

The software visibility problem

Software asset management (SAM) continues to be a C-level imperative. The material risk of being audited by software publishers and the resource disruption it causes has never been greater. Software license management is no small task. Organizations struggle to distinguish what software is where and how much of it there is throughout its lifecycle. Identifying software deployed that is accurately mapped to entitlement rights purchased is complicated by complex licensing models across thousands of software titles.

The legacy tools that were supposed to help organizations manage software spend and compliance simply haven't kept up with business needs. According to Gartner, prior to ServiceNow® Software Asset Management entering the market, "only 23% of customers reported their SAM tools aligned with their pre-purchase expectations."

Customers have historically struggled with the SAM point tools available in the market because they run in isolation and require the ongoing maintenance of several integrations for non-real-time views of data. As soon as an organization has figured out their compliance status, the IT configuration has changed and is outdated, leading to meetings, emails, and phone calls where data is lost, and your position remains uncertain. This reactionary approach to software asset management inevitably leads to waiting for an audit and accepting the hundreds of thousands to millions of dollars in penalties.

Compounding this problem is the mandate that IT departments must reduce year-over-year software spend, while still using the same outdated tools and processes. In this environment, it is almost impossible to identify savings opportunities because IT doesn't have the resources or capacity to meet even the most basic requirements and expectations.

ServiceNow Software Asset Management

ServiceNow® Software Asset Management is the only complete SAM solution that runs SAM in the same place you manage IT.

Software Asset Management provides a massive content library to facilitate the normalization process, enabling you to map your deployments and purchases for full visibility. It lets you tap into a powerful reconciliation engine to provide up-to-date compliance insights for software publishers available via real-time performance analytics dashboards. With Software Asset Management you can:

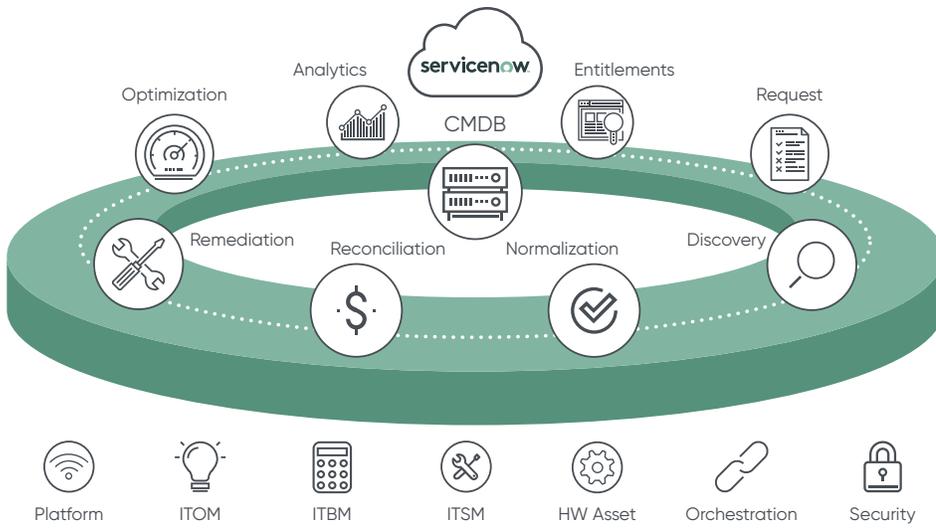
- Reclaim unused software and ensure it is uninstalled from an end-user's device.
- Receive alerts of potential issues before they occur.
- Remediate non-compliance by streamlining software purchasing and revocation rules you decide to set.
- Take control of software spend and compliance at the source by using the Software Catalog to automate the request and allocation processes.



Save millions on your software by knowing what you have and what you need. Revoke and reallocate unused titles or draw down on surplus to eliminate shelf-ware.

Better together on the Now Platform®

Our ability to implant SAM alongside everyday IT work is changing the game for our customers. For example, License Change Projections alerts IT of the software costs associated with changes to IT infrastructure. Surfacing this intelligence at the point of the proposed IT change will allow customers to make informed decisions, avoiding millions of dollars in license spend.



NextGen software asset management

“Eliminate the uncertainty of software audits, gain visibility to software use and contractual rights to minimize license risk.”

ITBM Technology Portfolio Management brings software lifecycle dates in from SAM so you can properly plan critical decisions on applications to upgrade, decommission, or rationalize. The possibilities of what our customers will be able to achieve when SAM is managed centrally with the rest of ITSM, ITOM, CMDB, and Security on the Now Platform is promising.

