

Best practices for turning ServiceNow CMDB into a trusted decision foundation

Welcome! We're glad you're here.

JUNE 2, 2026

flexera™



Agenda

1. Why the CMDB conversation has changed
2. What trusted CMDB data really means
3. Why CMDB trust breaks down
4. How cloud, SaaS, and AI are raising the stakes
5. The CMDB decision foundation model
6. Where Flexera strengthens ServiceNow
7. Best practices you can apply now
8. Live Q&A

Meet your speakers



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Before we begin



We're recording this session!
Don't worry about taking notes, we'll send you the recording and any helpful resources after the webinar.



To keep things running smoothly, attendee microphones and cameras are turned off during the session.



If something sparks an idea, share it in the chat. Got a question? Pop it into the Q&A panel. That's usually where the good stuff happens.

Poll

What is the biggest challenge preventing your CMDB from becoming a trusted decision foundation?

The CMDB conversation has changed

The CMDB is moving from operational record to decision foundation

Workflow dependency

ServiceNow workflows depend on trusted technology context.

Estate complexity

Cloud, SaaS, and AI have made the estate harder to govern.

Automation impact

Automation scales the quality of the data behind it.

Trust question

Cloud, SaaS, and AI have made the estate harder to govern.



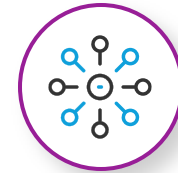
Why now?

Cloud, SaaS, and AI are outpacing traditional CMDB thinking



Hybrid IT

Hybrid IT is now the operating model, not the exception.



Decentralized ownership

Cloud and SaaS have moved spend and accountability closer to the business.



AI acceleration

AI adoption is moving faster than governance and controls.



Cloud waste

Cloud waste is rising again as AI workloads and new services add complexity.

The environment changed. The CMDB has to change with it.

AI makes CMDB trust more urgent

AI readiness starts with decision readiness

1

Reliable context

Ownership, relationships, service impact, lifecycle, risk, cost, and usage.

2

Better recommendations

AI can only recommend from the context it can see and trust.

3

Safer action

Automation needs governed decision rules, not just populated records.

**Bad CMDB data
used to create
bad reports.**

**Now it can create
bad actions.**



What trusted CMDB data really means

Trusted does not mean perfect.
It means fit for decision.

Accurate

Reflects the real environment

Complete enough

Supports the intended use case

Current

Refreshed at the right cadence

Contextual

Enriched with ownership, lifecycle, cost, risk, license, usage, and service context

Governed

Supported by standards, owners, and exception paths

Actionable

Reliable enough to support workflows, reporting, automation, and AI

The common failure pattern

Most CMDB issues are not just data issues. They are operating model issues.



Unclear ownership

Sources feed the CMDB, but no one owns the quality of what lands.

No decision rules

Teams debate records instead of agreeing on source-of-truth rules.

Weak relationships

CSDM stalls when ownership and relationships are unclear.

False confidence

Dashboards show health, but users still do not trust the data.

Project mindset

Remediation is treated as a project instead of a repeatable workflow.

A CMDB without ownership is just a very organized argument.

Cloud complexity exposes the limits of basic CMDB hygiene

Hybrid cloud creates decision complexity the CMDB must help solve

29%

Estimated wasted
cloud spend

—
Cost and ownership
context matter

58%

GenAI usage as a
public cloud service

—
AI workloads need
governance

Value era

FinOps maturity
is rising

—
Cloud value depends on stronger
visibility and decision context

Cloud strategy is moving toward value. The CMDB has to move from inventory to decision intelligence.

Source: Flexera 2026 State of the Cloud Report

AI and cloud require more than clean records

Clean records are helpful. Decision context is what creates trust.

Traditional CMDB hygiene asks

Is the CI populated?

Is the class correct?

Is the record duplicated?

Is the CI stale?

Is the relationship mapped?

Decision-ready CMDB asks

Who owns it?

What service does it support?

What does it cost?

What risk does it carry?

Is it licensed, used, approved, and actionable?

Basic hygiene still matters, but it does not go far enough.

