Clearsense®
EMPOWER DATA CONFIDENCE

Data Service Management:

Unlock the Value of Data

The Problem

Managing 'data as an asset' is critical to accelerating business transformation. As data sources increase and legacy systems are replaced, data retention, compliance and security risks become more complex. Most organizations struggle with basic data visibility and access to siloed data, leaving stakeholders frustrated and constrained.

Data chaos prevents driving value.

Unlike expensive software and hardware investments, most organizations fail to treat data as an asset. Most inventories stop at the application level without considering the data across the enterprise. If a data inventory exists, it is scattered across spreadsheets, burdening business users and making the task of organizing data unaccountable and low priority. Potentially valuable data loses relevance and context as stakeholders change, legacy applications retire, and duplicate data proliferates.

Lack of data access limits insight.

It is common practice to have business users and researchers wait in a queue to request data, which once received, provides limited lag insights of questionable value. IT struggles to maintain role-based access. Costly privacy compliance issues become apparent well after the damage is done. Over time, the ability to gain insight to make data confident decisions becomes overly complicated and cumbersome. A lack of data knowledge and poor governance becomes the roadblock to accelerating growth, increasing revenue or lowering cost. The result is a reactive culture full of ineffective data chasers, slowed growth and repressed transformation efforts.

| Limited Knowledge	Lack of Visibility	Manual Inventory Processes	Inability to Access	Frustrated Teams

A Step Toward Unlocking the Value of Data

Knowledge about data must be organized and managed to realize value, and the first step is knowing exactly what assets are in your organization. A healthy data inventory allows business stakeholders to take the first step in identifying data-driven use cases powered by verifiable strategic insights. Clearsense Data Service Management (DSM) delivers speed to value:

- Clear understanding of both business and technical data ownership
- Knowledge of data formats (file/database) and breakdowns (file systems/schemas)
- Visible connection between data sources and business units
- Ability to audit all data assets across the enterprise
- Low-cost entry point to data governance
- Meaningful key attributes of data (read only, PIA, PII, HIPPA, confidential, financial, etc.)
- Ability to identify hidden data sources for research and data science outcomes
- Visibility into duplicate data across an organization
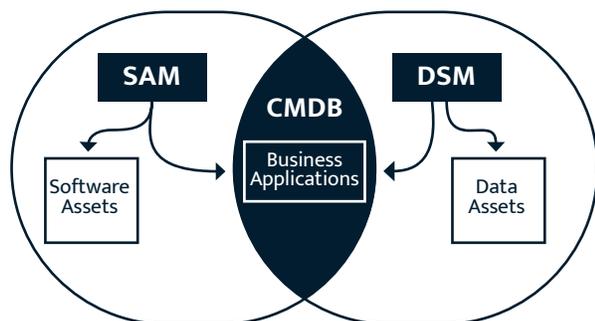- Identify legacy data for archiving
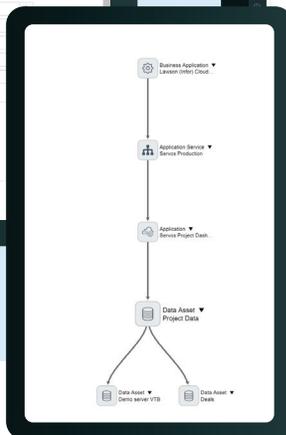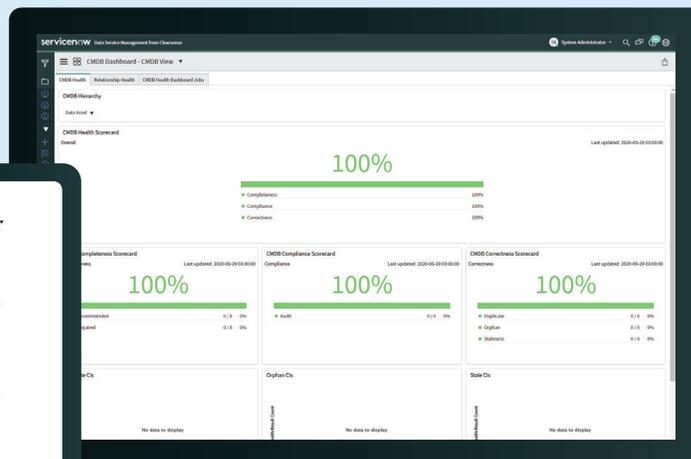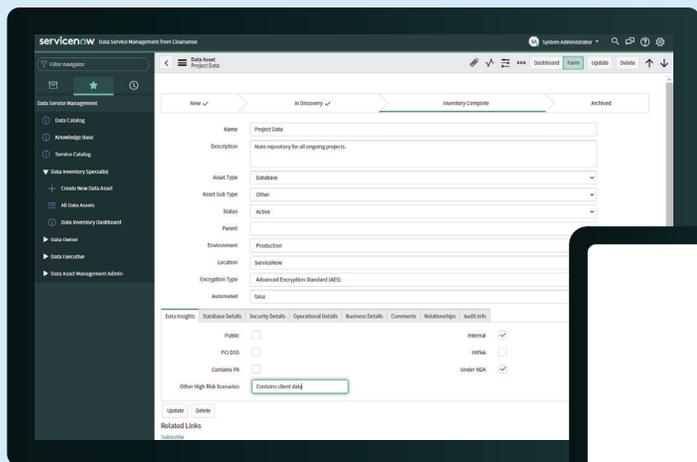
Clearsense Data Service Management (DSM) Deepens the Value of CMDB

With its strong footprint and easy adoption, ServiceNow® was the perfect choice for customers to embrace the concept and workflows of managing data as an asset. Our build is a hybrid approach leveraging both the Common Services Data Model (CSDM), to align with the roadmap of ServiceNow®, and some customization for the freedom to integrate Clearsense domain expertise.

This approach enables:

- Creation of data asset inventory workflow
- Management of user access requests to access data sources
- The ability to apply key CMDB capabilities (Classes, Dependencies, CMDB Query, CMDB Health and the ability to leverage service mapping) to all data assets

Life at Work is Better When Everyone Has a Single Source of Truth in Data

Benefits:

- Single "window" to gain knowledge about data assets across the enterprise
- Improve risk management for sensitive data assets, triggering approvals, orchestration and automation governing data as dictated by its attributes
- Detect duplications of data in your organization
- Initiate data inventory projects to monitor/manage/allocate the progress of creating new data assets and the population of required information
- Data schemas for healthcare data assets extending ServiceNow® CMDB

With Data Service Management stakeholders gain knowledge of their data:

- **What** data assets do I have? What kind of data is it? Is it sensitive? Is it expensive?
- **Why** do we have this data?
- **How** is this data stored and accessed?
- **Who** owns the data, looks after it? Who has access and why?
- **When** was this asset created? Last used?

A healthy data inventory in the CMDB gives you the power to:

- Model how data assets are related to business services using dependencies / service mapping
- Use the Service Catalog to:
    - Create a new data asset
    - Request access to a data asset
    - Initiate a data inventory project
    - View my assets
- View the data through three dashboards
    - Data Inventory Specialist
    - Business / Technical Owner
    - Data Executive

About ServiceNow

ServiceNow (NYSE: NOW) is making the world of work, work better for people. Our cloud-based platform and solutions deliver digital workflows that create great experiences and unlock productivity for employees and the enterprise. For more information, visit www.servicenow.com.

Clearsense Data Service Management is now available on the ServiceNow Store. Data Service Management empowers customers to inventory data assets as the first step toward unlocking value and developing data maturity.

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