

# Bring Your Own License (BYOL)

## Make the most of your licenses across multiple environments and clouds

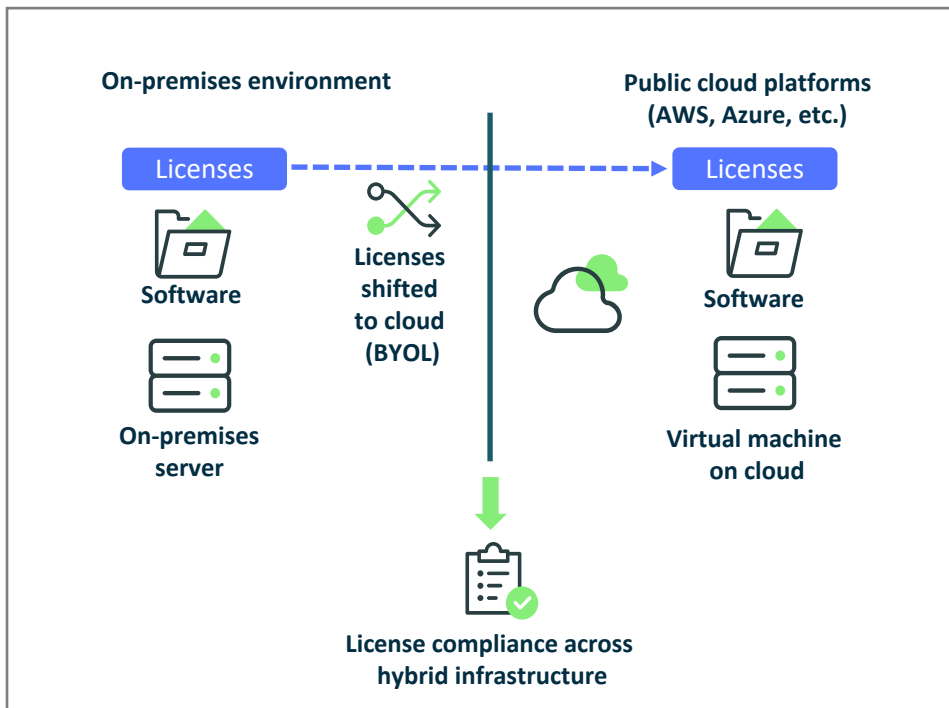
Bring your own license, or BYOL, is the process of leveraging existing software license investments by bringing previously purchased on-premises licenses to public cloud (AWS, Azure, etc.).

BYOL support enables software asset managers to determine the compliance of major software vendors such as Microsoft and Oracle across hybrid infrastructures, which leads to better software license optimization within organizations. Moving workloads to the cloud improves business agility, resilience, and leads to rapid innovations and hyper-scale growth. However, licensing models have trailed behind leaving many organizations paying far more for their enterprise licenses than what they should.

## Manage publisher compliance with the metrics that matter most

Organizations face additional challenges while managing their software assets across multiple environments. These challenges include the following:

- Discovering the license types of software assets placed in the cloud
- Understanding the license compliance of major software products after moving to the cloud (in hybrid and multi-cloud deployment models)
- Comprehending licensing compliance after moving them to dedicated hosts service models provided by different cloud providers
- Discerning BYOL licensing rules for the same software products across different cloud providers



Simplified view of moving licenses from on-premises to cloud.

## Visibility and compliance across your hybrid infrastructure

### Strategically reduce software costs and risk

- Understand the cost and risk associated with transferring on-premise licenses to the cloud
- Confidently migrate services to the cloud and optimize current software investments

### Strengthen defense against software audits

- Get a detailed view of your license compliance position for your top vendors with publisher-specific metrics and calculations.

### Simplify work with automation

- Drive SAM outcomes with automated workflows to connect the teams, data, and processes involved with managing software through the full lifecycle.

