

# Build a ServiceNow platform team

## Frequently asked questions

### Definition

#### What is the ServiceNow platform team responsible for?

Your platform team establishes, maintains, and extends ServiceNow® as a strategic business platform in your organization. This group of resources supports the organization in achieving its business outcomes by:

- **Administering the platform on a day-today basis** – This includes tasks like fixing bugs, making changes to functionality, maintaining integrations, giving users the right access, keeping the platform secure from threats, and making sure the platform is on the most current release.
- **Curating a roadmap aligned to business outcomes and executing against it** – This includes tasks like assessing business needs, implementing new applications and capabilities in line with technical standards, and managing demand for new requests.
- **Training and enabling Now Platform end users and process users** – Members of the platform team are often involved in curating training materials, hosting lunch and learns, and competing other tasks that help educate users about Now Platform® features and processes.

See our [Platform team roles and responsibilities](#) Success Insight for a breakdown of common roles and responsibilities.

### Process/implementation

#### How should I approach building and growing my team?

Building your platform team is not a one and done activity—instead, take a continuous improvement mindset toward building your team, calibrating as needed. Construct your initial platform team early in the implementation prior to the project kickoff. Make sure to revisit these roles and responsibilities at critical milestones, such as in your transition to long-term maintenance and continuous improvement, when you implement additional platform capabilities or when there are significant changes in your business that impact the way you need to manage the platform.

## Who is responsible for determining and maintaining the makeup of the platform team?

The platform owner and executive sponsor for ServiceNow should co-own the core platform team makeup. Also make sure to involve human resources and relevant senior leaders, as necessary. If you have a resource or workforce manager within your organization, it would also be beneficial to consult them about business needs and capacity best practices to inform your team design.

## How do I determine which types of roles and how many of each I need on my team?

Staffing your team is one of the most challenging, but important, tasks to your long-term ServiceNow success. The types of roles and number of each that you require depend completely on the context your organization is structured in and how it uses the Now Platform. At a high level, the key determinants of resourcing for the supporting the platform are:

- **Instance demographics** – This includes basic information like how many production instances you have, how many business lines the platform will support, and how digitized and mature your processes are.
- **Platform use** – This includes information like how many total platform users you have, which product families you're licensed for, and how many custom applications and service catalog items you have live.
- **Operating model** – This refers to whether you outsource work to partners and whether the model you follow to manage the platform is centralized, distributed, or a hybrid.

There are other factors to keep in mind that aren't listed, such as regional security requirements, how much work is planned on your roadmap, and more. But beginning the three factors listed will give you a starting point for thinking about staffing. Note: these considerations are for supporting the platform long term. You'll need a different set of resources to implement brand new applications.

Use our [Platform Team Estimator](#) web application to produce a personalized report for the roles you need support the platform long term.

## I'm on a tight budget. How can I do more with fewer resources?

Staffing your platform team shouldn't deplete your entire ServiceNow program budget. We recommend one of three approaches:

- **Certain resources can wear multiple hats** – For example, it's common for platform owners to also play the role of demand manager. Platform administrators also often perform many of a developer's responsibilities. Find opportunities to consolidate responsibilities but keep in mind that you may need to scale these scarce resources as you mature the platform.
- **Not all resources involved with the platform need to be staffed on the platform team** – Consider "borrowing" resources from other parts of the business on an as-needed basis. For example, you might have a centralized PMO that you can pull a project manager from, or you might have a dedicated QA team in your organization that can test some of your

developers' code. You can get creative by taking advantage of existing resources that are already part of the business.

- **Consider augmenting your staff with [certified partner resources](#)** – Instead of staffing your platform team in house, you can outsource some of your work—technical or management—to experts in the ServiceNow ecosystem.

## How should I approach training for my team?

Your team needs the right skills to succeed, which means you need to provide ongoing learning opportunities. This includes ServiceNow skills—technical and management—and business acumen. At a bare minimum, technical resources on your team must be certified in the applications they support. Your team can gain the necessary skills by taking [Now Learning](#) courses and by exploring ServiceNow sites like the [Customer Success Center](#), [Developer Portal](#), and [Product Docs](#). Your team also needs to acquire business knowledge, which requires embedding team members in everyday business conversations. Make sure your team understands the high-level business challenges and uses that information to help solve for them using the Now Platform. But learning isn't a one-and-done activity—encourage an ongoing learning mindset so your team can grow alongside the platform. They can start by pursuing some of ServiceNow's learning paths or certifications or by attending some of the many [events](#) ServiceNow hosts throughout the year.

## Related resources

### How can ServiceNow help?

Start by watching our [short overview video](#) to get smart fast (the video's description includes links to additional resources). In addition to our resources on the [Customer Success Center](#), including the [Platform Team Estimator](#), ServiceNow's Customer Outcomes group has deep experience in helping customers build their platform teams. Contact your account executive for more information.