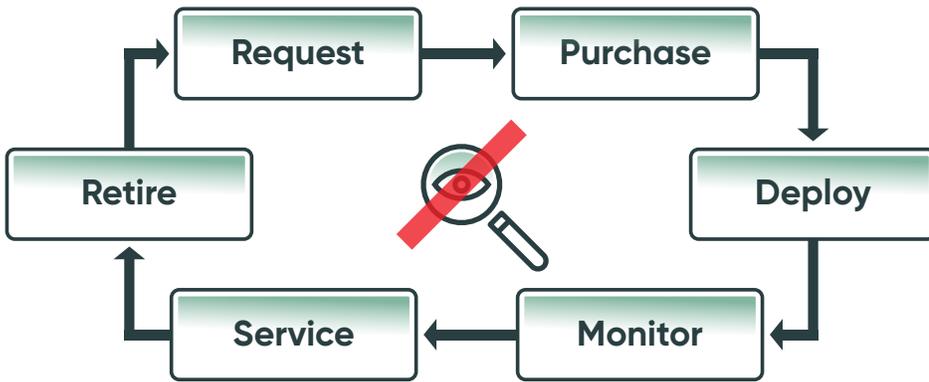


## The software visibility problem

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. License management is no small task. Organizations struggle to identify if they have entitlement for what they are using, or if they over bought and have too much shelf-ware. Mapping software deployed to entitlement rights purchased is complicated by the range of complex licensing models across thousands of software titles.



“ 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.

Customers have historically struggled with the SAM point tools available in the market because they run in isolation and require the ongoing maintenance of many 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 As soon as an organization has figured out their compliance status, the IT configuration has changed and is outdated, leading to meetings, emails, along with phone calls where data is lost, and your position remains uncertain.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.



IT inefficiencies result when point tools sit outside your ITIL System. CMDB exports mean software positions will always be delayed. You find out about compliance issues when its too late, perpetuating a reactive SAM culture that puts the team in an awkward position. ITAM teams struggle to get the resources to meet even the most basic requirements and expectations. Point tools outside your ITIL system mean remediation processes will always be manual. Proactive SAM is only possible when SAM is natively embedded with IT Operations on a single platform.

**ServiceNow Software Asset Management**

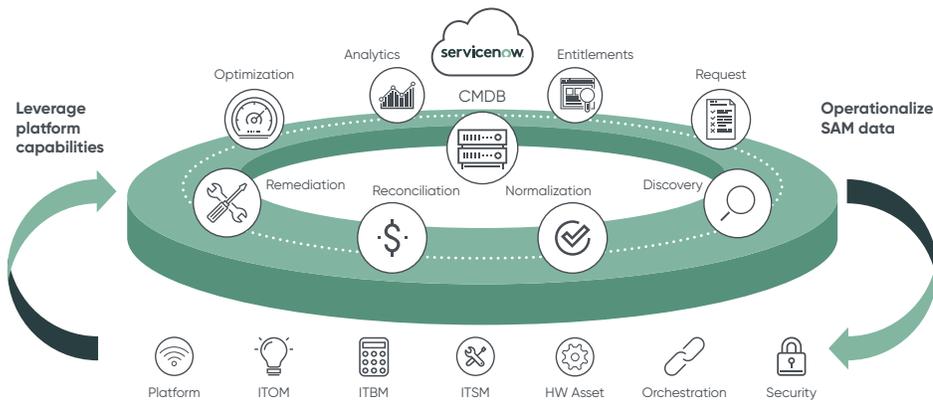
ServiceNow® Software Asset Management is the only complete SAM solution that runs SAM in the same place you manage IT.

**Run SAM and IT Better, together on the Now Platform®**

Our ability to embed SAM alongside everyday IT work is changing the game for our customers. License Change Projections surfaces the software costs resulting from planned IT Changes. This is the industry’s first software impact assessment based on the actual configuration items impacted by the change giving the SAM team eyes and ears everywhere. Application Portfolio Management brings software life cycle dates in from SAM so you can properly plan critical decisions to upgrade, decommission, or rationalize your apps. The future possibilities of what our customers will be able to achieve when SAM is managed centrally with the rest of the ServiceNow platform is promising.

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

**NextGen software asset management**



Software Asset Management is powered by an extensive Content Library to facilitate the normalization process, enabling you to map your deployments and purchases. 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.

### Server Packs for Publishers

Software publisher management is available for thousands of software publishers. Commonly used license metrics by other publishers are also available in ServiceNow SAM. Metrics such as Per User, Per Device, Per Named User, Per Named Device, Per Core, and Per Processor, are provided.

