How your peers are reducing software, hardware, and cloud spend
ServiceNow workflows enable digital transformation.

The ServiceNow K20 Digital Experience offered over 1,000 high-value online keynotes, presentations, demos, and training across 19 channels.

This ebook brings to you a selection of the most popular and compelling presentations by ServiceNow solution experts and customers on how they use ServiceNow IT Asset Management to accurately allocate and track hardware and software resources and reduce costs. Keep reading to learn about the challenges they faced, their solution adoption journeys, and the business value they are achieving every day.

Since K20 Digital Experience lives on with recorded presentations and demos available on-demand, we’ll provide session titles to help you easily find them for further exploration in our event video portal: knowledge.servicenow.com.

If you did not register or attend the original K20 Digital Experience, no worries. Simply register on the site for complete access. There is no charge.
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IT Asset Management Book of Knowledge

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Introduction: The new stresses on IT asset management and the broader approaches to solve them

In K20 Digital Experience sessions, expert presenters described how modern software asset management (SAM) and hardware asset management (HAM) solutions from ServiceNow are helping their businesses quickly shift to meet unique current conditions, while also establishing the foundations to thrive in the future as digital transformation continues to accelerate.

IMPROVING VISIBILITY
Getting a better understanding of everything an organization owns

A dependable, centralized view of both software and hardware

Effective IT asset management enables IT leaders to digitize and manage software licenses (on-premises or SaaS-based) and hardware assets with intuitive workflows and better lifecycle visibility to make IT environments more secure and operationally efficient.

During his K20 presentation, German Bertot, Senior Product Manager, IT Asset Management at ServiceNow, said, “At ServiceNow, we really want to help you manage all your IT assets. We don’t really care if it is a hardware or software asset. Regardless of where you are deploying your assets, ServiceNow has a solution for you.”
ServiceNow Software Asset Management (SAM) and Hardware Asset Management (HAM) solutions running on the Now Platform help users to answer the following questions:

- What hardware and software do you own?
- Are you buying only what you need?
- Are you using what you have?
- Can you prove it?

Considering today’s reality of a predominantly home-based workforce, it’s even more important to understand where and who has hardware assets—and if they’re being used remotely and are properly allocated. No matter if used on-prem or remotely, providing better visibility into the assets or the software licenses you own allows you to make better decisions about asset and software utilization and where to make new investments.

“...We don’t really care if it is a hardware or software asset. Regardless of where you are deploying your assets, ServiceNow has a solution for you."

– German Bertot, Senior Product Manager, IT Asset Management at ServiceNow
REDUCING COSTS
Identify and get rid of underutilized assets and software licenses

ServiceNow customers understand IT spending is significant in their organizations. With current stresses on stable cash flows for many companies, finding ways to cut spending—or spend more intelligently—makes good business sense.

Tackling hardware spend:

Does your organization fall in line with these stats for IT spend on hardware?

<table>
<thead>
<tr>
<th>Category</th>
<th>Of Total IT Spend</th>
</tr>
</thead>
<tbody>
<tr>
<td>End User Hardware</td>
<td>22%</td>
</tr>
<tr>
<td>Datacenter Technology</td>
<td>9%</td>
</tr>
<tr>
<td>Storage &amp; Backup</td>
<td>10%</td>
</tr>
<tr>
<td>Networking</td>
<td>%</td>
</tr>
</tbody>
</table>

To optimize hardware spending, organizations need to identify the hardware assets they have, where they are, who uses them, how they are used, how they are configured, what they cost, and the value they deliver.

The ServiceNow HAM solution automates your IT asset lifecycle by tracking the financial, contractual, and inventory details of hardware and devices. It also helps to minimize wasted resources by identifying and removing underutilized assets.

* https://www.spiceworks.com/marketing/state-of-it/report/*
Organizations can save up to 30% in software costs within the first year of implementing a SAM solution.

— Gartner

In 2020, alone, between on-premise software and SaaS spend, organizations will end up wasting about $185 billion on software.

— Rohit Lobo, Product Manager IT Asset Manager, ServiceNow

Addressing software spend:
Rohit Lobo, Product Manager IT Asset Manager at ServiceNow, focused on this expensive area. He said, “In 2020, alone, between on-premise software and SaaS spend, organizations will end up wasting about $185 billion on software.”

