

Bring Your Own License (BYOL) and cloud

Make the most of your licenses across multiple environments and clouds

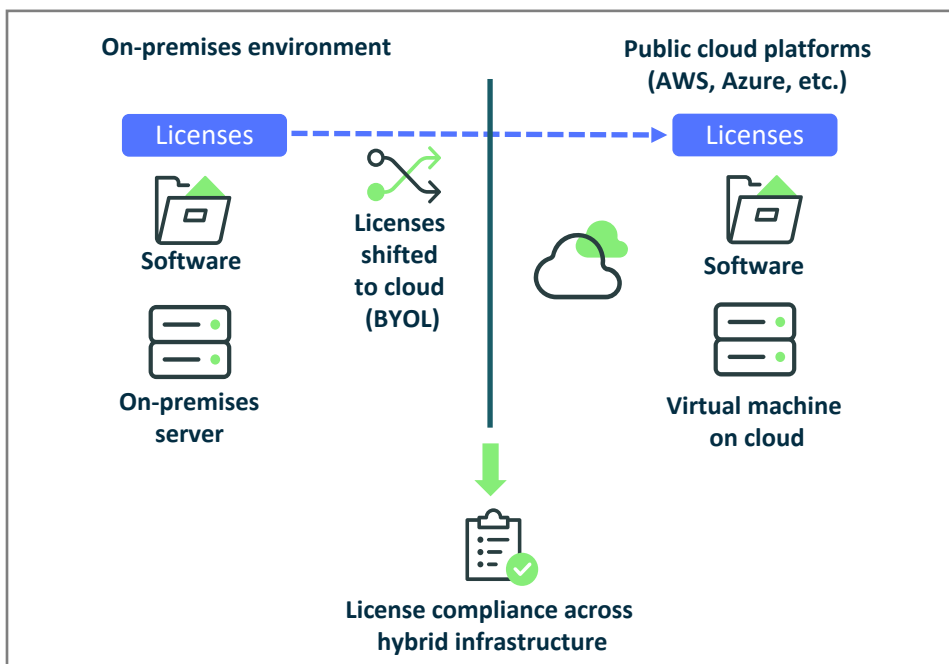
Bring your own license, or BYOL, is the process of leveraging existing software license investments by bringing previously purchased on-premises licenses to public cloud (AWS, Azure, etc.).

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.

Estimate costs for moving licenses from on-premises to cloud

- Use the License and Cloud Cost Simulator to build a business case around which resources to move to cloud, and how much it will cost

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.

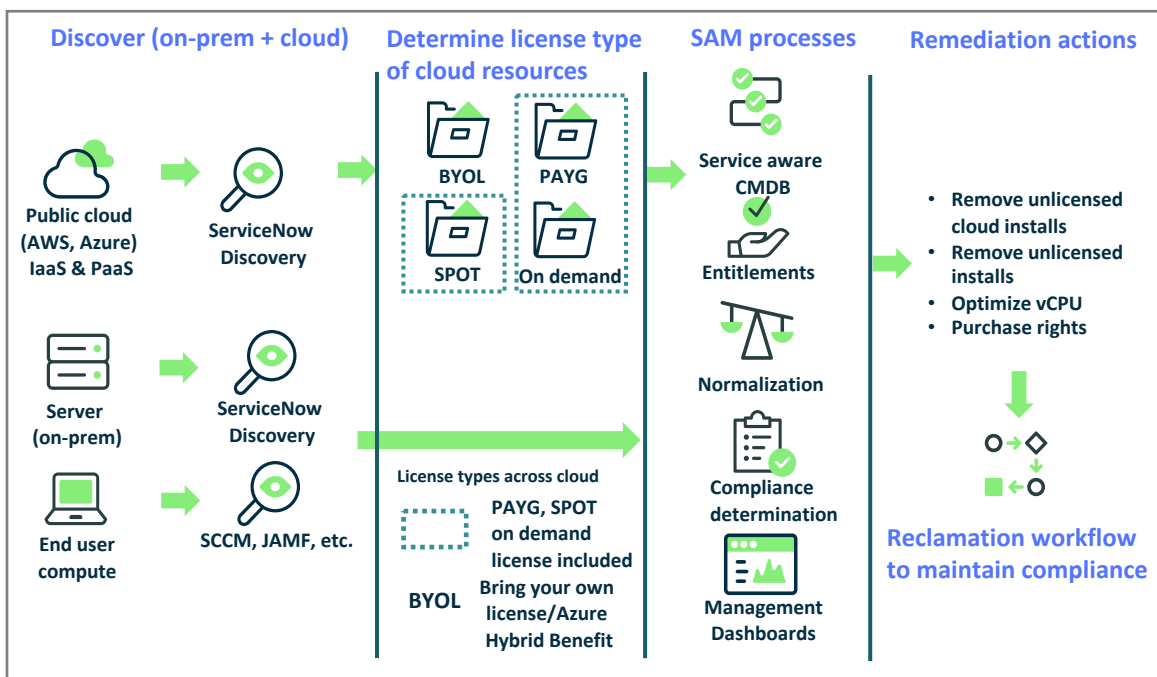
For more information visit:
servicenow.com/SAM

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.

License and Cloud Cost Simulator

As you start planning your move to the cloud, leverage the License and Cloud Cost Simulator to build a business case for moving specific resources to the cloud, and understand the costs associated of running those resources on various cloud providers.

Provide recommendations to move resources to the cloud based on end of life and utilization and compare on-premises and cloud costs between cloud providers, including related costs for BYOL.

Simulate matching on-premises virtual machines (VMs) to expected costs for VMs on each cloud provider.

Software asset analytics

SaaS Overview Optimization Engineering license overview Normalization and content... Cloud simulator

Select the assets you want to run the cloud simulation for

Software X Cluster X

Show only matched VM Show only reserved Instances

Compare cost estimates

Current on premise \$3000/month	Projected AWS \$320/month	Projected Azure \$300/month
400 assets matching filter criteria	Matched 60 Unmatched 50	Matched 60 Unmatched 50
Potential savings \$2680/month	Potential savings \$2680/month	Potential savings \$2680/month
Capex cost \$3,000	Without BYOL \$320/month	Without BYOL \$320/month
Opex cost \$250/month	With BYOL \$300/month	With BYOL \$300/month
Details	Details	Details

Details of cost estimate

Refreshed 4/20/2021 at 5:30PM

Cluster	Server	VM Name	Software	vCPU	Cost/month	Cloud Prov...	MS Azure Inst...	MS Azure Co...	Cloud Prov...	AWS Instan...	AWS Cost/m.
Cluster-451	Server-1	VM-1	Window 19	32	\$10,000	MSAzure	34ms	\$10	AWS	T3.Xlarge	\$12
Cluster-32	N7K-C7010	VM-2	Window 19	64	\$6,899	MSAzure	34ms	\$10	AWS	34ms	\$10
Cluster-76	ThinkCentre M73	VM-3	Window 19	32	\$4,670	MSAzure	34ms	\$8	AWS	34ms	\$10
Gameer Xtreme 1131	Gameer Xtreme 1131	Cyberpower	Window 19	Cyberpower	Partially	GX	Partially	Partially	GX	Partially	Partially
Gameer Ultra 2013	Gameer Ultra 2013	Cyberpower	(empty)	Cyberpower	Partially	GU	Partially	Partially	GU	Partially	Partially
(empty)	(empty)	Extronics	(empty)	Extronics Lt.	Partially	EX	Partially	Partially	EX	Partially	Partially

Leverage the License and Cloud Cost Simulator to estimate costs before moving resources to the cloud.