For software publishers with complex licensing, packs are available for publishers such as SAP®, Microsoft®, Oracle®, IBM®, VMware®, and Citrix®. These packs include publisher-specific calculations to aid mostly with complex server licensing, such as Oracle database options that can go unused providing a tremendous optimization opportunity to reduce license costs.

Microsoft’s Server/CAL and IBM’s PVU with IBM approved out of the box connections to ILMT and BigFix. Use the SAP publisher pack to identify user access, named user assignments and non-compliant scenarios. Optimize named user assignments based on user attributes and forecast SAP compliance along with consumption with Performance Analytics.

Office 365 and Adobe Cloud License Management provide customers the ability to manage cloud software license usage consumption in the same place on premise license consumption is tracked. IT finance and asset managers can monitor subscription usage levels to contain cloud costs. Get in front of any billing surprises and right size your renewal.

Use the Normalization and Content Service dashboard to see current normalization rates and health of the content service in one view.

### License Workbench

ServiceNow SAM provides a simplified user experience that helps to easily understand and remediate your compliance position. With the License Workbench, you can remediate from a single pane and prioritize publishers that require action.



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

The screenshot shows the 'License Workbench' interface. At the top, there is a search bar labeled 'Filter publishers'. Below it, a summary bar indicates 'All Publishers (11)', 'Publishers Out of Compliance (7)', and 'Pinned Publishers (4)'. A 'Sort by: A-Z' dropdown is visible. The main area contains a grid of publisher cards, each displaying the publisher name, a compliance status (e.g., 'Not Compliant' or 'Compliant'), and key financial metrics: True-up Cost, Over-licensed Amount, and Potential Savings.

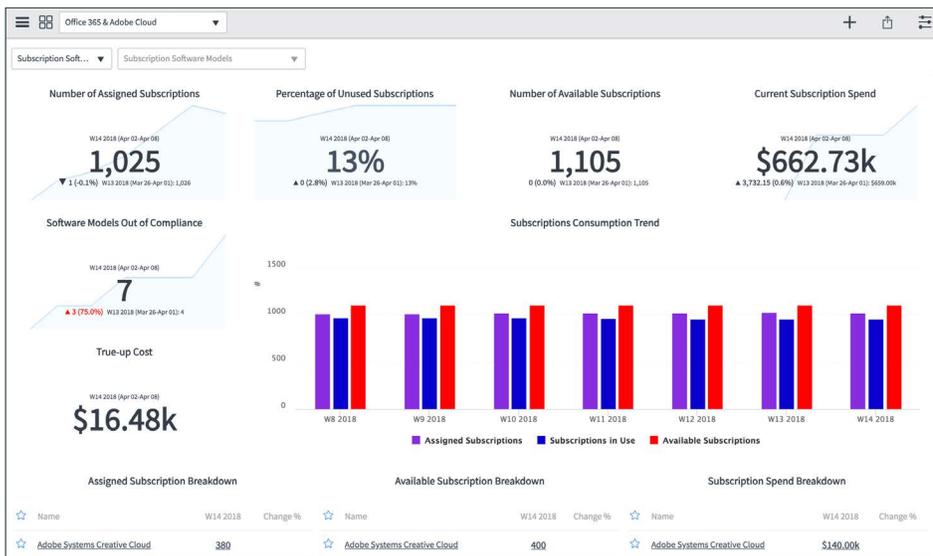
Publisher	Compliance Status	True-up Cost	Over-licensed Amount	Potential Savings
Adobe Systems	Not Compliant	\$2,264.77	\$80,984.11	\$28,191.30
Citrix Systems	Not Compliant	\$1,100.00	\$25,000.00	\$0.00
Corel	Compliant	\$0.00	\$1,071.84	\$0.00
ej-technologies	Not Compliant	\$0.00	\$0.00	\$0.00
IBM	Not Compliant	\$498,448.00	\$56,750.00	\$0.00
Microsoft	Not Compliant	\$46,491,592	\$930,982,767	\$30,432,7472
OpenText	Compliant	\$0.00	\$298,551.00	\$0.00
Oracle	Not Compliant	\$98,000.00	\$160,000.00	\$0.00
SAP	Compliant	\$0.00	\$298,450.00	\$329,800.00
Splunk	Compliant	\$0.00	\$56,721,3333	\$0.00
VMware, Inc.	Not Compliant	\$17,475.00	\$0.00	\$0.00

### 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.

“  
Finally, the SAM team has a seat at the table when decisions are made for IT.



### 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