Flexera research shows why CMDB trust matters in 2026

Cloud, SaaS, and AI are creating new visibility, cost, and governance pressure

29%

Estimated wasted cloud spend

Cost and ownership context must connect to technology records

58%

Use GenAI as a public cloud service

AI workloads need governance and cost oversight

81%

Report using generative AI

AI has moved into daily enterprise use

85%

see IT visibility gaps as a major risk

Visibility is now a control issue

45%

Do not always know when employees use AI tools

Shadow AI requires discovery and policy visibility

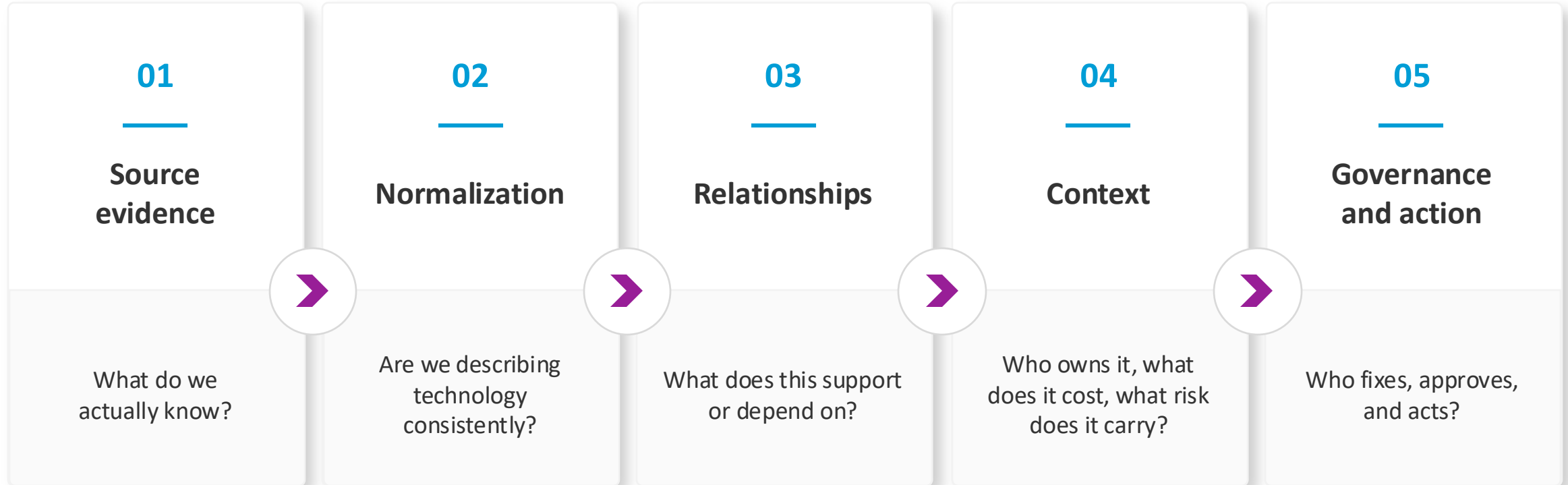
The signal is consistent:

More complexity, more spend, more risk, and more need for trusted decision context.

Sources: Flexera 2026 State of the Cloud Report; Flexera 2026 AI Pulse Report; Flexera 2026 IT Priorities Report

The CMDB decision foundation model

The CMDB becomes trusted when it connects evidence, context, and action



Start with the decision. Work backward into the evidence, relationships, context, and governance required to support it.

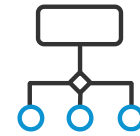
Decision use cases that matter

Trust improves when the CMDB is tied to real decisions



Incident and change

What is impacted, who owns it, what service depends on it



Enterprise architecture

What should be rationalized, modernized, retired, or consolidated



Security and vulnerability

What is exposed, unsupported, business-critical, or internet-facing



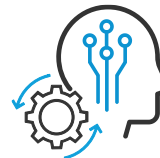
FinOps and cloud

What costs money, who consumes it and what business service it supports



ITAM and software governance

What is installed, licensable, used, owned and risky



AI and automation

What actions are safe, approved, traceable and explainable

CSDM is the structure, not the outcome

CSDM gives you the model. Trust comes from governance and context.

CSDM provides structure

A common model for services, applications, CIs, and relationships.

Structure does not equal trust

Adoption alone does not create source quality, ownership, relationship accuracy, or enrichment.

Value comes from decisions

The goal is not just to align to a model. The goal is to improve decisions and workflows.



A better question

Which business or operational decisions improve when CSDM is working well?

What to measure

Measure CMDB health by decision readiness, not just data hygiene

Traditional metrics still matter

Completeness

Correctness

Compliance

Duplicates

Staleness

Orphaned CIs

Decision-readiness metrics matter more

Critical services with mapped dependencies

CIs with accountable owners

High-risk assets with lifecycle and vulnerability context

Changes with reliable impact analysis

Hardware/software normalized to a trusted source

Exceptions routed to accountable owners

Where did better CMDB data change the quality, speed, or confidence of a decision?

Where Flexera strengthens ServiceNow

ServiceNow orchestrates the work. Flexera strengthens the intelligence behind it.

Normalized intelligence

Hardware and software normalization backed by trusted technology intelligence.

Hybrid visibility

Cloud, SaaS, and on-prem context across the estate.

Source evidence

Evidence across discovery and inventory inputs.

Decision context

Lifecycle, risk, cost, usage, ownership, license, and entitlement signals.

ServiceNow outcomes

CMDB enrichment, workflow confidence, and AI readiness.