When it comes to software, many businesses struggle to identify if they have entitlements for what they are using or if they’ve over-purchased and are wasting millions on shelf ware. Mapping software deployed to purchased entitlement rights is complicated by the range of complex licensing models across thousands of software titles.

The ServiceNow SAM solution can reduce software spend by optimizing usage with reallocation workflows and rightsizing future purchases for real savings for on-prem and cloud-based services. IT teams can solve shadow IT issues with software spend detection. The solution identifies surface pockets of rogue spending across the organization by geography, department, vendor, and person. Better managing software spend helps to consolidate buying power and optimize usage.

“If you can rein in the spend and waste less, you can drive these savings straight to the bottom line for your organization,” observed Rohit.

Effective software and hardware asset management requires IT teams to monitor and report on standard hardware and software builds. They must also be able to enforce asset policies and regulatory requirements to adhere to cyber security, privacy, and regulatory policies.

Minimizing hardware risks

With employees working from home, minimizing hardware asset risks is even more paramount because hardware assets that are deployed remotely are no longer under the direct control of office-based IT departments. End to end, the ServiceNow HAM solution can automatically create a purchase order and an asset record to make it easier to provision hardware, place assets into the service catalog, and manage inventory.

“Hardware Asset Management is going to give us capabilities that are going to help customers tremendously,” said German. “We’re bringing in additional automation to help you keep your asset records up to date.”

Minimizing software risks

Whether employees are working on-prem or remotely, what happens when your organization doesn’t have enough licenses to cover your usage and you find that you’re out of compliance?

The ServiceNow SAM solution mitigates software license risk with a single, real-time view across unlicensed deployments, re-harvesting options, and actionable software positions by publisher.

“SAM can help you manage that risk,” offered Rohit. “Without SAM, you might find yourself flying blind.”

Gartner names ServiceNow a Leader in the 2020 Magic Quadrant for Software Asset Management Tools

ServiceNow has recently been recognized as a leader in the Gartner 2020 Magic Quadrant for Software Asset Management Tools for the completeness of its ServiceNow Software Asset Management solution. ServiceNow’s offering enables customers to reduce software spend and license compliance risk. It also provides a more complete picture of their software assets deployed in the cloud, on-prem, and in data centers. The Gartner 2020 Magic Quadrant for Software Asset Management Tools is an important aide for organizations seeking an unbiased, third party evaluation of vendors as more organizations move to single platforms for managing software assets.

Read more here.

MINIMIZING RISKS

Powering automation to drive enhanced asset management

Gartner

Referenced K20 Digital Experience Session:

5 use cases to make you a SAM-Pro rockstar
What’s new in IT asset management
Visit knowledge.servicenow.com and search by session title to watch on-demand.

Gartner has recognized ServiceNow as a leader in the 2020 Magic Quadrant for Software Asset Management Tools. ServiceNow’s offering enables customers to reduce software spend and license compliance risk. With a single, real-time view across unlicensed deployments, re-harvesting options, and actionable software positions by publisher, SAM can help you manage the risk of software license compliance.

Without SAM, you might find yourself flying blind. With ServiceNow, you have the automation and visibility you need to keep your software assets in compliance.
The voice of the customer: How ServiceNow users are meeting new critical IT asset management needs

The following are summaries of the best stories shared by your IT colleagues working at major companies and ServiceNow.

Your peers’ thoughts on software asset management
Saving money and time with automation

KPMG shares how they helped a leading energy provider take a pragmatic approach and launch ServiceNow Software Asset Management in just six months

Why the company needed a SAM program:
Software is a big part of IT and needs careful tracking and management. During their K20 Digital Experience session, KPMG Director of IT Asset Management, Troy McLaughlin, shared how he helped a leading Fortune 100 energy provider modernize their SAM. Using manual processes and legacy tools to track software usage left the company vulnerable to spending too much on software and also falling out of compliance. In fact, several years ago, it was hit with quite a few costly external audits from software publishers.

According to Troy, the IT organization realized it didn’t have the SAM data and insights to effectively defend against the license compliance claims. Automating SAM would address license compliance risk and auditing issues and have broad support across IT.

Partnering with KPMG and ServiceNow, the energy provider implemented ServiceNow SAM. By taking advantage of out-of-the-box capabilities, the project moved quickly.

