Software Asset Management (SAM) Publisher Packs

Tackle your most-complex software licenses from a single platform

ServiceNow® Software Asset Management (SAM) helps to discover, manage, and optimize software costs and utilization as part of a complete technology asset management solution bringing together hardware, software, and cloud management onto a single platform. The SAM Content Library contains software metadata for tens of thousands of software publishers and support for commonly-used license metrics such as Per User or Per Device. For software publishers with complex licensing models, SAM provides out-of-box Publisher Packs with publisher-specific metrics and workspaces to help drive cost optimization and maintain software compliance.

Manage publisher compliance with the metrics that matter most

SAM Publisher Packs cover the largest vendors your organization uses with advanced patterns for Microsoft, Oracle, IBM, Adobe, SAP, VMware, and Citrix. Publisher Packs include license workspace views and reports to show vendor compliance, calculations to determine which license models to use, and insight into potential savings and optimization opportunities.

### Simplify SAM complexity and get to outcomes quickly

**Strategically reduce software costs**

- Identify potential savings opportunities and take action to reclaim unused/underused licenses, reallocate those licenses, and align future purchases with business needs.

**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

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Drive SAM productivity with a purpose-built workspace

Software Asset Workspace on Next Experience provides a modernized look and feel to SAM, with unified navigation making it easy to complete tasks without having to jump between multiple dashboards or tools. Dive into publisher-specific license workspace views to actively monitor your license compliance position, perform remediation actions, and maintain a healthy software estate with improved visibility and data accuracy.

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Monitor and manage license usage for top vendors in one place – quickly identify publisher products out of compliance and where action should be taken.

Identify software models impacting compliance with recommended remediation actions.

Justify the removal candidates based on usage or restrictions – with insight into potential savings. Be able to take action right from SAM to realize cost savings opportunities and remediate compliance issues on a single platform.

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