

# Service Mapping Success Map

An overview of implementing, maintaining, and getting maximum value from Service Mapping

Success Foundations

Implement

Run

Optimize and Expand

servicenow

## Now Value: Envision Success Foundations: Critical inputs for successful implementation and maintenance

### Vision and value

**Service Mapping outcome** – Gain visibility into the IT infrastructure that makes up your business services.

**Sample KPIs**

- Incident resolution rate
- Incident impact rate
- Average time to resolve incidents
- Change success rate

### Governance

*Special roles added to governance team*

- CMDB owner** – Owns CMDB access, use, and maintenance
- Service owners** – Provide requirements for mapped service
- Technical owners** – Technical maintenance and enhancements

### Foundational ServiceNow apps

CMDB → Implement before or with Service Mapping

Discovery → Implement before or with Service Mapping

Event Management\*

### OCM and enablement

Owners and users of service maps are informed of and provided an enablement plan.

### Implementation roles

**General**

- Executive sponsor
- Platform owners (business and technical)
- Project manager
- Business process analyst
- Technical resources (sys admin, developer, tester, architect)
- Security

**Trained in ITOM products**

- CMDB owner
- Service Mapping admin
- Discovery admin

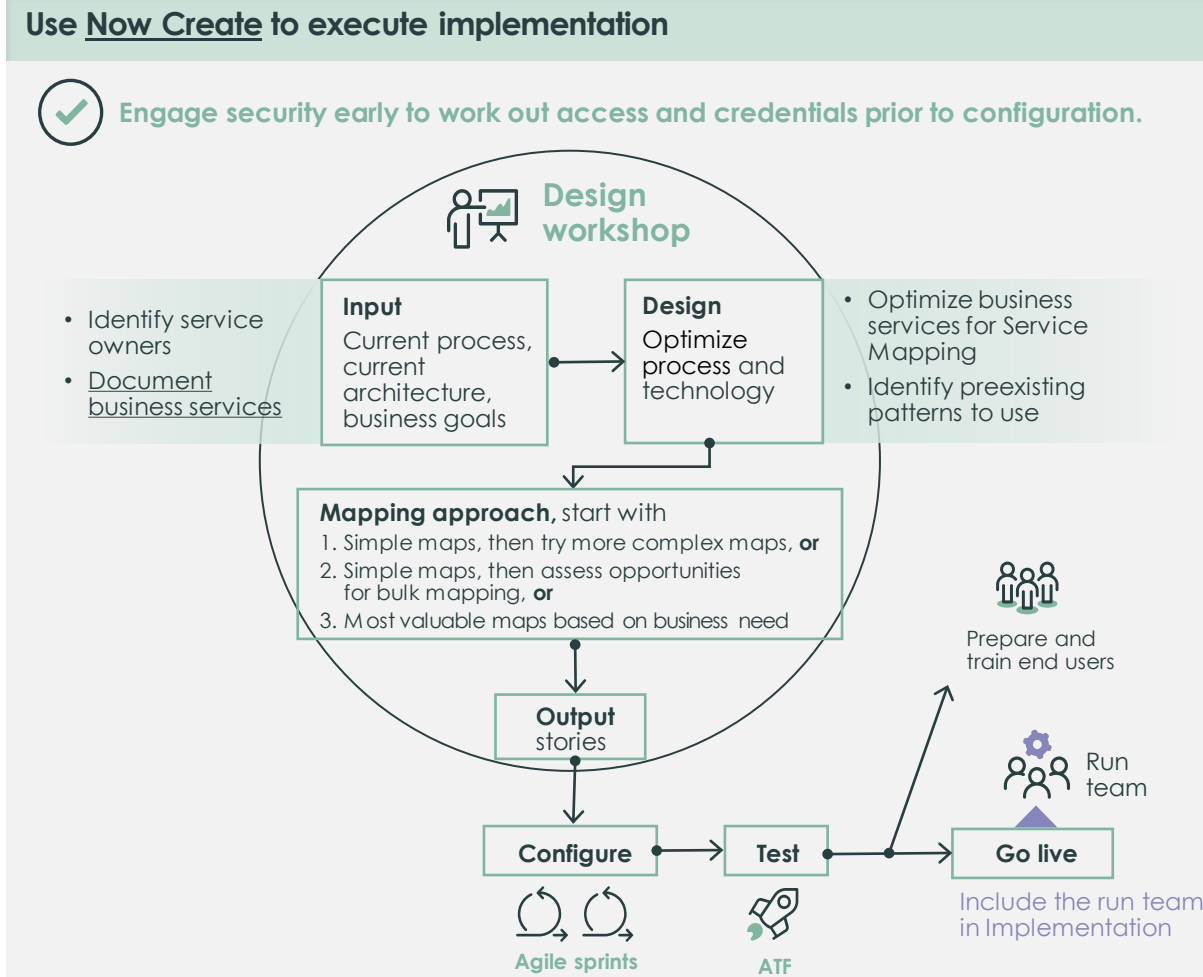
### Skills and expertise

- CMDB, Discovery, Service Mapping
- Sources: Now Expert Services, Now-certified ITOM Partner, Now-certified internal employees (combination of internal and other sources recommended)

### Project planning

- Prepare for an agile approach
- Use the [Service Mapping readiness checklist](#)