RESULTS

The ServiceNow SAM solution:
- Manages over 30 distinct software products across five software publishers
- Contains over 240 software publishers in the environment
- Normalized over 1,300 distinct software products across over 3,000,000 installations

Benefits:
- Drastically improved the ability to reconcile entitlements versus installations versus allocations
- Significantly decreased the time it takes to react to software audits
- Built scalability across the entire program so it’s possible to expand the scope of software products and publishers

Troy added, “We had a lot of success. We went from basically a department that was Excel spreadsheets, data mining efforts, no real software asset management tool to standing up a huge ServiceNow platform, SAM, in 2019.”

Referenced K20 Digital Experience Session:
Pragmatic approach to software asset management
Visit knowledge.servicenow.com and search by session title to watch on-demand.
ServiceNow’s own success reclaiming $1 million in software costs

In her session on ServiceNow’s own SAM journey, presenter Poonam Kripalani, Senior Manager for IT Asset Management Governance at ServiceNow, shared how ServiceNow was able to reclaim approximately $1 million from the company’s software budget by implementing ServiceNow SAM.

“We’re currently focused on various different ITAM activities,” Poonam said. “For example, automating our software requests, automating our software reclaim requests, and driving ITAM process efficiencies.”

Recently, the company wanted to gain better visibility to ensure its Microsoft license compliance. “Being compliant reduces the reputational risk and any unplanned compliance audit monetary findings,” observed Poonam. The company also wanted to optimize software spend and automate software request fulfillment to make it faster and easier for end users.

However, ServiceNow faced challenges:

- Lack of visibility into our software spend
  - Managing <$1M of $13M spend for IT
- Goal: Establish trustworthy data

- 14 different groups procuring software licenses
  - Example: Corporate card purchases, etc.
- Goal: Operational integration

- SaaS software was not being tracked
  - Example: Microsoft, Adobe, etc.
- Goal: Define roles and responsibilities

Scope of coverage: Desktop and SaaS products ≈ 26% of overall Software spend

A SAM team was created with clear roles and responsibilities to focus on establishing trustworthy data to operationalize SAM. “Good data is a prerequisite for good software asset management,” said Poonam.
The outcomes

Today, with ServiceNow SAM, subscription data is captured automatically from the Microsoft portal and validated. This provides a complete picture of allocation and compliance. ServiceNow also has insights into all purchase requisition data to better manage costs. In terms of data, all data is tracked and reviewed from the Microsoft dashboard for a complete view of ServiceNow’s compliance position.

“We were successful in reducing our software spend by $1 million over the last two years. By having automated processes, we have trustworthy software license data and better visibility into license allocation, cost, and compliance position via SAM dashboards,” revealed Poonam.

Quantitative value outcomes

- **$795K** Software cost savings
- **$293K** IT productivity savings
- **3,260** Hours saved by automating software requests
- **100%** Better visibility into compliance position
- **100%** Improved software data quality

New goals

Now, Poonam and her team are focusing on software spend detection with the ServiceNow Software Spend Detection app, which was part of the ServiceNow New York release. Before, the company tracked 250 software products, but in the last three years, ServiceNow has doubled in size, and many more software purchases were being made on corporate credit cards. In fact, an analysis of over one million credit card transactions revealed that 700 additional software products were being used internally. “Manually, it would have taken us weeks or months to analyze this data, but by using Software Spend Detection, this analysis was completed in just a few hours,” said Poonam. Moving forward, she and her team will focus on doing a deeper analysis of these additional discovered software products.

Referenced K20 Digital Experience Session:

Now on Now: Reclaim $1 million in Opex from your software budget using SAM
Visit knowledge.servicenow.com and search by session title to watch on-demand.

By using Software Spend Detection, we completed months of analysis in just a few hours.

– Poonam Kripalani, Senior Manager for IT Asset Management Governance, ServiceNow
Your peers’ thoughts on hardware asset management
Enhancing tracking to manage assets more effectively—from purchase to retirement

Streamlining hardware asset management: hear results from a major American nonprofit academic medical center and Donaldson Company

In this K20 Digital Experience panel discussion, two asset management experts in different industries discussed how they were able to gain benefits from asset management and course correct the management of assets to meet the needs of employees as the work world changed with the global pandemic.

Panel discussion

Question: What does asset management mean to you and how are you using it today?

