IT Asset Management

Software Asset Management

The software visibility problem

Today’s enterprise is rocketing toward digital transformation and 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 entitlements for what they are using or if they over-purchased and are wasting millions in shelf ware and idle cloud resources. Mapping software deployed to entitlement rights purchased is complicated by the range of complex licensing models across thousands of software titles, for both on-premises software and cloud applications.

Why software investments go to waste

Customers have historically struggled with the SAM point tools because they run in isolation from the rest of IT. Integration maintenance is ongoing and insights to software footprint changes are significantly delayed. Point tools are not able to provide business service application context. Manual work is driven by tool gaps rather than business processes. Communication to stakeholders is delayed, leaving frustrated teams in positions with incomplete and polluted data.

Siloed tools

Manual Processes

Lack of full cost visibility

Reactionary audit fire drills

Siloed, frustrated teams

IT inefficiencies result when point tools sit outside the ITIL System. CMDB exports mean software positions will always be delayed. Asset managers find out about compliance issues when it’s too late—perpetuating a reactive SAM culture. 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.

Software waste is a global challenge

$556 Billion

2021 Global Enterprise Software Spend

30%

Savings within the first year of implementing SAM

$167 Billion

Global software waste (potential savings)

Source: Gartner

Reduce software and cloud costs

“With ServiceNow SAM, we saved millions.”

VP IT, Healthcare company

Elevate ITAM with the only single-platform solution to feed critical asset data to the business via digital workflows

Mitigate risk with a single, real-time view across unlicensed deployments, re-harvesting options, and actionable software positions by publisher

Slash software and cloud spend by optimizing usage with reallocation workflows and right-sizing future purchases for on-prem and cloud-based services

New in Paris

Software Asset Connections

Managed Service Provider Support

SaaS License Management

• SSO Connection with Microsoft Azure AD

Overlapping Software

• Application Consolidation

Cloud Spend Dashboard

Publisher Pack Enhancements

• SAP Engines

• Oracle Solaris Zones

• Oracle DB License Compliance

• Microsoft Visual Studio Subscription License Management

• IBM Software License Downgrades
Get to SAM outcomes faster

ServiceNow® Software Asset Management is the only SAM solution that operates on a single platform with a common service data model.

Simplify ITAM by connecting people with process workflow

You can think of CMDB as a centralized hub for hardware and software data. The CMDB drives the IT asset life cycle, with intuitive workflow available at each step of the way. Operationalize enriched software data to areas like IT Change, SecOps, Application Portfolio Management, HR asset onboarding, and Cloud Insights.

Get to value quickly on the Platform you already have in place

Drive the full IT life cycle to align infrastructure costs with visibility from a native CMDB

Proactively workflow software and app intelligence to cloud infrastructure and rationalization teams

End-to-end coverage for all assets in all estates: hardware, software, SaaS, and hybrid clouds

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

Built on the Now Platform®

SAM + ITSM

- Automate software requests and allocation with a self-service Software Catalog
- Simplified vendor management
- Proactively surface software costs with an IT change

SAM + HR

- Simplified onboarding with automated allocation

SAM + ITOM

- Automate deployment with Orchestration
- Reclaim unused software and orchestrate removal from an end-user’s device
- Manage cloud services and cloud infrastructure

SAM + Security

- Take immediate, corrective action on vulnerabilities

SAM + ITBM

- End-of-service and end-of-life risk avoidance
- Application rationalization and consolidation

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Running SAM on the same platform is a game changer for future use cases, as you’ll be able to alert the issues, processes, and events before you get out of compliance in the first place. Mitigate expensive true up costs and wasted spend. By leveraging the Platform you already have in place, you can get to SAM outcomes faster.

Deliver SAM differently

- Detect software purchases and “automagically” cross reference if SAM has it under management
- Machine Learning categorizes applications based on functionality with 1500+ categories
- Dive deep on SaaS applications with vendor specific usage you most-often use to right size your next renewal
- Get a consolidated view of cloud resources including SaaS, PaaS, and IaaS with consumption and cost insights
What’s new in Paris for Software Asset Management

Software Asset Connections
Software Asset Connections enables customers to build integrations with their existing discovery tools in order to leverage full SAM capabilities for any discovery source including specialized products such as Oracle, Citrix, and VMware (in addition to other vendors). This feature enables SAM to ingest data from multiple data sources using a common API end-point and low-code model. Software Asset Connections automatically identifies duplicate records and allows deletion of records once entered through the API.

