

ServiceNow Team Building

'ike (knowledge) level: Novice

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Building an Internal ServiceNow Team: Structure, Augmentation, and Governance

As organizations increasingly rely on ServiceNow to streamline operations, building a skilled internal team is essential for long-term success. A well-structured team ensures smooth platform adoption, continuous innovation, and operational efficiency. This white paper explores the key roles needed for an internal ServiceNow team, time commitments, augmentation strategies, governance models, and key performance indicators (KPIs) to measure success. Additionally, we'll highlight specific ServiceNow modules that can support these efforts and provide guidance on team sizing based on organizational needs.

Key Roles, Qualifications, and Time Commitment

A successful ServiceNow team requires a combination of technical expertise, strategic oversight, and process management. Below are the key roles, their responsibilities, recommended qualifications, experience levels, and estimated time commitments based on business size and complexity.

- **ServiceNow Platform Owner (Full-time, Enterprise)**
 - **Responsibilities:** Acts as the primary liaison between IT and business leaders, ensuring ServiceNow aligns with organizational goals. Oversees governance, prioritizes initiatives, and ensures licensing optimization.
 - **Qualifications:** ServiceNow Certified System Administrator, ITIL v4 Foundation, Project Management experience.
 - **Experience Level:** 8+ years in IT leadership, ServiceNow platform management.
- **ServiceNow Architect (Full-time, Enterprise | Part-time, Mid-sized)**
 - **Responsibilities:** Designs scalable and efficient solutions within ServiceNow, including instance strategy, integration planning, and adherence to best practices across ITSM, ITOM, and other modules.
 - **Qualifications:** ServiceNow Certified Technical Architect, ITIL v4 Managing Professional, Integration experience.
 - **Experience Level:** 7+ years in IT architecture, ServiceNow solution design.
- **ServiceNow Developers (1-2 for Small, 3-5 for Mid-sized, 5+ for Enterprise)**
 - **Responsibilities:** Develops, customizes, and integrates applications and workflows using ServiceNow Studio, Flow Designer, and App Engine.
 - **Qualifications:** ServiceNow Certified Application Developer, JavaScript and REST API experience.
 - **Experience Level:** 3-5+ years in application development and scripting.
- **Business Analyst (1 for Small, 2+ for Enterprise)**

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- **Responsibilities:** Works closely with stakeholders to define requirements, map processes, and ensure that ServiceNow enhancements meet business needs.
- **Qualifications:** ServiceNow Certified Implementation Specialist, Business Process Analysis.
- **Experience Level:** 5+ years in business analysis and process improvement.
- **ServiceNow Administrators (1 for Small, 2-3 for Mid-sized, 5+ for Enterprise)**
 - **Responsibilities:** Handles platform configuration, user access, and system maintenance, including CMDB management and service catalogs.
 - **Qualifications:** ServiceNow Certified System Administrator, ITSM experience.
 - **Experience Level:** 3-5+ years in system administration and IT service management.
- **ServiceNow Support Engineers (1-2 for Small, 3-4 for Mid-sized, 5+ for Enterprise)**
 - **Responsibilities:** Provides end-user support, monitors system performance, and resolves incidents related to ServiceNow applications.
 - **Qualifications:** ServiceNow Certified System Administrator, ITIL v4 Foundation.
 - **Experience Level:** 2-4+ years in IT support or ServiceNow administration.
- **Change and Release Manager (Part-time, all sizes)**
 - **Responsibilities:** Ensures smooth rollout of updates and feature enhancements. Manages ITIL-aligned Change and Release Management processes within ServiceNow.
 - **Qualifications:** ITIL v4 Managing Professional, ServiceNow Change Management Certification.
 - **Experience Level:** 5+ years in IT Change and Release Management.

Recommended ServiceNow Modules

To effectively manage the ServiceNow environment, organizations should leverage the following modules:

- **IT Service Management (ITSM):** Core to managing incidents, requests, changes, and problems.
- **IT Operations Management (ITOM):** Supports proactive monitoring, discovery, and operational intelligence.
- **Configuration Management Database (CMDB):** Provides visibility into IT assets and their relationships.
- **Strategic Portfolio Management (SPM):** Helps prioritize ServiceNow development efforts based on business value.

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- **Software and Hardware Asset Management (SAM/HAM):** Ensures efficient software licensing and hardware lifecycle tracking.
- **DevOps Integration:** Facilitates agile development, automated testing, and CI/CD pipelines.
- **Security Incident Response (SIR) & Integrated Risk Management (IRM):** Ensures compliance and proactive risk mitigation.
- **Demand Management & Ideation:** Captures end-user input for innovation and continuous improvement.

Training and Certification Recommendations

For continuous growth and expertise development, team members should pursue relevant ServiceNow certifications and ongoing training:

- **ServiceNow Fundamentals Training:** Ideal for administrators and support engineers.
- **Certified Implementation Specialist (CIS):** Recommended for developers, architects, and business analysts.
- **Advanced ServiceNow Architect and Developer Training:** For experienced professionals aiming for deeper expertise.
- **ITIL v4 Certification:** Essential for roles involved in governance, change, and release management.
- **Agile & DevOps Training:** Beneficial for development teams working with CI/CD frameworks.

Aligning with Other ServiceNow Development Teams

To avoid conflicts and ensure smooth coordination across multiple development teams, organizations should implement the following strategies:

- **Establish a Centralized Governance Model:** Define clear roles and responsibilities for each team, ensuring alignment with enterprise priorities.
- **Utilize ServiceNow's Application Portfolio Management (APM):** Maintain visibility into all active ServiceNow projects and avoid redundant efforts.
- **Implement a Shared Release Calendar:** Coordinate deployments and maintenance windows across teams to prevent collisions.
- **Enable Cross-Team Communication Channels:** Regularly hold sync meetings, maintain shared documentation, and use ServiceNow Collaboration tools for transparency.
- **Define Coding and Development Standards:** Establish best practices for scripting, UI policies, and business rules to maintain consistency across teams.
- **Leverage DevOps and CI/CD Pipelines:** Utilize ServiceNow DevOps integration for automated testing and deployment to minimize manual intervention and errors.

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- **Adopt a Version Control Strategy:** Implement Source Control Integration within ServiceNow to track changes and facilitate rollback when necessary.

Conclusion

Building a successful ServiceNow team requires a strategic mix of roles, expertise, and structured governance. By ensuring team members have the necessary qualifications and training, and aligning with other internal ServiceNow teams, organizations can create a high-performing team that drives continuous ServiceNow improvement and aligns with business objectives. Continuous certification and training further ensure the team's capabilities evolve alongside the ServiceNow platform.

About Mana'o Pili

Mana'o Pili is a Hawai'i based technology consulting firm specializing in business automation through ServiceNow. Mana'o Pili provides its customers with individualized solutions. We reject the notion of one-size-fits-all solutions. Instead, we partner with you to craft a tailored plan that aligns with your unique needs, budget, and objectives. Our approach focuses on optimizing your existing platform while minimizing customization and reducing technical debt.

Here at Mana'o Pili, we treat our customers as 'ohana (family), listen closely to your challenges and deliver tailored attention with exceptional service.