ServiceNow Software Asset Management
Part of a complete IT asset management solution

The challenges and risks software pose
Today’s enterprise is rocketing toward digital transformation and software asset management (SAM) continues to reduce costs for fueling this C-level imperative. Yet, software license management is no small task and the material risk of being audited by software publishers and the disruption it causes has never been greater. These risks are a major distraction from innovation and other initiatives. Organizations also struggle to identify software entitlements, whether licenses are being used, and if they’ve over-purchased and are wasting millions in shelfware and idle cloud resources.

Seeing beyond the financial risks, you also have inefficiencies associated with too many tools, inaccurate data, lack of business context, and delayed or incomplete communications with stakeholders. Teams inside and outside IT are often left frustrated by the tools they use and the manual processes they create.

ServiceNow® Software Asset Management is the only solution that can solve these issues as part of the single IT platform, with a single architecture and data model – the Now® Platform.

Slash software and cloud spend
You have a single, real-time view across unlicensed deployments, license reclamation options, and actionable software positions by each publisher. This keeps you in touch with your software and cloud spend and gives you the opportunity to take action or automate actions that consistency reduce your spend and bolster your budgets.

Mitigate risk
As much as your assets help you, they can also present a risk, whether that is a risk to your budget from overspending, an audit from a vendor, or security risks related to outdated software, proper asset management helps to identify and minimize the risks. ServiceNow Software Asset Management optimizes your software with reallocation and right-sizing workflows for future on-prem or cloud-based purchases and subscriptions. Plus, software asset management provides critical data for vulnerability and risk management compliance and workflows.

Automate software management throughout the IT lifecycle
Like other assets, software should be managed throughout a lifecycle and your software asset management should workflow it that way - everything from purchasing, inventory, deployments, monitoring, servicing, and managing the end-of-life. Your asset management can be a disciplined process with automated workflows that keeps track of your software between and within each stage and makes it easier for you to be in control and adaptive to your business needs.

“With ServiceNow SAM, we saved millions.”
-VP of IT, Healthcare company

Recognized and normalized 97% of software, plus improved audit true-up costs within 45 days.
-Energy company

Latest Innovations
- Software Asset Manager Workspace
- Content Library Portal
- BYOL—Azure realized savings report
- SAM Virtualization Adapter
- Define subscription conditions for subscription-based SW models
- Custom PPN workflow and calculated lifecycles
- SaaS integrations—Crowdstrike
- Publisher Packs—Oracle and Microsoft enhancements
- Better Together
  - IT Asset Offboarding
  - Virtual Agent for Software Requests
Full software asset lifecycle management in the same place you manage IT

Accomplish more from one workspace
Software asset managers often have to jump between multiple dashboards before they can find the right information. This modernized workspace will easily become the new landing page for software asset managers to start their day-to-day activities. The asset workspace user interface puts more actions in context and shows more meaningful KPIs associated with software asset workflows.

Manage your key publisher compliance
Software licensing is complex and the more of you rely on hybrid and cloud environments to do business the more complex licensing becomes. These Publisher Packs cover the largest vendors your organization uses and covers you when it comes to knowing your software licenses estate with each.

Publisher Packs include advanced patterns for Microsoft, Oracle, IBM, Adobe, SAP, VMware, and Citrix—with a license workspace view and reports to show vendor compliance, calculations to determine which license models you should use, and a view of the savings you can realize.

Optimize your software licenses
It’s one thing to be out of compliance and under the scrutiny of an audit, it’s another to be asked by your management to find ways to cut expenses. ServiceNow consistently monitors the way you use your software and provides recommendations on how to optimize your spend. Workflows can then reclaim licenses, remove software, and software purchases can be fine-tuned to match business needs.

See and reclaim SaaS and cloud resources
Detect and optimize SaaS with actionable insights that drive savings and governance of the SaaS portfolio. SaaS License Management can help identify SaaS purchases across the business, eliminate wasted SaaS spend, reduce overlapping apps, and reclaim or downgrade stale licenses on the same platform where all other cloud resources are managed, and where SAM already operates.

ServiceNow® Cloud Insights can also be a part of the SAM solution to provide a holistic view of your total cloud spend, where you can rightsize resources, automate policies, reclaim and reallocate licenses, and gain system-driven savings and optimization recommendations.

Discover, normalize, and maintain a comprehensive content library
Let ServiceNow do the work of keeping you up to date on the latest software changes. If you want to accelerate that process, run machine learning in your environment to normalize the last mile of your software estate faster.
Innovation and velocity in Hardware Asset Management

SAM helps us understand our effective license position, what’s being used, and reclaim products not used…We saved $5M so far.

-IT Asset Manager, Large construction organization

San Diego platform release
The latest ServiceNow Software Asset Management capabilities will help you further automate SAM tasks, create efficient processes, and do more across the Now Platform.

Azure BYOL realized savings report
When shifting licenses to Azure public cloud, gain cost-savings visibility and determine actual savings realized through automatic application of the Azure Hybrid Benefit on virtual machines deployed on Azure.

Increased support for virtualization environments
SAM Virtualization Adapter supports license compliance calculations for products deployed on disparate virtualization technologies.

SaaS integrations and Publisher Packs
Gain meaningful usage data to maintain Crowdstrike compliance with insight into hosts with active agents and sensors.

Speed up the entitlement import process using the standard Microsoft Licensing Statement (MLS) format to create entitlements, with automated error-handling workflow. Automatically generate CAL records for Oracle Database Server.

Keep software data up-to-date and accurate
Intelligently search for software assets in the expansive ITAM Content Library and confirm coverage of your most critical software vendors and products by quickly searching for information on lifecycle dates, versions, downgrades, part numbers, and more. Receive automated alerts when custom PPNs and DMAPs become available through Content Services to automatically update critical asset data.

With Calculated Lifecycles, manage product risk in the absence of vendor-provided data by automatically calculating and inserting lifecycle records into software models when EOL and EOS records are not available.

Better Together
Speed up service delivery times by leveraging Virtual Agent to automate software allocations and installations for a simplified end-user experience. Plus, simplify technology offboarding processes with complete workflows to automate the request, reclamation, evaluation, and removal of hardware and software.

Orlando  Paris  Quebec  Rome

San Diego

- SaaS connections
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- Asset connections
- Asset connections
- ML Normalization
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- SAM workspace
- SAM workspace
- Content Library Portal
- Content Library Portal
- Engineer apps
- Azure AD
- BYOL—Microsoft
- BYOL—Oracle
- Virtualization Adapter
- Virtualization Adapter
- Lic. Maintenance
- App rationalization
- Okta
- Entitlement Playbook
- BYOL—Azure realized savings
- Entitlements
- Cloud spend
- Mobile
- Better together for discovery and risk management
- Virtual Agent for SW request
- Suites/Dowgrades
- MSF domains
- SaaS dashboard
- Publisher Packs—Microsoft, Oracle, Adobe, Citrix, SAP, IBM
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