Jason Sheehan, Director, Enterprise End User Services at Donaldson Company, Inc.:

Asset management to me is all about lifecycle management. It is the primary mechanism in which our organization takes a look at our laptops and our desktop assets. We focus specifically in on the scheduled retirement of these assets, and it affords us a definitive source of truth when planning the lifecycle replacement.

- Jason Sheehan, Director, Enterprise End User Services, Donaldson Company, Inc.

IT Section Head & Operations Shared Services at major American nonprofit academic medical center:

We’re new to asset management. We went live with [ServiceNow] Hardware [Asset] Management in December. A couple of things that jump out is how it’s allowed us to not only do the full financial lifecycle of the hardware, but we’re also using it for a lot more inventory, and tracking our inventory more accurately in real time. In the age of COVID, that’s given us the opportunity to know exactly what we’ve got so that we can send out this many laptops this week and send people home.
Question: How did you start your asset management journey?

Jason: Back in 2017, the problem I was trying to solve was to be able to accurately budget and forecast lifecycle. There were different levels of maturity when it came to maintaining the asset inventory. How we started was trying to solve the problem of how do we have visibility into the assets we have, and what is their lifecycle state, so that then, when I’m tasked with preparing a fiscal budget for expecting what the spend will be for the upcoming fiscal year, we have a definitive source of truth, and it’s our audit capability that we can use to create the budget.

IT Section Head: We started our journey back in July or August, and we rolled out Hardware Asset Management in December. It’s been a dream for quite a while to do it better, and we’d seen ServiceNow presentations. But first we really had to mature our incident problems and our configuration management processes.

Question: How is asset management helping you cope with the recent pandemic?

IT Section Head: Specifically, for COVID it’s given us very accurate insights into what we’ve got and how we’re getting it out to our staff. It allowed us to plan...so people could be working from home. That transition was certainly impacted greatly, but it allowed us to say, “Ok, we can move 300 [staff] next Tuesday based on the fact that we have the devices.” We would see how much hardware we could get out the door as quick as we could. We had a very accurate understanding of this MAC address goes with this person, and the laptop is at their home, and this is where they live because all of that is in ServiceNow that we could tie together. We got funding in July...and we had the product working in December, and I think we’ve had like 60,000 devices we’ve put into production.

Jason: We’ve done some course correction in terms of how we tag some of our assets around loaner equipment. One of the benefits of having [ServiceNow] Asset Management in place was well before we anticipated there would be a work from home order in place, we began looking at our user population and the assets that were assigned to them. We began evaluating who did not have a mobile device today that might need one. We ran through and pulled out an audit and were able to identify, “These are the employees who don’t have at least one mobile asset assigned to them.” We were able to take that information and disseminate it to the business and ask them to identify who their critical employees were who would need assets, and then use that information to then pull back assets that were in process for disposition so that we could use them for these employees. That’s a strategic shift for us. When it came to laptops and supporting our employees, we had it down to a science. We were very well-positioned.
Question: If you allow employees to work from home, what have you learned and what advice would you give others as it relates to asset management?

Jason: We regret not having consumables in Asset Management—docking stations, monitors, headsets. Because we were unable to leverage Asset Management for those, we restricted the practice of employees taking the hardware home. But [adding them], that’s what’s next on our asset management journey.

IT Section Head: We’ve had employees work from home for probably 20 years, but it was a small subset. I bet you we’re five or 10-fold more now. The goal has always been keeping our employees healthy and keeping them out of the hospital, so working remote has achieved that. Knowing exactly what we have for inventory, and when it is coming in allows us to do the planning so that we tell everyone, “On this day your hardware is coming in. Here’s where you pick it up.” We can track so when this is over, we can know when it comes back as well.

Question: What advice would you give someone if they were just starting out on their asset management journey?

IT Section Head: The biggest thing is organizational change management and getting leadership buy-in from day one. One of the gifts that we’ve gotten is our leadership understands how there’s a return on asset [management] And the dollars—we can prove that to them with the reporting.

Jason: My advice would be to document the problem you’re trying to solve as you start your asset management journey and stay focused on solving that problem. Understand and document your process and make sure that is socialized across your broader organization. It helps with the organizational change management.

