Data Strategies

The quality of data on the platform directly influences the quality of the processes and workflows on the platform. Recognizing the data types used in the platform helps to better represent data and establish data governance and guidelines for identifying and importing data.

Data types

The table below defines data types. The highlighted rows show which data types are included in the scope of master data management.

Data type	Definition	Examples
Reporting data	Performance data created to measure and track KPIs	• PA metrics
Transactional data records	Data recorded from transactions on the platform	• Incidents • Cases • Tasks
Product setup data	Data to configure application functionality or behavior	• Approval policies • Assignment rules • SLA definitions
Common service data	Common service data across products that can enable and support multiple configuration strategies	• Service models • CMDB CIs / relationships
Foundation platform data	Data that's used to depict the organizational structure	• Users • Groups • Companies • Departments • Locations
Platform configuration data	Data that's used to protect the integrity of the platform	• Authentication and authorization data • Domain separation • Encryption keys
Platform maintenance data	Data that depicts the maintenance processes and data changes for platform administration	• Application logs • Transaction logs • Event logs
Integration's data	Data that is sourced or shared with other systems to enable platform capabilities	• Import set data • Staging table data

Core data import principles

- Only import data that is needed to support the processes or applications running on ServiceNow
- Import data from authoritative systems of record for each data element
- Choose automated mechanisms over manual. Align import schedules with the latency expectations of dependent processes and expected rate of change in the data

Components of data governance

There are four main components of data governance.

- Data ownership
- Data management
- Data architecture
- Data security

Data governance guidelines

1. **Set up the platform owner:** Set up the platform owner and the technical governance board to be accountable for data governance.
2. **Select policy components:** Select the one (or two) most urgent policy components for your organization.
3. **Seek approval:** Seek approval from the technical governance board for the selected components. Consult with the data governance roles to consider what's needed in the initial data governance policy.
4. **Define policies and standards:** Build out the specific policies and standards for the chosen component.
5. **Expand standards:** Expand to include standards for the remaining components. Prefer a 'breadth first' approach to expansion – ensure you have MVP policies for ALL data components before refining over time.