

How do we improve software consumption?

Cox Automotive selects ServiceNow to capture enterprise-wide software data, driving cost savings and efficiencies

Job to be done

Enable visibility into the complex and dispersed Cox Automotive software estate, to inform management decisions, and secure cost savings and efficiencies

Solutions to do it

- ServiceNow® Software Asset Management

What we did

Worked with the Cox Automotive team to successfully deploy ServiceNow to capture precise ownership and consumption data

Driving value and efficiencies

Cox Automotive makes buying, selling, owning, and using vehicles easier for everyone. Its comprehensive range of services and innovative digital solutions drive value and efficiencies for dealers, lenders, manufacturers, and consumers at every stage of a vehicle's lifecycle. Part of Cox Enterprises, a global leader in the communications and automotive industries, the Cox Automotive division delivers award-winning services to 40,000 vehicle dealerships across five continents, generating annual revenues of \$6.5 billion.

“ We have a phenomenal partnership with ServiceNow, they are on the journey with us - when we identify any potential enhancements they are very responsive and committed to us implementing the change.

Sam Morrison

Software Compliance Manager
Cox Automotive

Global cover

Cox Automotive operates some of the industry's most respected brands, such as Autotrader, Kelley Blue Book, and Manheim. With each delivering bespoke services to meet diverse needs - such as operations, inventory, marketing, mobility, sales, and service - the division's IT ecosystem is huge, dispersed, and complex, with disparate systems in use. This level of complexity motivated the need for a single, division-wide technology platform where accurate management information was easily accessible.

Cox Automotive captured

>70%

of the environment so far

Recognizing

97%

of software ownership and consumption data

Achieving

\$150k

savings in the first year

A solution for the long haul

"We selected ServiceNow because it's very modular and customizable for very specific requirements," explains Cox Automotive Software Compliance Manager, Sam Morrison. "It has a CMDB built in, and the Software Asset Management product seamlessly connects with our contracts database. It's a cloud-based, agentless, turnkey solution that you can set up in no time, and its integrated workflows are far superior to other platforms. This was the solution we needed for the journey ahead."



It's great to have the tools and visibility to clearly demonstrate the progress we have made to our senior leaders. ServiceNow is now an integral part of our SAM solution set.

Sam Morrison
Software Compliance Manager
Cox Automotive

Maximizing investment value

By customizing just one ServiceNow module to access software data, Cox Automotive moved from zero to around 70% visibility of its assets with additional data centers being scanned, a huge improvement in its strategic position. The platform enabled the business to maximize the value of its investment, for example, by ensuring that all software that was entitled to, licensed or owned, was being utilized. It also secured licensing and consumption data for its top six vendors. Cox Automotive is able to manage these vendors going forward in a more convenient format, automating processes, saving vital time and money.

Huge impact

"Having one centralized platform is huge," says Sam Morrison. "We can accurately map usage data to our individual businesses - what we own, what we're consuming and calculate the costs impacts. By addressing specific issues or anomalies, such as unnecessary duplicate licenses, significant savings and efficiencies can be achieved. For instance, analyzing consumption and licensed data with a single vendor saved \$150,000 in the first year of implementation by removing unused licenses at renewal - translate that across the business for each of our vendors over the long-term and the potential impact is huge."

Now you know how work can work better.