

Research Organization Strengthened CMDB Health and Governance

The Customer's Challenge

A leading research organization relied on ServiceNow's Configuration Management Database (CMDB) to manage IT assets and configuration items (CIs). However, the CMDB suffered from significant challenges, including poor data quality, inadequate discovery processes, weak CI lifecycle management, duplicate records, and limited governance. These issues led to inefficiencies, technical debt, and increased operational risk.

The organization engaged Windward to remediate its CMDB, strengthen governance, and ensure data quality and interoperability across ServiceNow modules.

Windward Solution

Windward applied a phased approach of assess, analyze, recommend, and execute to deliver sustainable improvements. In the assessment phase, the team worked with stakeholders to identify pain points, review existing processes, and analyze the CMDB environment. During the analyze and recommend phase, Windward benchmarked practices against ServiceNow standards and its own experience, identifying improvements in governance, automation, and processes, which were prioritized into a backlog of user stories. In the execution phase, Windward conducted remediation sprints to implement fixes, validate improvements, and provide training, demos, and knowledge transfer to ensure long-term CMDB maturity.

Results Achieved

Windward's engagement delivered measurable improvements in three key areas:



Data Cleanup

- Archived 1.7M+ stale and non-essential CIs, reducing noise and improving accuracy.
- Retired 2,000 active CIs no longer in use.
- Established governance policies for staleness, ownership, and discovery source.
- Implemented lifecycle policies to enforce retirement and record freshness.



Improved Discovery & Accuracy

- Reduced 1,100+ discovery errors by optimizing schedules, behaviors, and device type prioritization.
- Standardized and updated credentials, eliminating authentication failures.
- Proactively resolved discovery pattern failures and duplicate CIs using Discovery Admin tools.
- Integrated vCenter, enabling real-time VMware updates and more accurate CI data.



Metrics & Governance

- Established CMDB Health metrics (completeness, correctness, staleness, orphan, duplicate).
- Deployed attestation and certification policies to sustain ongoing data validation.