Managed Service Provider (MSP) Support
With the Paris release, Managed Service Providers (MSPs) are able to offer SAM as a service to their end customers, or tenants. MSP Support manages all of our customers’ tenants (and their subsidiaries) in a single instance. This is possible because each customer is treated as a separate “domain” with separate data, that is processed separately from other domains. Service Providers will receive separate tenant data for software/hardware models, data installs, software usage, and integrations such as SCCM, ILMT, and SaaS integrations.

Managed Service Providers gain visibility into each of their tenant’s data and the processes required to generate software license compliance positions for each of their customers (reconciliation, normalization, content services, etc.). Service Providers can easily switch between domains (which serve as “customer dashboards”) and perform separate actions for their tenants within the same instance.

<table>
<thead>
<tr>
<th>Tenant Data Separation</th>
<th>Tenant Process Separation</th>
<th>Tenant Administration</th>
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<tr>
<td>• Discovered Software Install</td>
<td>• Reconciliation</td>
<td>• Tenant SAM Admins gain limited, failsafe admin access</td>
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<tr>
<td>• SW/HW/Product Model</td>
<td>• Normalization</td>
<td>• Ensure data and process privacy for every tenant</td>
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<tr>
<td>• Software Usage</td>
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<tr>
<td>• SCCM / ILMT / VMware / SaaS integrations</td>
<td>• Content Opt-in</td>
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Deliver hosted, domain-separated SAM services to all tenants, within a single instance.
SSO connection for Microsoft Azure AD

SaaS License Management is now integrated with Microsoft Azure Active Directory (AD) to provide usage and login data for SSO apps inside Azure AD. Customers are able to pull in the total number of users with access to various applications inside the Active Directory along with last login dates. Based on usage data, customers can automatically reclaim or revoke access for that user. The Microsoft Azure AD integration expands SaaS License Management’s ability to provide deep, vendor-specific usage data outside of the direct-to-vendor integrations available OOTB or the SaaS License Connections feature, which enable customers to build custom integrations with any of their SaaS apps with an API.

Gain increased usage visibility of SSO applications inside Microsoft Azure AD and consolidate overlapping software

The Overlapping Software feature now offers customers the capability to consolidate applications directly in SAM, after Software Spend Detection has discovered and categorized software purchases.

Cloud Spend Dashboard

The Cloud Spend Dashboard provides a consolidated view of total cloud consumption including Software-as-a-Service (SaaS), Infrastructure-as-a-Service (IaaS) and Platform-as-a-Service (PaaS)—and ServiceNow is the only solution able to do so. Customers can gain metrics around spend, areas of savings opportunities, and identify potential waste. Customers can accurately monitor cloud consumption and find opportunities to reduce costs in a more strategic way—with automated recommendations and rationalization suggestions made available through the Cloud Spend Dashboard.

Optimize cloud spend and usage with a single-pane view of SaaS, IaaS, and PaaS
Publisher Packs

SAM’s Content Library contains thousands of software publishers. Commonly used license 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 included for publishers such as SAP®, Microsoft®, Oracle®, IBM®, VMware®, Citrix®, and Adobe®. 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.

Publisher Pack updates in Paris:

**SAP®**
Use the SAP publisher pack to manage and optimize your SAP engine licenses. View engine usage and compliance on the Software Publisher Analytics dashboard for SAP. Get comprehensive visibility into your SAP license compliance and uncover potential savings with support for both engine and named user types licensing.

**Oracle®**
Report license compliance for your Oracle Database running on Solaris zone hard partitions. Hard partitioning reduces your software costs because you only need to license the cores in the local zones and not the number of cores in the physical machine. This feature supports Per Processor and Named User Plus licensing.

**Microsoft®**
Manage your Visual Studio subscriptions with the Microsoft Publisher Pack. Verify licensing compliance and detect unlicensed installations in your non-production environment by leveraging Visual Studio Suite definitions and Install Conditions. Reduce licensing costs by identifying subscriptions that are allocated but are not being used.