Content Library and Content Service

SAM provides an extensive Content Library to aid in the normalization process and connect what is purchased with what is discovered. While library updates are fully automated, organizations can also opt into regularly sending ServiceNow un-normalized software installations. The Content Library allows organizations to seamlessly harness:

- Millions of normalization rules to standardize software installations in the CMDB.
- Thousands of publishers, products, and more to eliminate many of the manual activities of software asset management, for which customers are achieving +90% normalization rates post-implementation.
- Normalization suggestions where customers can manually normalize discovery models if certain software content does not exist.

This crowdsourcing approach to normalization is continuously improving software recognition throughout ServiceNow customer environments for which our customers are already achieving +90% normalization.

License Position Reports

Granular detail view of the underlying data behind the dashboards for a full view of publisher license positions.

Reconciliation Dimensions

Reconciliation Dimensions let customers evaluate their license compliance position by business unit, cost center, and country. Customers can charge back and show back the usage and cost allocation of software consumption in the same way they organize their departments and territories.

Remediation options

Software Asset Management helps organizations go beyond traditional reporting by providing remediation options to fix non-compliant situations. Now you can reclaim unlicensed software installations or create purchase requests for new software rights, and automate requests through fulfillment. You may also revoke software for which a user or device is not authorized with custom approvals.

Server packs for publishers

Software publisher management is available for thousands of software publishers. For software publishers with complex server licensing, packs are available for publishers such as Microsoft, Oracle, IBM, VMware, and Citrix. These packs include publisher-specific calculations to aid with complex server licensing, such as Oracle database options that can go unused—providing a tremendous optimization opportunity to reduce license costs. We provide licensing intelligence capabilities for items such as Microsoft's Server/CAL and IBM's PVU with IBM approved out-of-the-box connections to ILMT and BigFix.

Commonly used license metrics by other publishers are also available in ServiceNow SAM, including Per User, Per Device, Per Named User, Per Named Device, Per Core, and Per Processor.

Office 365 and Adobe Cloud License Management deliver the ability to manage cloud software license usage consumption in the same place on-premises license consumption is tracked. IT finance and asset managers monitor subscription usage levels to contain cloud costs, so you can get in front of any billing surprises and right-size your renewal.



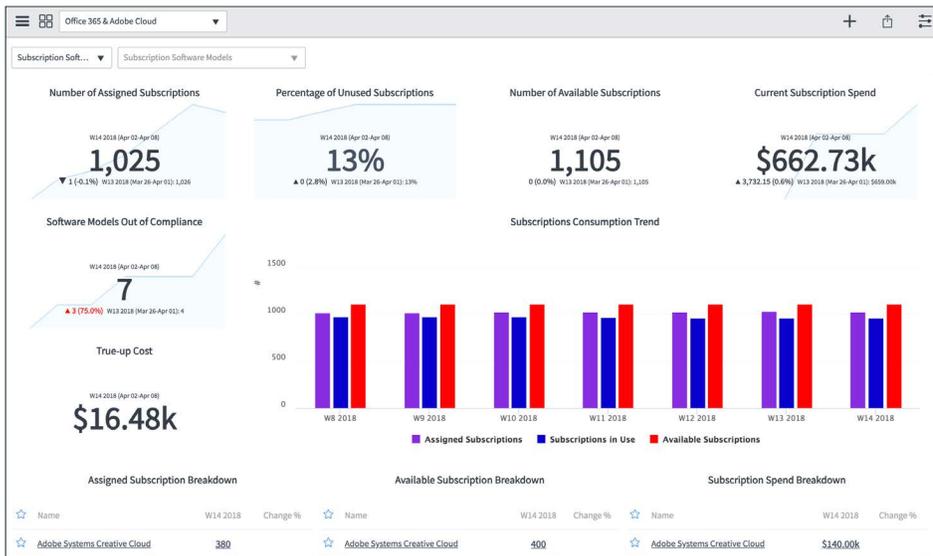
Imagine what's possible when you run SAM from the same place that you manage the rest of your IT.

Performance Analytics

Software Asset Management includes the powerful analytic functions of ServiceNow® Performance Analytics.

With Performance Analytics, you can review historical compliance trends and their associated costs. Publisher-specific dashboards enable the review of compliance and optimization positions at a glance. Software asset managers can use filters and drill down graphs to interact with data and find meaningful insights. You can also easily create and customize dashboards to add KPIs and key metrics on the fly to track trends and progress towards their software asset management goals.

“
Life at work is better when experiences are intuitive and workflows across departments are automated.”



Blacklisting

Blacklisted software allows customers to identify and take appropriate action toward unauthorized software such as gaming applications or personal software.

Automated Entitlement Import

Automated Entitlement Import drastically improves time to value by automating the process of importing procurement data into the system. It also performs critical validations such as identification of duplicates to ensure the data entered in the system is accurate.

Notable additional features

- FedRAMP datacenter certified
- On-premises support

