

ServiceNow Software Asset Management

Part of a complete IT asset management solution

The challenges and risks software pose

Today's enterprise is rocketing toward digital transformation and software asset management (SAM) continues to reduce costs for fueling this C-level imperative. Yet, software license management is no small task and the material risk of being audited by software publishers and the disruption it causes has never been greater. These risks are a major distraction from innovation and other initiatives. Organizations also struggle to identify software entitlements, whether licenses are being used, and if they've over-purchased and are wasting millions in shelfware and idle cloud resources.

Seeing beyond the financial risks, you also have inefficiencies associated with too many tools, inaccurate data, lack of business context, and delayed or incomplete communications with stakeholders. Teams inside and outside IT are often left frustrated by the tools they use and the manual processes they create.



ServiceNow® Software Asset Management is the only solution that can solve these issues as part of the single IT platform, with a single architecture and data model – the Now® Platform.

Slash software and cloud spend

You have a single, real-time view across unlicensed deployments, license reclamation options, and actionable software positions by each publisher. This keeps you in touch with your software and cloud spend and gives you the opportunity to take action or automate actions that consistency reduce your spend and bolster your budgets.

Mitigate risk

As much as your assets help you, they can also present a risk, whether that is a risk to your budget from overspending, an audit from a vendor, or security risks related to outdated software, proper asset management helps to identify and minimize the risks. ServiceNow Software Asset Management optimizes your software with reallocation and right-sizing workflows for future on-prem or cloud-based purchases and subscriptions. Plus, software asset management provides critical data for vulnerability and risk management compliance and workflows.

Automate software management throughout the IT lifecycle

Like other assets, software should be managed throughout a lifecycle and your software asset management should workflow it that way - everything from purchasing, inventory, deployments, monitoring, servicing, and managing the end-of-life. Your asset management can be a disciplined process with automated workflows that keeps track of your software between and within each stage and makes it easier for you to be in control and adaptive to your business needs.



With ServiceNow SAM, we saved millions.

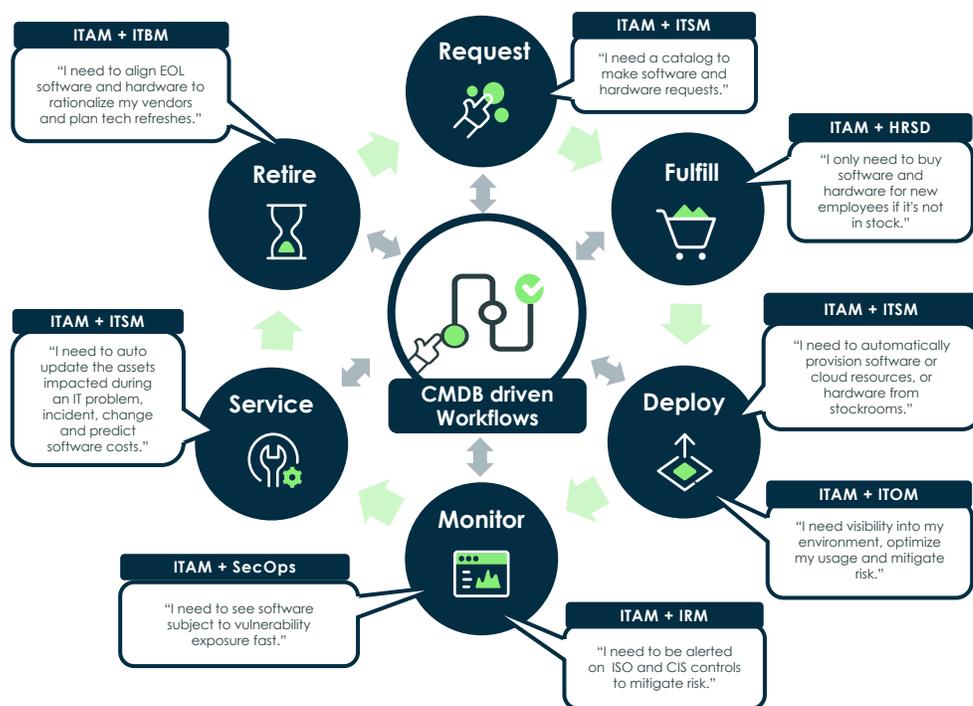
-VP of IT, Healthcare company

Recognized and normalized 97% of software, plus improved audit true-up costs within 45 days.

-Energy company

Latest Innovations

- Asset management executive dashboard
- License and cloud cost simulator
- Contract and renewal management
- Technology standards and onboarding workflows
- Software asset management success tracking



Full software asset lifecycle management in the same place you manage IT

Accomplish more from one workspace

Software asset managers often have to jump between multiple dashboards before they can find the right information. This modernized workspace will easily become the new landing page for software asset managers to start their day-to-day activities, with more actions in context and shows more meaningful KPIs associated with software asset workflows.

Manage your key publisher compliance

Software licensing is complex and the more you rely on hybrid and cloud environments to do business the more complex licensing becomes. These publisher packs cover the largest vendors your organization uses.

Publisher Packs include advanced patterns for Microsoft, Oracle, IBM, Adobe, SAP, VMware, and Citrix—with a license workspace view, reports to show vendor compliance, calculations to determine recommended license models, and a view of your savings.

