

## Case Study

# ServiceNow Services Help a Leading Natural Gas Producer Unify Data and Drive Meaningful Business Outcomes



## Customer Overview

### Customer

An independent natural gas-weighted exploration and production company

### Profile

The company is focused on the exploration, acquisition, and production of natural gas, crude oil, and NGL in the Appalachia and Anadarko basins.

### Industry

Oil and Gas

### Services

ServiceNow

## Business Need

In a bid to develop assets safely and responsibly, the client faced several challenges in consolidating data from across the business and managing change.

- The absence of accurate configuration data and interconnected tools restricted the IT team's ability to deliver on business expectations.
- Lack of IT oversight and shadow IT policies compelled IT to support redundant and legacy technologies.
- Change management was non-existent as a practice due to a lack of actionable data.

## Solution and Approach

To address the challenges the client faced, Synoptek implemented a "CMDB First" approach with ServiceNow, establishing a robust Configuration Management Database (CMDB) to ensure accurate configuration data.

This was complemented by modernizing IT Service Management (ITSM) and IT Operations Management (ITOM) to enhance oversight, eliminate shadow IT, and support proactive change management.

## Business Benefits

With Synoptek's ServiceNow implementation, the client has a better understanding of its configured systems and the relationships between the technologies and services IT offers to the business.

- The CMDB provides precise data that allows the IT team to understand dependencies, enabling better alignment with business expectations.
- With a comprehensive view of IT assets and their relationships, teams can improve decision-making.
- By mapping all IT assets, the client can easily identify shadow IT, reducing reliance on redundant technologies.
- With actionable data from the CMDB, the IT team can establish change management practices, minimizing disruptions and risks.

## About Synoptek

Synoptek delivers accelerated business results through advisory-led, transformative full-life-cycle systems integration and managed services. We partner with organizations worldwide to help them navigate the ever-changing business and technology landscape, build solid foundations for their business, and achieve their business goals.