

ServiceNow® Software Asset Management

Benefits

One Platform, Powerful Results

- Use a single System of Action™ to manage the full cycle of software management from request fulfillment to discovery to reconciliation and analytics, all within one platform.

Always Audit Ready

- Eliminate the unpredictability and uncertainty in software audits by taking a proactive approach to software asset management and always having a compliance position at hand.

Identify Savings Opportunities

- Reassign, reclaim, and revoke software to report a budget surplus and eliminate shelf-ware.

Automate, Automate, Automate

- Integrated process workflows automate the harvesting of unused software and the procurement of additional license rights. Reduce the blockage between people-to-people, people-to-system, and system-to-system interactions so that the enterprise operates at Lightspeed™.

Make Analytics an Ally

- Share clear, real-time visualizations of software compliance and cost trends to establish a single version of truth for strategic decision-making.

The Software Challenge

The risk of being audited by software publishers has never been greater. In the early days advances in technology compute power and virtualization led software vendors to redefine value. The resulting complex licensing models customers are left with today make license management difficult. Organizations grow increasingly dependent on management tools to cope with the difficulties of software asset management. However, the tools that were supposed to help organizations manage software spend and compliance are now stagnant and have not evolved.

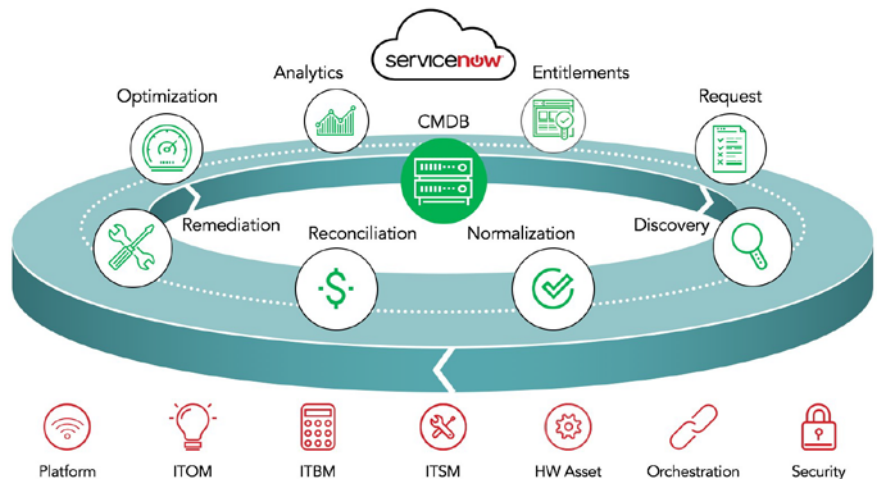
Many companies react by manually consolidating data or creating costly, brittle integrations between multiple sources to produce a license position, one publisher at a time. Yet, as soon as an organization has figured out their compliance status, the IT configuration has changed and is outdated, leading to meetings, emails, and phone calls where data is lost and your position remains uncertain.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.

Compounding this problem is the mandate that IT Departments must reduce year-over-year software spend, while still using the same outdated tools and processes. In this environment, it is unrealistic that savings opportunities are ever identified because IT does not have the resources or capacity to meet even the most basic requirements and expectations.

The ServiceNow Solution

ServiceNow® Software Asset Management enables organizations to utilize a single platform to seamlessly transform from reactive software asset management practices to a proactive culture of always being audit ready.

Software Asset Management provides an extensive content library to ease the process of normalization. It allows you to leverage a powerful, automated reconciliation engine to provide up-to-date compliance positions for software publishers, that are always available through mobile, interactive dashboards. Receive alerts of potential issues before they occur. Remediate non-compliance by streamlining software purchasing and revocation. Take control of software spend and compliance at the source by leveraging the Software Catalog to automate the request and allocation processes. Reclaim unused software and ensure it is uninstalled from an end-user's device. With the real-time operational, financial, and compliance status of your software estate in a single platform, ServiceNow® can automate and push work to your team and other departments.



Next Generation Software Asset Management

Content Library & Content Service

Software Asset Management provides an extensive content library to aid in the normalization process and connect what is purchased with what is discovered.

The Content Library allows organizations to seamlessly harness:

- Millions of normalization rules to standardize software installations in the CMDB
- Pre-built Publisher Part Number Definitions and Discovery Maps to automatically relate Software Entitlements to the correct software installations
- Processor definitions to understand correct processor names and map processors to the appropriate publisher core factor
- Thousands of publishers, products, and more to eliminate many of the manual activities of software asset management

In addition to the fully automated process for obtaining Content Library updates, organizations can also opt into regularly sending ServiceNow un-normalized software installations. New content will be made available in the Content Library for customer uptake. This crowdsourcing approach to normalization is continuously improving software recognition throughout ServiceNow customer environments.

Performance Analytics

Software Asset Management includes the powerful analytic functions of ServiceNow® Performance Analytics. Review historical compliance trends and their associated costs. Understand seasonal variances as well as set thresholds to automatically generate alerts when a threshold is breached.

With ServiceNow® Performance Analytics, organizations can 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.

Powerful, Automated Reconciliation

Software Asset Management includes built-in software license calculation intelligence easily applied to software entitlements without writing a single line of code. These calculations are automatically run weekly or on-demand to ensure your compliance position is always up to date. Review the comprehensive and dynamic results of reconciliation in a single-pane view or effortlessly drill into the details to identify the source of non-compliance and excessive spending.

Reconciliation Dimensions

Reconciliation Dimensions enables customers to evaluate their license compliance position by business unit, cost center and country. Customers have the ability to charge back and show back the usage and cost allocation of software consumption in the same way they organize their departments and territories.

Remediation Options

Software Asset Management allows organizations to go beyond traditional reporting by providing remediation options to fix non-compliant situations. Reclaim unlicensed software installations or create purchase requests for new software rights. Automate requests through fulfillment. You may also revoke software for which a user or device that is not authorized with custom approvals.

Software License Harvesting

Software Asset Management provides an enhanced integration with Microsoft's System Center Configuration Manager to obtain usage metering information. Alternatively, leverage ServiceNow platform's extensive integration capabilities to obtain metering information from other third-party applications.

Define usage thresholds in Reclamation Rules to automatically aggregate usage data and identify candidates for removal. These candidates can be harvested automatically using ServiceNow Client Software Distribution.

Server Packs for Publishers

Software publisher management is available for thousands of software publishers. For software publishers with complex server licensing, packs are available for publishers such as Microsoft®, Oracle® IBM® and VMware®. These packs include publisher specific calculations to aid with complex server licensing, such as Oracle database, Microsoft's Server/CAL and IBM's PVU. 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.

Additionally, 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. Analytics can guide strategic decision-making and provide visibility into the most complex products.

Subscription Management

Office 365 Subscription Management provides 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 in order to contain cloud costs. Subscription management will provide visibility to customer spikes in usage demand. Get in front of any billing surprises well ahead of renewal time.

Blacklisting

Blacklisted software allows customers to identify software that was not authorized such as gaming applications or business software with known vulnerabilities and take appropriate action.

Better Together

With additional advancements like custom license metrics, pre-defined suites and our better together story with ITBM Technology Portfolio Management, we are excited about the prospects of what our customers can now achieve when SAM is managed centrally with the rest of IT and Security on the ServiceNow platform.