### Improve time-to-value with Machine Learning

- Leverage Machine Learning capabilities to improve software normalization rates, data accuracy, and stay up to date with the latest software changes.

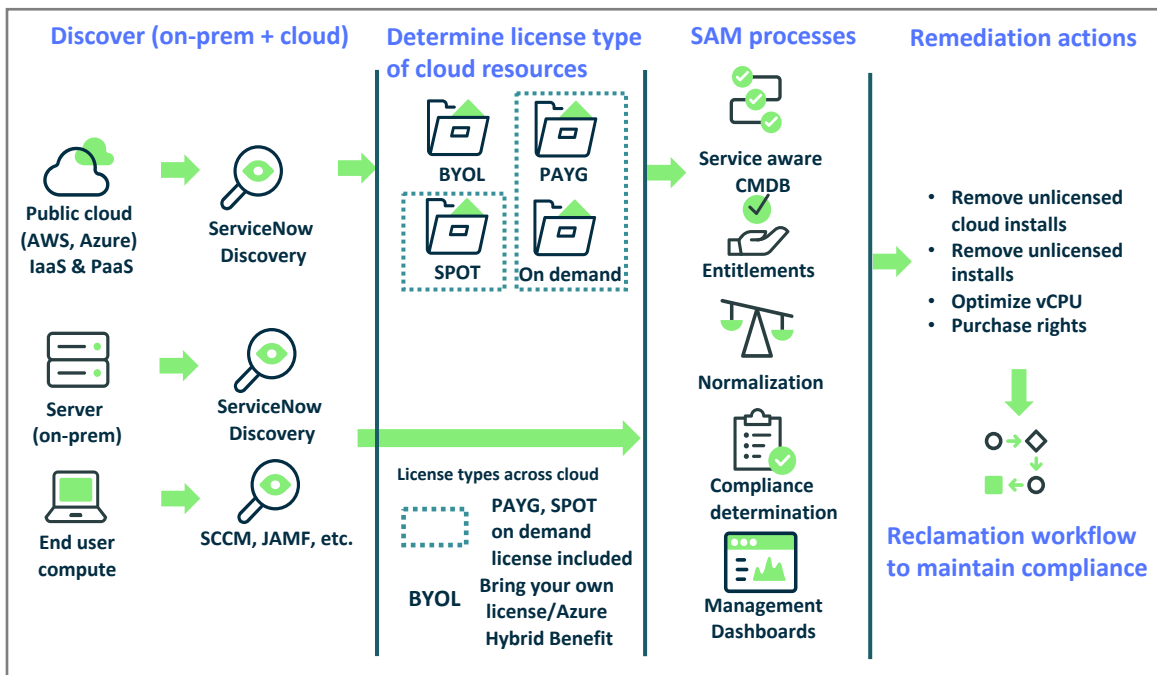
For more information visit:  
[servicenow.com/SAM](https://servicenow.com/SAM)

**ServiceNow Discovery identifies licenses being in multiple environments**

With BYOL, ServiceNow Discovery locates and identifies licensable software in both your on-premises and cloud environments. The discovery application uses Amazon AWS Cloud and Microsoft Azure Cloud discovery patterns to discern the following resources for software in cloud environments:

- Cloud provider
- Virtual machine details
- Service model type (IaaS or PaaS)
- Host infrastructure type for IaaS (shared or dedicated)
- License type (BYOL or License Included)
- Software that is installed on the virtual machine

“After your discovered software is marked as BYOL or license included, reconciliation runs on the software that is marked as BYOL.



From discovery to remediation with BYOL and other license types.

**ServiceNow Discovery identifies licenses being in multiple environments**

After your discovered software is marked as BYOL or license included, reconciliation runs on software that is marked as BYOL. You can use the resulting information to determine software compliance across your hybrid infrastructure.

Want to know more about the BYOL as part of ServiceNow Software Asset Management, please contact ServiceNow for product demonstration.

