ServiceNow® Software Asset Management (SAM) 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 consistently reduce your spend and bolster your tightening 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a risk, whether that is a risk to your budget from overspending, an audit from a vendor, or security risks related to outdated software.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.
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, with 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 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.

Publisher Packs include advanced patterns for Microsoft, Oracle, IBM, Adobe, SAP, VMware, and Citrix—with a license workspace view, reports to show vendor compliance, calculations to determine recommended license models, and a view of your savings.

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.

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. 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 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 Software Asset Management

Quebec  Rome  San Diego  Tokyo  UTAH

• ML Normalization
• BYOL—Microsoft
• Okta
• Mobile
• SaaS dashboard
• Publisher Packs—Microsoft, Oracle, Adobe, Citrix, SAP, IBM

• SAM workspace
• BYOL—Oracle
• Entitlement Playbook
• Better together for discovery and risk management
• Publisher Packs—Microsoft, Oracle, SAP

• Content Library Portal
• Virtualization Adapter
• BYOL—Azure realized savings
• Virtual Agent for SW request
• Publisher Packs—Oracle, Microsoft

• Asset mgmt. executive dashboard
• License and cloud cost simulator
• Contract and renewal mngt.
• Technology standards and onboarding
• Software asset management success tracking

• SAM Success Value Builder
• Containerized Software Licensing
• Software Contracts and Renewal Calendar
• IBM IASP Partner support

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

Utah platform release
The latest capabilities will help you further optimize your software estate and do more across the Now Platform.

SAM Success Value Builder
Enhance the value you derive from your SAM application with insights into the integrations, playbooks, and other installations with untapped opportunities. Gain a holistic view of the Software Asset Management (SAM) apps, plugins, publisher packs, software usage not under management, and other SAM features that are available yet unused in the current release. Then, create, assign, and track value builder tasks for activities to help continue to build your software management program.

Containerized Software Licensing
Discover your container infrastructure and licensable software installed on Docker and Kubernetes, on-premise, or on cloud leveraging ITOM Discovery. Manage software installed on discovered containers with current release support for Microsoft SQL Server and Microsoft Windows Server products deployed on containers.

Software Contracts Renewal Calendar
Get a calendar view into all of the software contracts and entitlements that are up for renewal and set to expire. Build a proactive renewal strategy with automated workflow to drive the entire renewal process for SaaS and on-premises software.

IBM IASP Partner support
The IBM License Compliance for Software Asset Management solution connects ServiceNow Discovery and the SAM publisher pack for IBM with the IBM Authorized SAM Provider (IASP) platform through IASP partner applications available on the ServiceNow Store. Discover, classify, and report IBM licensing without having to integrate with IBM License Metric Tool (ILMT) or BigFix Inventory. Manage full and sub-capacity licensing for on-premise IBM software with support for Reconcile Processor Value Unit (PVU), Resource Value Unit (RVU) and Virtual Processor Core (VPC).

Ready to learn more?
Learn how to modernize and automate asset management across hardware, software, and cloud.

service-now.com/SAM