Optimize your software licenses

It's one thing to be out of compliance and under the scrutiny of an audit, it's another to be asked by your management to find ways to cut

expenses. ServiceNow consistently monitors the way you use your software and provides recommendations on how to optimize your spend. Workflows can then reclaim licenses, remove software, and software purchases can be fine-tuned to match business needs.

Reclaim SaaS and cloud resources

Detect and optimize SaaS with actionable insights that drive savings and governance of the SaaS portfolio. SaaS license management can help identify SaaS purchases across the business, eliminate wasted SaaS spend, reduce overlapping apps, and reclaim or downgrade stale licenses. ServiceNow® Cloud Insights can also be a part of the SAM solution to provide a holistic view of your total cloud spend, where you can rightsize resources, automate policies, reclaim and reallocate licenses, and gain optimization recommendations.

Discover, normalize, and maintain a comprehensive content library

Let ServiceNow do the work of keeping you up to date on the latest software changes. If you want to accelerate that process, run machine learning in your environment to normalize the last mile of your software estate faster.

SAM programs work with ServiceNow

IT workflows + SAM

Asset

- Market leading Hardware Asset Management
- Cloud Insights for public cloud resource spend
- Technology portfolio end-of-life risk avoidance

Operations

- Automate deployment and end-of-life processes and certifications
- Consolidate discovery agents for SAM/non-SAM use cases
- Map critical apps and infrastructure to business services

Service

- Automate software requests and allocation with a self-service software catalog and Virtual Agent
- See the software cost impact of IT change

Security

- Take immediate, corrective action on vulnerabilities
- Enhance vulnerability detection through complete software inventory with lifecycle metadata

Risk

- Use ITAM data to manage risk and compliance across the enterprise

Employee workflows + SAM

- Streamline onboarding and offboarding with automated workflows and asset tracking

Innovation and velocity in Software Asset Management



Paris	Quebec	Rome	San Diego	Tokyo
<ul style="list-style-type: none"> Asset connections Azure AD App rationalization Cloud spend MSP domains Publisher Packs—Microsoft, Oracle, SAP, IBM 	<ul style="list-style-type: none"> ML Normalization BYOL—Microsoft Okta Mobile SaaS dashboard Publisher Packs—Microsoft, Oracle, Adobe, Citrix, SAP, IBM 	<ul style="list-style-type: none"> SAM workspace BYOL—Oracle Entitlement Playbook Better together for discovery and risk management Publisher Packs—Microsoft, Oracle, SAP 	<ul style="list-style-type: none"> Content Library Portal Virtualization Adapter BYOL—Azure realized savings Virtual Agent for SW request Publisher Packs—Oracle, Microsoft 	<ul style="list-style-type: none"> Asset mngt. executive dashboard License and cloud cost simulator Contract and renewal mngt. Technology standards and onboarding Software asset management success tracking



SAM helps us understand our effective license position, what's being used, and reclaim products not used...We saved \$5M so far.

-IT Asset Manager, large construction organization

Tokyo platform release

The latest capabilities will help you further automate SAM tasks, reduce costs, and do more across the Now Platform.

Asset management executive dashboard

When you have at least two ServiceNow ITAM products (SAM, HAM, or Cloud Insights) you can provide an executive experience for overseeing software, hardware, and cloud technology assets and resources. This helps you manage KPIs to help save costs and reduce risk.

License and cloud cost simulator

Build your business cases for moving resources to the cloud – includes considerations for utilization and hardware end-of-life. Estimate costs for moving your licenses to cloud, or between clouds, and estimate savings from bring-your-own-license (BYOL).

Contract and renewal management

Delivers a guided experience for renewing your software and hardware contracts. Highlight recommendations, actions, and data for both software and hardware contracts and renewals.

Technology standards and onboarding workflows

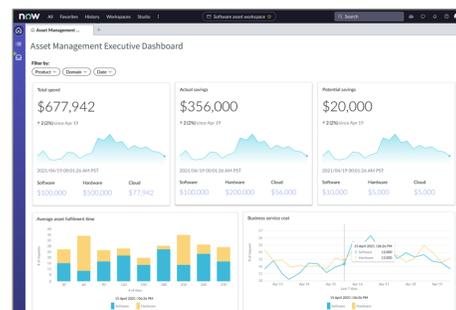
Enable enterprise architects to govern and advise your organization on the approved standard software technologies. They will also enjoy how they can define and track lifecycle stages relevant to each asset type. Leverage Software Asset Management and Application Portfolio Management for technology on-boarding and rationalization.

Software asset management success tracking

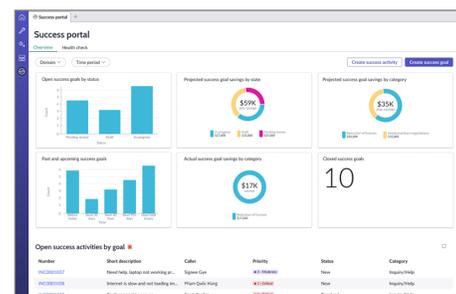
Track records of what you define as success, including intangible wins as well as those quantified in the product. Find new ways to measure your asset management teams successes, present them to management, and celebrate team and individual accomplishments.

Better together opportunities

Nearly all of these new capabilities highlight ServiceNow asset management product's ability to work together to provide a more complete asset management solution.



Asset management executive dashboard



Software asset management success tracking

