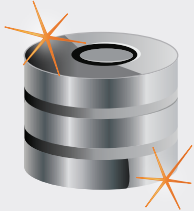




CUSTOMER SUCCESS STORY

**Global Automotive Technology Company
Accelerates Successful CMDB Implementation with
Blazent's CMDB Accuracy Solution for ServiceNow**



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High Level Summary

The Challenge:

- Increase CMDB value to stakeholders
- Make IT more proactive and automated
- Reconcile data from multiple outsourced data suppliers into a single CMDB
- Optimize CMDB health to support ITIL processes

The Solution:

Blazent's CMDB Accuracy Solution for ServiceNow

- Accurately populate the CMDB
- Validate and audit CMDB data on an ongoing basis
- Identify and fix data conflicts and missing values
- Address the root causes of data quality gaps

The Results:

- 5,500 missing Configuration Items (CIs) added to the CMDB
- 28,641 CI attribute conflicts identified and resolved
- More frequent data refreshes to deliver more current and accurate data
- Growing confidence in the CMDB
- Visibility across the entire IT environment
- Solid foundation for mature ITIL processes

From "Fatigued" Data to a "Fit" CMDB That Stakeholders Can Trust

Accurate IT data can be a significant issue for companies, especially when attempting to consolidate this data into a configuration management database (CMDB). Frequently, a company finds itself with a CMDB populated with aggregated data that is old, incomplete, unverified and full of conflicting information. Rather than unifying the IT organization and facilitating mature Information Technology Infrastructure Library (ITIL) processes, the lack of accurate IT data can cause service levels to drop below expectations and an increase in annual IT costs.

That was precisely the experience of one global provider of electronics and technology to the automotive industry. To turn their CMDB into a database the whole organization could rely upon, the IT Services Team turned to Blazent, the world's most widely-used IT Data Accuracy Engine, for assistance.

The customer operates facilities in 32 countries and outsources a number of its core IT support functions. Outsourcing has helped standardize the quality of service across the company, but it also brought a great deal of management complexity.

Two-Fold Challenge To Overcome: A CMDB Full of Questionable Data and Inefficient Incident and Problem Management

As a result of outsourcing, the customer experienced a great deal of fragmentation in processes and task management between its IT department and its outsourcing suppliers. So, the customer's IT Services Team began implementing the Configuration Management service offered by ServiceNow, a leading cloud-based IT service management platform. A health check of the customer's CMDB data early in the process rated it as "Fatigued."

Costs Associated With Bad CMDB Data Can Be Astronomical

Example #1

The average cost of IT application downtime to businesses is on the order of \$100,000 per minute. In some industry verticals, application downtime can be as high as \$14 million per minute.

Example #2

One large financial institution was suffering costs of \$1 million per minute as a result of application downtime. They reduced their mean time to resolution (MTTR) by 70% with cohesive Business Service Management (BSM) deployment.

Example #3

A catastrophic outage of a network segment for two days cost a global insurance company an estimated \$600,000 in productivity losses and a 10 percent increase in customer defections.

Companies can secure **SIGNIFICANT SAVINGS** with comprehensive data accuracy solutions.



“ We have about 18 data sources for our CMDB, and we weren't getting the same story from all of our feeds. The problem is very typical. You throw a bunch of stuff into your CMDB. Some of it sticks and some of it doesn't, but people just leave it as is because they're overwhelmed by the alternative. Reconciling the data would have been a huge manual effort. ”

— Manager, Service Integration & Application Services

The IT Services Team knew that before they could start bringing any incident or problem management services in-house, they would have to prove to their stakeholders that the CMDB data was trustworthy.

The Solution: Blazent's CMDB Data Accuracy Solution for ServiceNow

The customer was already familiar with Blazent's technology, having recently worked with Blazent Professional Services on a customized software asset management project. By focusing on the top 20 software vendors, the customer was able to reduce a completely unmanageable 14 million software installations to a much more palatable 3 million, which dramatically reduced the company's exposure to software audits.

“ As we got further along with ServiceNow, we started to put the two together. Blazent was the only company out there honed in on the IT data accuracy problem. We realized that they were the ideal partner to help us take our CMDB data from 'Fatigued' to 'Healthy'. ”

— Manager, Service Integration & Application Services

Before the customer brought Blazent on board, the CMDB had been populated by ServiceNow Discovery in conjunction with three manual spreadsheets delivered monthly by their outsourcing suppliers. Today, using patented algorithms, the Blazent solution gathers those disparate data sources, normalizes and reconciles the data, and identifies the best values for any given Configuration Item (CI). The data is then rolled into a CI record that IT personnel can access to field change orders, manage incidents, resolve problems, and provide other ITIL services.

“ We're rolling out internal incident and problem management processes in the next two months, and the prognosis is good. Our internal stakeholders are spending less time on the phone or running interference between departments. They're learning they can open the CMDB and find what they need right away. ”

— Manager, Service Integration & Application Services

The Results: Accurate CMDB Data That Stakeholders Value & Use

Today, this customer's IT Services Team has a CMDB populated with accurate and reliable IT data. Because the benefits affect so many people in so many departments, the company has become a lot more cross-functional.

HARD RESULTS	SOFT RESULTS
5,500 Missing CIs Added to the CMDB	<ul style="list-style-type: none">• Growing stakeholder confidence in CMDB data• Reduced admin time spent troubleshooting root causes of data accuracy gaps• Overall service level improvements
28,641 CI Attribute Conflicts Identified & Resolved	<ul style="list-style-type: none">• More frequent data refreshes driven by automation to keep CMDB accurate• Solid foundation established for mature ITIL processes

Good data in the CMDB leads to good decisions around IT transformation, operations, and service delivery. As a result of Blazent's help, this enterprise customer is maturing its IT service management capabilities and accelerating the implementation, deployment and adoption of its ITIL processes.

Going forward, Blazent and this customer have committed to provide additional analysis and new tangible results as the full value of the CMDB populated with accurate data is realized in the months ahead.

About Blazent

Blazent provides the world's most widely-used IT Data Accuracy Engine. For over a decade, service-oriented IT organizations around the world have relied on Blazent to automate their data verification processes and guarantee their IT Data is as current, complete and correct as possible. As the gold standard for Accurate IT Data, Blazent empowers the Business of IT. Blazent is headquartered in Silicon Valley, California and has an office in Detroit, Michigan. For more information, visit www.blazent.com or follow us on Twitter @Blazent.

#194 - 04/08/15