

Automating the Release Path at TomTom

RapDev automates TomTom's change management on ServiceNow

RapDev's ServiceNow DevOps deployment and custom integrations gave TomTom **one-touch approvals and DORA metrics across 9,000 code repositories**



Customer Challenges

- Manual change tracking slowing development
- 160 dev teams bottlenecked on approvals
- No infrastructure to track DORA metrics
- No customer self-service tools

RapDev Solutions

- ServiceNow DevOps deployment to track DORA metrics
- Slack integrations for one-touch approvals
- Jira and PagerDuty change automation
- Customer self-service portals

Outcomes

- **9,000 code** repositories tracked for DORA metrics
- **40 teams** onboarded to new DevOps tools
- **One-touch approvals** for QAs and emergencies
- Customer self-service portals launched

THE COMPANY

About TomTom

TomTom is an innovative location technology and consumer electronics company based in Amsterdam, and the world's leading independent geolocation technology specialist. Since 1991, its maps, digital cockpit solutions, navigation software, and traffic data have helped people and organizations find their way around the world. TomTom runs over 30 offices worldwide, with 160 development teams responsible for its CI/CD pipelines.

4.5K

Employees

34

Locations

\$539M

Revenue

BUSINESS CHALLENGE

Speed vs. Visibility

CORE CHALLENGE: Location data has to shift in real time to reflect traffic and points of interest, and TomTom's 160 development teams own the CI/CD pipelines that deliver it. Manually approving emergency changes and QAs and managing tickets across Jira, Slack, and PagerDuty had become a bottleneck; some tools sat dormant, while others lacked the functionality developers needed.

Leadership also had no infrastructure to track DORA metrics: no baseline for lead time, deployment frequency, MTTR, or change failure percentage.

SOLUTION & DELIVERY

Automated Change Management

SERVICENOW DEVOPS DEPLOYMENT

RapDev's engineers recommended the ServiceNow DevOps application as the backbone for tracking DORA metrics. Once RapDev's team deployed it, leadership had baseline data on deployment frequency, mean time to restore, and change failure percentage across 9,000 code repositories.

JIRA & PAGERDUTY INTEGRATIONS

As a ServiceNow Elite Partner, RapDev implements existing platform integrations and builds ServiceNow-native ones as clients need them. Jira and PagerDuty connections automated the change management workflow and tightened overall ticket handling.

ONE-TOUCH APPROVALS IN SLACK

RapDev built Slack integrations that let development teams approve QAs and emergency changes without leaving the tool they already work in. What had been a multi-step bottleneck in the release workflow became a single action.

CUSTOMER SELF-SERVICE PORTALS

TomTom's customers needed baseline data, availability reports, and performance management tools of their own. RapDev launched self-service portals giving them direct access to reports, records, and metrics, lifting satisfaction alongside internal velocity.

RESULTS & IMPACT

Faster Releases, Full Visibility

**9,000 Repos Tracked**

DORA metrics captured across the full code estate

**One-Touch Approvals**

QAs and emergency changes cleared without chasing

**40 Teams Onboarded**

New DevOps tools and workflows adopted org-wide

**Customer Portals Live**

Clients self-serve reports, records, and metrics

"For anything that we can't handle or is a huge piece of work, RapDev will be our provider of choice. If you have traditional vendor problems with scope control and extra charges, it's never been like that with RapDev.

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?

Enterprise Rollout

With ServiceNow's value proven, TomTom is looking to implement the platform across its entire organization, extending automation, visibility, and data-driven decision-making to every development team. RapDev continues to support the rollout as TomTom scales.

Interested to learn more?

Schedule a demo to learn more about RapDev's ServiceNow deployments & integrations.

SCHEDULE A DEMO