Referenced K20 Digital Experience Session:
IT asset management panel (Donaldson Company & American nonprofit academic medical center) Visit knowledge.servicenow.com and search by session title to watch on-demand.
BAE Systems automates 95% of its asset tracking processes to better manage £3 million ($3.9 million) of IT assets

The challenge of managing portable assets

Like many organizations, BAE Systems, a global defense company based in 40 countries with 80,000 employees, wasn’t confident that it was managing portable assets as effectively as it could. Until recently, BAE was using spreadsheets, Access databases, and e-mails for asset management. Pam Waterhouse, ServiceNow Product Analyst at BAE Systems, in her session reported that the costs were too high, and processes were manual and inefficient with inconsistent workflows—and prone to human error. She said, “There was the potential for security risk due to lost and stolen assets not being tracked properly.”

Goals to improve asset management:

1. Increase user responsibility for IT Asset ownership
2. Maximise the value of information held in CMDB
3. Build automated system to manage and track assets
4. Leverage service portal for users to manage assets
5. Enhance management visibility of team IT asset usage
6. Reduce cost through elimination of manual, error-prone process
The company implemented ServiceNow Asset Management to:

1. Automatically track asset ownership and usage so users are notified as soon as they meet the criteria for a challenge, such as low usage on non-usage of an IT asset.

2. Implement a self-service asset portal, MY IT ASSETS, so users can view their assets and take actions against them.

“Challenges are how the user is engaged to take ownership of their assets or to action their assets. We do this by having automatic triggers that run based on user data and asset data,” explained Pam.

The scheduled processes that run analyze:

- Has the asset been used?
- How long has it been since it was last used?
- How often is it being used?
- Is the user leaving or moving to another part of the organization?

Based on the results, users are automatically notified if assets need to be reviewed.

**Impressive outcomes**

In one year, BAE rolled out the system to eight of its 23 business units. Financially, over 6,500 assets have been actioned, of which over 5,000 were either reassigned or returned. “This amounts to an approximate amount of £1.5 million (nearly $2 million) in savings compared to purchasing new assets,” said Pam. “We also saw a reduction of annual labor costs of £130,000 [nearly $170,000].”

From an efficiency perspective, in the first year, over 6,500 assets have been actioned by end users or through process automation—so the asset management team has been able to focus on other matters. In addition, the challenge process is much more streamlined, and asset ownership is now directly in the hands of the end users. In terms of the data, the clear visibility of the asset data better supports management decisions. And finally, in terms of compliance, the asset team is now meeting compliance requirements due to the improved accuracy of the asset data, as well as the new, robust processes.

Referenced K20 Digital Experience Session:

Help! Where are my assets? (BAE Systems)

Visit knowledge.servicenow.com and search by session title to watch on-demand.
Your peers’ thoughts on enterprise asset management
Powering automation to enrich operational efficiencies

Accenture’s journey extending hardware and software asset management to enterprise asset management

Surprisingly, many companies today still lack standardized IT asset management processes and have struggled with building a business case and gaining sponsorship to modernize asset management across the enterprise. However, in their session, Accenture presenters Tami McNairy, Senior Manager, and Indranil Datta, Manager, reported that their company has successfully extended hardware and software asset management to meet the needs of the large enterprise. “It’s not only achievable, but it will make your life easier in spite of any current operation inefficiencies or local complexities,” Tami said.

Early in their enterprise asset management journey, Accenture did an evaluation that revealed major gaps across in its enterprise data:

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**Major gaps discovered in our enterprise data**

**Lack**
- Of cross-enterprise view of assets
- Of standard processes definition and governance per asset type (purchases/approvals, tagging, tracking, report to controllership, disposal)
- Of processes definition for leased assets, client assets, demo units, and ventures and acquisitions

**Manual**
- Audit capability
- Error-prone tracking of devices
- License tracking

**Inconsistent**
- Assets movement tracking generating discrepancies on inventory, depreciation, and disposal
- Asset management
- Asset description in the purchase order, controllership report, and local inventory
- Discrepancies between GAAP, fixed asset report, and physical assets

**Incomplete**
- Data sets

**Limited**
- Compliance reporting capability

**Local solutions**
- And initiatives in place
First, the company lacked visibility of assets across the organization. “We had different teams managing different tools, so we couldn’t see everything that we own,” Tami observed.

Second, processes were siloed, so various teams across the organization were managing assets in their own way, resulting in a lack of consistencies across tracked assets, the data that was captured, and how assets were managed and governed throughout the asset lifecycle.

