

Global Data Analytics and Technology Company Builds a Reliable, Service-Aware CMDB with ServiceNow

The Customer's Challenge

A global data analytics and technology company was operating in a complex, cloud-first environment where inconsistent and incomplete tagging significantly limited the effectiveness of its CMDB. While foundational ServiceNow capabilities were in place, the lack of standardized metadata across Azure and Kubernetes resources created fragmented visibility. This directly impacted the organization's ability to accurately map services, assess incident impact, and evaluate change risk. As a result, operational teams relied on manual intervention to bridge gaps, reducing efficiency and increasing the risk of incomplete or inaccurate decision-making.

Windward Solution

Windward delivered an end-to-end solution that paired automated discovery with a standardized tagging taxonomy, enriching the CMDB and unlocking the full value of ServiceNow's Service Mapping. Governance processes and enforcement mechanisms were layered in to ensure long-term data quality, shifting the organization from reactive fixes to proactive lifecycle management.

- Implemented automated discovery for Azure and Kubernetes resources
- Defined and operationalized a universal tagging taxonomy across environments
- Established ServiceNow Tag Governance policies and compliance dashboards
- Enabled automated, tag-based service mapping through Service Families
- Delivered a structured backlog to support phased implementation

Results Achieved



Tag-Based Service Mapping: Successfully implemented tag-based service mapping across pilot applications, forming the foundation for accurate, ongoing CMDB enrichment.



Governance Policy Deployment: Deployed governance policies that identified and quantified compliance gaps, strengthening tagging discipline across the environment.



Improved Infrastructure Visibility: Gained clearer visibility into infrastructure relationships across both cloud and Kubernetes environments.



Comprehensive UAT Validation: Fully validated the solution through comprehensive UAT test cases, confirming technical functionality and business requirements were met.



Prioritized Enhancement Backlog: Created a prioritized backlog to guide ongoing enhancements and continued maturity of the CMDB and service mapping capability.