

# Confidently integrate third-party data with ServiceNow® Service Graph Connectors

## Reduce risk, maintain trust, and accelerate time to value

Your ServiceNow® Configuration Management Database (CMDB) gives you crucial information about your digital services and the infrastructure that supports them. It enables your key operational processes, helping you to predict, prevent, and resolve service outages, minimize the risk of changes, and respond quickly to end users. And, as your CMDB evolves seamlessly into ServiceNow® Service Graph—the ServiceNow next-generation system of record—it becomes even more mission critical. By implementing the ServiceNow Common Service Data Model (CSDM), Service Graph extends beyond operations into areas such as planning, application development, deployment, cost optimization, and more, creating a broad and deep data foundation that helps you to manage the entire digital service lifecycle.

Third-party data powers many of these digital service lifecycle processes—everything from application portfolio rationalization, DevOps pipeline automation, and autonomous cloud operations through to risk assessment and mitigation, service ROI assessment, and security operations. To effectively support these processes, this third-party data needs to be up-to-date, accurate, and consistent, creating a rock-solid underpinning for end-to-end digital service delivery.

## Introducing Service Graph Connectors

That's why ServiceNow has launched ServiceNow® Service Graph Connectors—certified third-party data integrations for Service Graph. Service Graph Connectors allow you to quickly and easily load large volumes of third-party data into your CMDB, ensuring data quality, timeliness, and consistency. Service Graph Connectors also make sure that third-party data is mapped to the right locations in the CMDB (as specified by the CSDM), which allows ServiceNow apps to use the data out of the box and increases reporting accuracy.

## Built to meet stringent ServiceNow architectural, data governance, and quality standards

Service Graph Connectors are built by accredited ServiceNow technology partners who want to integrate their data into Service Graph. All Service Graph Connectors are designed, developed, tested, and certified under the Service Graph Connectors Program, a well-defined process that ensures third-party data quality, timeliness, and scalability. It does this by applying systematic use case validation, CSDM data governance, and design best practices to Service Graph Connector creation. Some examples of data governance and design best practices mandated under the program include:

- Consistently associating data with specific Configuration Item (CI) types. For instance, IP addresses are always assigned to network interfaces rather than a mix of interfaces and servers. This ensures that ServiceNow apps know where to find third-party data.
- Using the ServiceNow® Identification and Reconciliation (IRE) engine to correctly identify and classify data before it is loaded into Service Graph. This prevents duplicate CIs and ensures that attribute values are consistent across multiple data sources.
- Using ServiceNow® Integration Hub ETL functionality so that data is transformed and loaded in the fastest and most efficient manner.

## Benefits

### Reduce risk

Service Graph Connectors are certified, reliable third-party data integrations. If you do experience a problem with a Service Graph Connector, ServiceNow will work alongside you with the third-party vendor to ensure they resolve your issue.

### Maintain trust in your ServiceNow system of record

Service Graph Connectors are developed and tested by third-party vendors under ServiceNow's rigorous engineering oversight and prescriptive guidance. This ensures data timeliness, accuracy, and consistency.

### Accelerate time to value

Service Graph Connectors work out of the box and are fully compliant with the ServiceNow Common Service Data Model. This significantly reduces integration deployment times and minimizes ServiceNow customization effort.

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## Backed by ServiceNow expertise and real-world validation with ServiceNow customers

ServiceNow works closely with each technology partner throughout the Service Graph Connector design, development, and testing process:

- A ServiceNow CMDB engineer participates in the process, providing guidance and engaging in detailed reviews.
- Prior to releasing a Service Graph Connector, a technology partner must formally review the design and use cases with ServiceNow to demonstrate conformance with mandated program standards.

Technology partners are required to validate Service Graph Connectors with two ServiceNow customers prior to certification. They must also maintain and support the connector once it is certified and recertify it for each new ServiceNow family release.

### How can I get access to Service Graph Connectors?

Service Graph Connectors are released through the ServiceNow Store (<https://store.servicenow.com>). Currently, more than a dozen connectors are available—such as Dynatrace, Jamf, and Qualys—and this number is set to grow as the Service Graph Connector Program continues to expand. Just select the Integrations tab and search for Service Graph Connector.



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SN-DataSheet-ServiceGraphConnector-122020

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