downstream Reporting & Upstream Impacted Services



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Next Steps

- 2017
  - Governance using Data Certification
  - Restaurant IT Hardware Asset Management
  - Staff Hardware & Software Asset Management
  - Request Management & Automation
  - Increased scalability & process maturity
- 2018: ServiceWatch and/or Discovery

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Lessons Learned

1. Leverage Your Network (Relationships)
2. Leadership and Organizational Buy-In
3. Automation is (not always) the answer
4. Empower End Users
5. Training: ITIL vs ServiceNow

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Top Takeaways

1

Define completion and compliance metrics using business-provided, value-add attributes and requirements to ensure buy-in

2

Use a combination of manual process and automated tools to populate your CMDB; clearly define what use cases require what solutions

3

Empower and educate end users to provide CI information to populate the CMDB, and to participate in the governance process

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Thank You

CATHERINE CARRELL ROBERTS
SERVICE ASSET & CONFIGURATION MANAGER
Chick-fil-A, Inc.

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Q & A

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Thank You

Catherine Carrell Roberts

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