**ServiceNow can
orchestrate the work.**

**Flexera helps make
sure the work is
based on technology
data you can trust.**

The practical operating model

A trusted CMDB needs people, process, platform, and proof



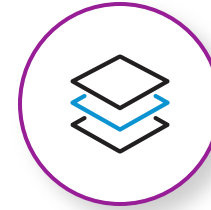
People

Owners, stewards,
executive sponsors,
service owners,
application owners



Process

Data standards, exception
handling, reconciliation
rules, lifecycle workflows,
governance cadence



Platform

ServiceNow CMDB,
CSDM, CMDB Workspace,
Flexera One, Technopedia,
integrations, dashboards



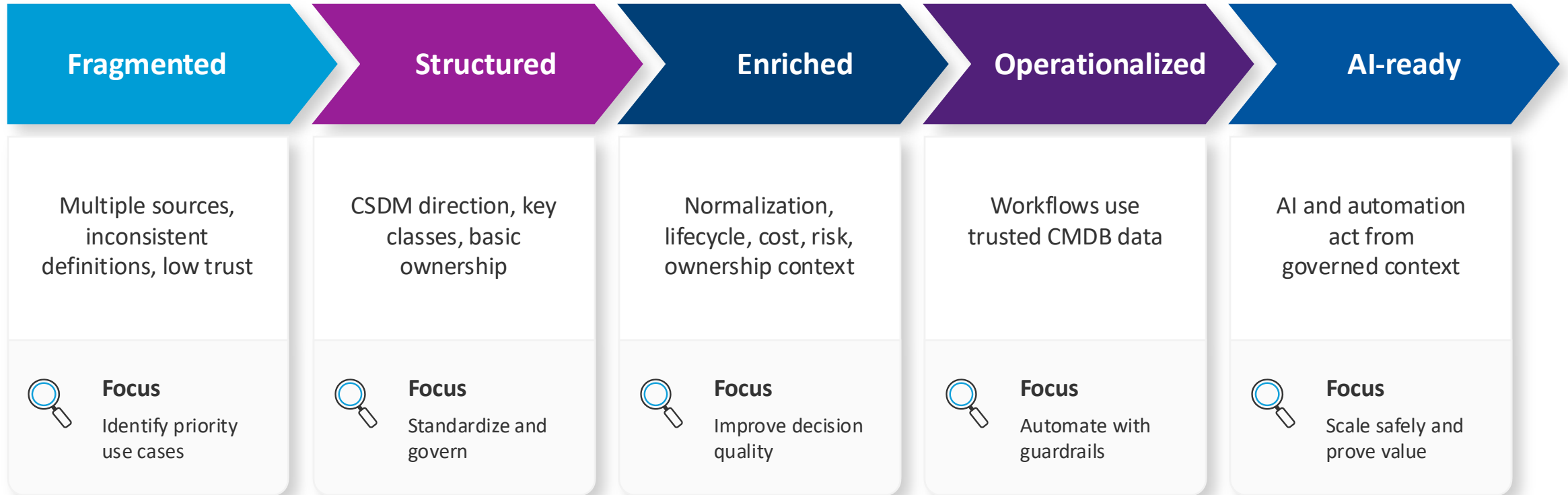
Proof

Decision metrics,
workflow impact, value
realization, risk reduction,
audit confidence

Governance becomes real when ownership, standards, trusted sources, and proof all connect.

A simple maturity path

Move from CMDB visibility to decision confidence



Do not boil the ocean. Pick the use cases where better CMDB trust creates immediate value.

Poll

If AI or automation were acting on your CMDB data today, what would concern you most?



Best practices you can apply now

Five ways to build a trusted
CMDB decision foundation

01

Start with the decision

Focus on the workflows and outcomes that matter most.

02

Define source-of-truth rules

Decide which systems win for which attributes.

03

Prioritize relationships and ownership

A CI without owner and relationship context has limited value.

04

Enrich with technology intelligence

Add lifecycle, license, risk, usage, cost, cloud, SaaS, and normalization context.

05

Measure decision readiness

Track whether people trust the CMDB to make decisions and trigger action.

Closing message

The CMDB becomes valuable when it improves the quality of action

Cloud, SaaS, and AI are expanding faster than traditional governance can keep up.

The CMDB must evolve from inventory repository to trusted decision foundation.

Trusted CMDB data is accurate, contextual, governed, and actionable.

Flexera strengthens ServiceNow with the technology intelligence needed for better decisions.



The goal is not a perfect CMDB.

The goal is a CMDB your business can trust when decisions matter.

Q&A

Thank you

About Flexera

Flexera helps organizations understand and maximize the value of their technology, including the rising costs and risks introduced by AI, saving billions of dollars in wasted spend. Our Flexera One platform connects the dots between what technology you have, how it is used, what it costs, and where it creates risk, helping teams take control of the increasingly complex IT estate across cloud, SaaS and on-premises. We are leading the way to unify IT asset management, FinOps and SaaS management with high fidelity data from Technopedia, our proprietary reference library of technology asset data, and intelligent automation fueled by AI. That's why thousands of global organizations rely on the Flexera One platform and Technopedia. Learn more at flexera.com