# Content Library for IT Asset Management

ServiceNow® automates the entire IT asset lifecycle with workflow, from request to retire. With the industry's only single-architecture platform and data model, we are proud to provide our customers with the unique experience of running ITAM on the same platform where the rest of IT operates. This helps create a simplified and automated way for customers to manage their technology assets across software, hardware, and cloud resources. Our mission is to connect teams and streamline processes in a way that drives collaboration and efficiency at every stage of the asset lifecycle.

What is Machine Learning Normalization?

Machine Learning Normalization identifies software in the event there is no library pattern. This feature delivers mapping rules in real-time for unrecognized software, making it the first use of patent pending machine learning in the industry. Machine Learning Normalization helps address partially normalized software, where software publisher and the software product may have been recognized, but software version or edition is unrecognized. Machine learning provides predictions for Version, Full Version, and Edition in scenarios where there are no content rules or patterns already in place. ML (Machine Learning) predictions are validated against constantly evolving new rules and are 100% accurate to date. Using machine learning technology to normalize software significantly helps our customers quickly identify software to uncover compliance or security risk.

Content Library | Customers typically recognize 85-98% of their software and hardware estate out of the box. Normalize the last mile with Machine Learning.
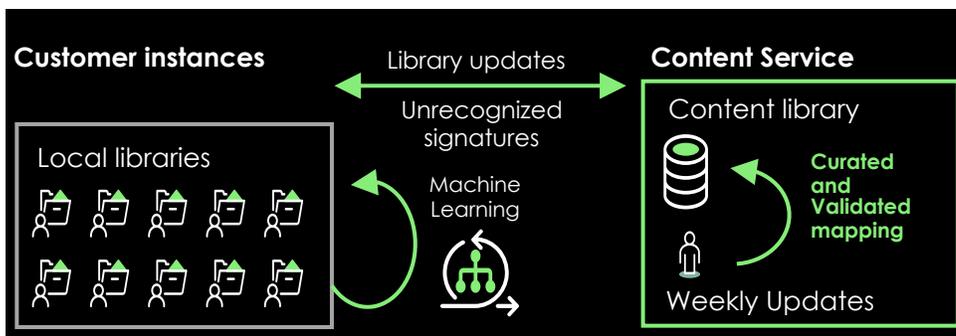
Opt out of the Content Service anytime, and still receive weekly updates. Although doing so means updates may be less applicable to your unique software and hardware installation footprint.

Let's face it – ITAM teams may never be able to hire an army to manage IT environments that grow daily. With machine learning doing the heavy lifting, we are excited to see our customers able to shift their efforts away from manual work and processes toward a more efficient, automated way of managing their software estate.

A customer with 20 million software records at 95% normalization has 5% unnormalized software, or 1 million records. **If we assume it takes 10 minutes per record, that comes out to 19 years of manual work saved.**

Identify any asset, anywhere

Content Library

- Identify your software, SaaS and hardware estate to perpetually maintain a clean inventory

Machine Learning Normalization

- Accelerate time to value by automatically identifying patterns of unrecognized software

Content Search Portal

- Use AI based search to identify the vendors and properties that matter most

File based discovery

- Identify software packages discovered on configuration items such as Java for language and other attributes

Asset Coverage

- Frustrated with a SAM tool that can't normalize hardware? Have no fear, we got you.

- More than 4 million publisher part numbers and hardware models and growing weekly

- More than 80,000 SaaS products and 1500 functional categories

- More than 25,000 engineering products

For more information visit:
**servicenow.com/ITAM**

Content Library Portal

The Content Library Portal serves as a centralized search portal for the ITAM content library where customers can search for information on software such as lifecycle dates, versions, part numbers, etc. The Portal provides visibility into the millions of mappings available and can intelligently search the Content Library get adequate coverage for their particular use cases. Customers have a simple way to access Content Library data and the ability to easily search and navigate all the information about products in the Content Library from a single UI.
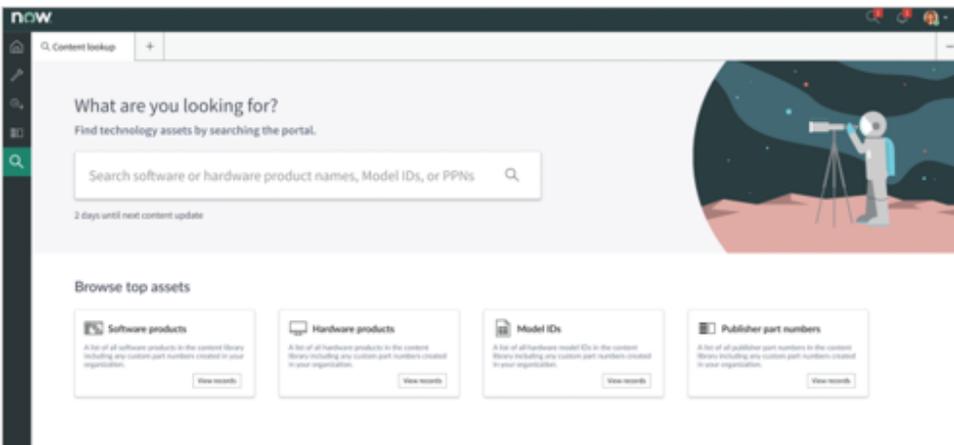
Lifecycle dates

The Content Library contains lifecycle dates such as General Availability, End of Life, End of Service Life. ServiceNow SecOps can leverage lifecycle dates to get ahead of potentially vulnerable software that stops being patched. Enterprise Architects can use Technology Portfolio Management understand the risk to business applications and take action - all from a single platform.
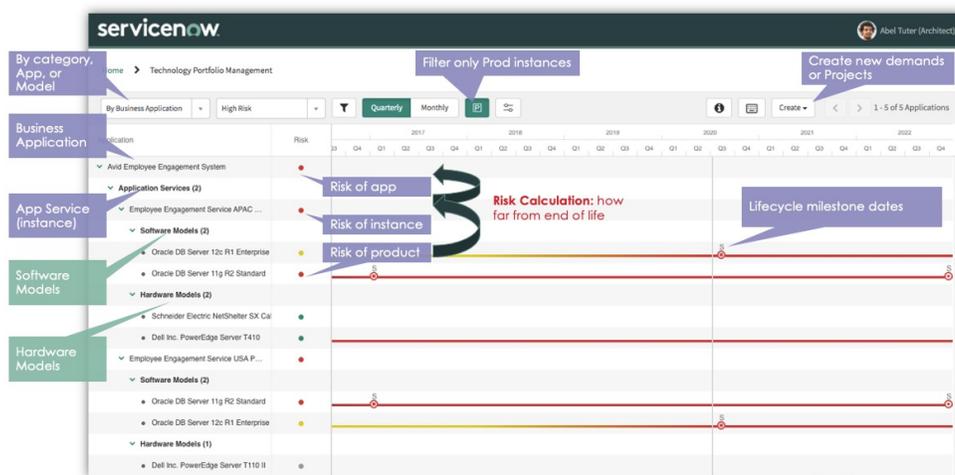
> **Leverage ServiceNow Platform AI technology for fast and intelligent search to confirm coverage for your most critical vendors and products.**

THE ITAM REVIEW

TECHNOLOGY/SERVICE OF THE YEAR

Excellence Awards 2021

ServiceNow Machine Learning Normalization

> **ServiceNow normalized 54 million assets in 51 countries and 200 cities around the world.**

- Senior IT Asset Manager

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