Third, Accenture had multiple, disjointed tools. “So, if you can imagine, we had teams across different geographies using similar tools to perform the same function without integration that resulted in lots of manual work,” said Tami.

And finally, performing asset reconciliation was overly complicated because data was scattered across multiple unconnected systems, audits were manual and error-prone and took hours and hours to complete. “The bottom line, we had a big mess in front of us,” she revealed.

A strategic plan
Accenture’s goal was to establish centralized management for over 54 million assets across 51 countries. Tami said, “We developed a strategy centered around establishing enterprise asset management across hardware, software, workplace.”

The three key objectives that drove the strategy were:

- Establish a centralized asset management solution where all asset types would be tracked and managed in a single platform and give users an enterprise view of assets
- Standardize processes and tools across geographies and business functions to ensure consistency and global governance and asset compliance
- Extend asset management beyond IT and beyond software to account for enterprise assets, including workplace assets such as desks, chairs, and appliances

Three-year roadmap
Accenture created a three-year roadmap to meet its asset management challenges. The first year, the focus was on establishing a foundation by understanding the current state, defining the “to be” processes, and mapping out migration plans and timelines. Work was done to establish core integrations with systems, including ServiceNow CMDB, to create the end-to-end processes, automate the creation of assets, and streamline the asset reconciliation process.

Year two was devoted to deploying and evolving the new asset management solution. The emphasis was on building out the solution with the focus on enhancing and modernizing the overall user experience.

Now in year three, Tami reported that the focus will be on optimizing the solution. “Our scope has been huge, and we knew we couldn’t do it all at once,” she said. “We had to use agile methodology with a phased approach.”
**The solution today**

Accenture now has a single, enterprise-wide integrated asset management solution across hardware, workplace, and software asset systems. The system was developed in-house and is built on the ServiceNow Now platform. It has been rolled out to 51 countries to cover approximately 54 million assets to be managed by more than 2,000 users who are spread across the globe.

“To get to this point where we could leverage one solution for all our geographies, it required an enormous number of integrations and re-platforming of existing tools,” said Indranil.

Accenture’s solution approach was centered on four key elements:

1. Enabling a global process flow
2. Creating a custom portal for a better user experience
3. Incorporating mobile apps to register assets and perform audits on the go
4. Developing actionable dashboards to report KPIs and highlight action items
With a centralized asset repository, teams now have real-time visibility of enterprise assets. So, teams in global geographies now are able to understand what assets they own, and they have the ability to properly plan and manage asset inventory levels. Accenture also has gained operational efficiency by accelerating the management of processes, eliminating redundant systems, and automating manual processes.

The numbers are impressive:

- The time it takes asset teams to register assets decreased 40%
- There has been a 50% decrease in the time to perform asset reconciliation activities
- Audit capability has significantly improved by 50%

“We have much greater confidence in our numbers in our overall data integrity,” observed Tami. “With enterprise visibility, automated data controls, and faster reporting, we saw an increase in asset compliance. Overall, through one platform, one governance model, and end to end system integration, we have improved our data integrity, reduced our risk, and decreased operational costs to the extent that we fully expect the return on investment by the end of year three.”

Referenced K20 Digital Experience Session:
Extending hardware and software asset management to enterprise asset management (Accenture)
Visit knowledge.servicenow.com and search by session title to watch on-demand.
Conclusion

In all the turmoil, we are confident that one constant remains: better IT asset management can play a big role in helping enable business continuity.

The recent uncertainty worldwide has impacted IT asset management: more distributed users, more IT staff working remotely, more pressure to rein in IT spending. If organizations were just getting by before with manual processes and disjointed tools, the new environment has made it much harder to effectively allocate and track hardware and software resources and reduce costs. However, many IT teams have taken advantage of ServiceNow tools to automate hardware and software asset management across their entire IT organization—with real benefits to the bottom line.

We trust that this sharing of K20 Digital Experience sessions has served as inspiration for the next phase of your IT asset management journey.

The featured sessions, as well as many other keynotes, breakouts, labs, and trainings, are available on-demand at knowledge.servicenow.com. We invite you to explore them more and if you have any questions to reach out here.

Full List: K20 ITAM Sessions & Demos OnDemand
Highlights: ITAM Playlist

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