- Plan for the target value from Service Mapping

## Now Value: Create Implement: Implementation activities and best practices



## Now Value: Validate Run: Plan and execute Now Platform® maintenance

### Run roles

- CMDB owner
- Service owner(s)
- Discovery admin
- Service Mapping admin

### Platform health

- Daily** – Review error logs
- Weekly** – Review Service Mapping and Discovery dashboards
- Monthly** – Review map effectiveness and potential future impacts through CAB

### Demand management

Have a process for the intake and prioritization of services to map next.

### Enhancements

Check new patterns released via the Now Store quarterly.

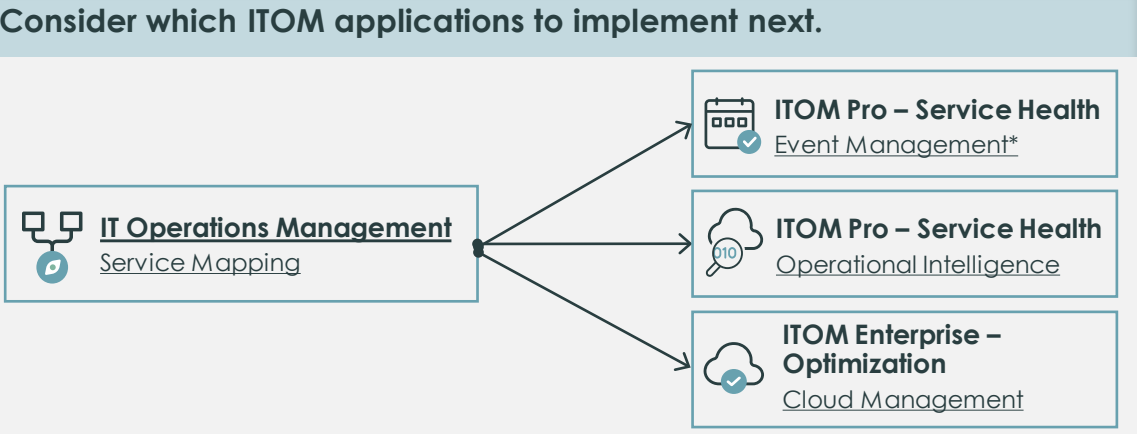
### Upgrades

Prioritize OOTB options for existing and new maps to ease upgrades.

### Assess value

- Are you using Service Mapping to predict risk for changes?
- Are maps consistently viewed to assess incidents?
- Are you measuring your Service Mapping KPIs?

## Now Value: Champion Optimize and Expand: Maximize value from your ITOM licenses—increase value from the Now Platform®



**Consider which Now Platform product suites to implement next.**

### Service Mapping → CSM

Visibility into business services improves customer service agent and customer experience.

### Service Mapping → ITSM/Platform Pro

Visibility into business services enhances Virtual Agent capabilities.

### Service Mapping → ITBM

Visibility into business services enhances project management and business operations.

### Service Mapping → DevOps

Visibility into business services improves developer experience and productivity.

\* Implementing Event Management before Service Mapping is recommended but not required.

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