Introducing the Service Graph Connector Program

Welcome to the ServiceNow® Service Graph Connector Program, an enhancement to the ServiceNow Technology Partner Program. Service Graph Connectors feed third-party data into ServiceNow® Service Graph—ServiceNow’s next-generation system of record—and are built by ServiceNow and our technology partners. All integrations that write or update data in ServiceNow Service Graph must meet the requirements laid out in this program.

In this overview, we explain the purpose of the Service Graph Connector Program, its benefits and requirements, and how to get started.

What is Service Graph?

Historically, the CMDB has focused on infrastructure, assets, and their relationships. However, as IT organizations embrace agile methods and modern technologies, they now need a consistent, data-driven approach to the entire digital lifecycle—not just inventory and asset management.

Service Graph provides a broad and deep data foundation for managing the end-to-end lifecycle of digital products and services. An evolution of the ServiceNow CMDB, it extends coverage into planning, application development, deployment, performance, cost, business processes, and other areas by implementing the ServiceNow® Common Service Data Model (CSDM).

Why the Service Graph Connector Program?

With Service Graph, third-party data now powers an ever-expanding set of mission-critical capabilities—everything from application portfolio rationalization, DevOps pipeline automation, and autonomous cloud operations through to risk assessment and mitigation, service ROI assessment, and more. Because of this, data quality, timeliness, and ingestion scalability are more critical than ever.

The Service Graph Connector Program is designed to ensure this data quality, timeliness, and scalability. It does this by applying systematic use case validation, CSDM governance, and design best practices to Service Graph Connector development. Some examples include:

- Consistently associating data with specific Configuration Item (CI) types—for instance, always assigning IP addresses to network interfaces rather than a mix of interfaces and servers. This ensures that client applications know where to find data.
- Using the ServiceNow® Identification and Reconciliation (IRE) engine to correctly identify and classify data before it is loaded into Service Graph. This prevents duplicate CIs and ensures that attribute values are consistent across multiple data sources.
- Using ServiceNow® integration Hub ETL functionality so that data is transformed and loaded in the fastest and most efficient manner.
- Using ServiceNow® Service Graph multisource engine which enables customers to understand the context of the CI, compare data from different sources and easily revert if data issues are encountered—leading to easier data management and better data quality.

What is the Service Graph Connector Program?

This program defines the process for ServiceNow partners to build and certify Service Graph Connectors.

Benefits for ServiceNow customers

Customers can load third-party data into Service Graph quickly, easily, and reliably, ensuring data quality, timeliness, and ingestion scalability.

Benefits for ServiceNow partners

- Increased product stickiness
- Better sales alignment
- Development support
- Enhanced customer support

Program requirements

- Technology partner program membership
- Conformance with data governance and design best practices
- Formal design review with ServiceNow
- Validation with two ServiceNow beta customers
- Release via ServiceNow Store
- Timely upgrades to support latest ServiceNow release

How to get started

New or prospective partners email Partnernow@servicenow.com

Existing partners use Partner Concierge Service at https://partnerportal.service-now.com/partnerhome?id=partnernavpage&page=support.
What are the benefits of the Service Graph Connector Program?

For customers, the value is clear. The Service Graph Connectors Program enhances customer satisfaction and time to value, building trust and reducing risk by ensuring that customers can load third-party data into Service Graph with confidence. Customers avoid data quality issues such as duplicate CIs, misclassified data, and inconsistent attribute values, and also ensure that loaded data is up to date and that connectors scale as data volumes grow.

For partners, the program provides a well-defined process for designing, developing, validating, and certifying high-quality Service Graph Connectors. It also provides several other benefits:

- **Increased stickiness.** Service Graph Connectors allow ServiceNow customers to connect partner products to ServiceNow quickly, easily, and reliably and access to the new Service Graph multisource engine. As a result, customers make extensive use of your data and come to rely on it—securing your existing footprint and creating upsell opportunities.

- **Sales alignment.** ServiceNow and partner sellers mutually benefit by offering customers the choice of using Service Graph Connectors or ServiceNow® Discovery. Equally importantly, they can have confidence in customer success.

- **Development support.** When a partner builds a Service Graph Connector, a ServiceNow CMDB engineer will work with them throughout the development process, reducing risk by providing guidance and participating in the detailed review of the connector.

- **Enhanced customer support.** ServiceNow provides a first point of contact for supporting Service Graph Connectors, referring customers to partners when necessary. Our alliances team also maintains relationships directly with each partner, following up and escalating to promote customer success.

What are the program requirements?

All Service Graph Connectors that write to Service Graph or the ServiceNow CMDB must be certified. Read-only connectors do not need to be certified.

To certify a Service Graph Connector, you must meet the following requirements (detailed information can be found in the partner portal when you join the ServiceNow Technology Partner Program):

- You must be a member of the ServiceNow Technology Partner Program (TPP) in good standing. If you are not currently a member of the TPP, see here for more information on how to join.

- Your Service Graph Connector must conform to all CSDM governance criteria and design best practices mandated by the Service Graph Connector Program.

- To demonstrate this conformance, you will formally review your Service Graph Connector use cases and design with ServiceNow.

- Prior to release, the Service Graph Connector must be validated with two ServiceNow customers as part of the ServiceNow beta testing program.

- To make your Service Graph Connector generally available, you must release it through the ServiceNow Store.

- The connector must be maintained and recertified onto the latest ServiceNow release. Partners will have access to early access software for testing.

Ready to get started?

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