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# A Vastly Improved Service Management Experience

RapDev brings automated change management and customer self-service portals to TomTom

**RapDev's integrations streamlined this consumer electronics company's approval process for faster deployment and DORA metric tracking.**

## CHALLENGES

- Manually tracking changes and resolving incidents slowed down the development process
- Lack of infrastructure visibility prevented leadership from tracking DORA metrics
- Teams were unable to meet customer expectations for self-service account management

## SERVICENOW PRODUCTS DEPLOYED

- ServiceNow DevOps
- ServiceNow Jira, Slack and PagerDuty integrations

## RAPDEV SOLUTIONS

- ServiceNow DevOps deployment to track DORA metrics
- RapDev-built Slack integrations for one-touch approvals
- Jira and PagerDuty integrations for change management automations

## OUTCOME

- DORA metrics tracked across 9000 code repositories
- Faster deployment frequency
- Customer self-service portals launched
- Improved developer experience

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## About TomTom

**TomTom is an innovative location technology and consumer electronics company based in Amsterdam. They partner with consumers, corporations, and governments around the world.**

TomTom is the world's leading independent geolocation technology specialist. Since 1991, the company's maps, digital cockpit solutions, navigation software, and traffic data have helped people and organizations make their way around the world. TomTom has over 30 offices in cities worldwide and a growing workforce generating over $500 million in revenue.

**4.5K**
Employees

**$539M**
Revenue (2021)

**34**
Offices
in EU, As, NA, SA, OC

## Faster Deployment and DORA Metric Visibility

As technology changes, so does how we navigate neighborhoods, cities, countries, and the globe. As a result, location data doesn't just need to be accurate; it needs to shift in real-time to reflect traffic, points of interest, and more.

Developers in this field must quickly deploy software changes to bring the most up-to-date information to their users. Because navigation and mapping are data-driven, consumers and enterprises require on-demand access to their data and records.

Deploying software changes faster depends upon automation. Manual processes in the continuous integration and deployment (CI/CD) pipeline can slow the deployment process considerably. Therefore, companies who want to develop software in a cutting-edge manner must embrace automation across the software development and delivery processes.

For the 160 development teams responsible for CI/CD pipelines at TomTom, manually approving emergency changes, QAs, and managing tickets become a bottleneck in the release process.

The team used a set of tools and approaches, including:

○ Jira
○ Slack
○ PagerDuty
○ Accenture

These were meant to help teams manage tickets, improve team communication, and automate tasks, but ultimately, leadership found that some tools sat dormant while others didn't offer them the full functionality developers were looking for.

In addition to their need for faster deployment, TomTom's engineering leadership lacked the infrastructure necessary to track DORA metrics. Without this, the team had no baseline data for things like lead time, deployment frequency, mean time to restore (MTTR), and change fail percentage.

While the team struggled to track these metrics internally, they also juggled similar requests from clients. TomTom's customers needed access to baseline data, availability reports, and performance management tools to help them use the company's products efficiently. The absence of self-management tools negatively impacted customer satisfaction.

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# Automated Change Management & Visibility with RapDev

RapDev is an engineering consulting firm that helps organizations gain visibility into their cloud-native services and infrastructure by implementing ServiceNow. The company's expertise in DevOps and modern development practices means it can create customized implementations for each customer. For TomTom, RapDev's engineers recommended utilizing the ServiceNow DevOps application to track DORA metrics.

In addition to implementing ServiceNow's DevOps module, RapDev also set up ServiceNow integrations with Jira, Slack, and PagerDuty. As a ServiceNow Elite Partner, RapDev is an expert at implementing existing integrations on the platform and building ServiceNow-native integrations as clients need them.

> TomTom relied on RapDev's in-depth knowledge of DevOps practices and real-world implementation experience to revamp its internal processes.

Slack, Jira, and PagerDuty integrations enabled development teams to execute one-touch approvals, automate the change management process, and better manage the overall ticketing process.

# Partnering with RapDev enabled TomTom to:

### Onboard Multiple Teams
Onboard nearly 40 teams to the new DevOps tools and processes.

### Reduce Time
Reduce the time required for change approvals with one-touch approvals for QAs and emergency changes.

### Automate Change Management
Automate the change management process to allow for faster software deployment.
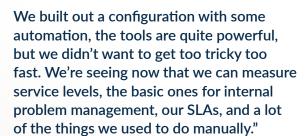
### Create Customer Portals
Launch self-service portals for clients to access reports, records, and other performance metrics.

### Track DORA Metrics
Deploy ServiceNow's DevOps module to track DORA metrics across 9000 code repositories.

After deploying the ServiceNow DevOps module and change management integrations, TomTom's development team now has the visibility they need to make more informed decisions across the organization as well as integrations which can automate multiple processes across the CI/CD pipeline.

> We built out a configuration with some automation, the tools are quite powerful, but we didn't want to get too tricky too fast. We're seeing now that we can measure service levels, the basic ones for internal problem management, our SLAs, and a lot of the things we used to do manually."
>
> – Scott Mitchell
> *Head of IT Service Management, TomTom*

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RapDev's deployment enabled TomTom to get the most value from their ServiceNow module. In addition, through their work with RapDev, TomTom plans to complete the DevOps module rollout for the remainder of their development teams and initiate an enterprise-wide rollout, which will further boost the value on their ServiceNow investment and help drive TomTom's future innovation.

Not only is TomTom pleased with the increased deployment speed and frequency, but they're also seeing greater customer satisfaction with the launch of their customer self-service portals. Now, customers can access a comprehensive IT service management platform with the metrics they need to adapt and innovate in their organizations.

"

For anything that we can't handle or is a huge piece of work, RapDev will be our provider of choice. Traditional problems you have with vendors around controlling scope, scope creep, and checking additional charges — stuff like that — it's never been like that with RapDev. It's always been a good relationship. That's part of why we extended our contract for several phases of more support."

– Scott Mitchell
*Head of IT Service Management, TomTom*

— WHAT'S NEXT?

## ServiceNow Expansion Opportunities

With ServiceNow's value proven, TomTom is now looking to implement the platform across its entire organization, helping them bring automation, visibility, and data-driven decision-making in development processes to the whole company. TomTom is always looking for new ways to help users navigate the world, and RapDev is helping them stay one step ahead of the competition.

## About RapDev

As a ServiceNow Elite Partner and Gold Datadog Partner, RapDev is committed to guiding customers through their Datadog and ServiceNow implementations. From building CI/CD pipelines, to helping organizations increase velocity in their release cycles, the RapDev team has a wealth of knowledge around developing agile and customer-centric solutions to unique tech problems.

### Schedule a Demo

to learn more about how RapDev's Datadog & ServiceNow deployments & integrations.

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