

## ServiceNow APM + ITAM: Better Together

Enterprise applications and their hardware and software components are mission-critical investments—for virtually every business in every industry. They're the tools that the business relies on to help serve customers, sell products, and keep operations running. But it's an increasingly complex challenge to keep all of these interdependent components current and working together to help the business meet its goals. Companies often can't determine whether they have too many applications, the right hardware, and whether their technology aligns with their business capabilities.

With ServiceNow® Application Portfolio Management (APM) and IT Asset Management (ITAM), you get the comprehensive picture you need to optimize your technology spend and ensure that the applications, hardware, software, and cloud resources you invest in align with your goals—and that the resources used throughout the enterprise align with your technology standards. The combination of APM and ITAM can help you rationalize the entire application portfolio across multiple dimensions, including technology risk, compliance, technical debt, cost, usage, operations, and ROI. The combination of APM and ITAM can help you:

- Ensure all applications are providing the maximum business value
- Identify the applications ready for retirement, along with the associated hardware and software components, to keep costs in check
- Reduce overall technology spend while increasing software, hardware, and cloud asset utilization
- Mitigate compliance risks, rein in 'shadow' IT spending, and reduce technical debt
- Connect departments with a single platform by automating the end-to-end IT asset lifecycle with workflow

To get the most from your technology, you need a comprehensive view of applications and the hardware and components that support them—including how they align with business strategy and the value each provides. That's exactly what ServiceNow delivers.



### Remove the silos

With ServiceNow APM and ITAM, you have a single platform to monitor and manage technology spending across the enterprise. You eliminate the department- and function-specific silos that make it harder to control costs.

### Rationalize your application portfolio

By combining APM with ITAM, you link each technology component you've deployed to the related enterprise application. If a component reaches end of life, you know exactly which enterprise applications are affected and need adjustment. And when you retire an enterprise application, you can rationalize your portfolio and eliminate the hardware and software components you no longer need.

### Improve policy compliance and auditability

The combination of APM and ITAM delivers a single version of the truth to help you comply with vendor audits and enforce IT security and spending policies—whether those applications and assets are on-premises or in the cloud.

### Enforce technology standards to reduce risk

Define and enforce standards to ensure that you deploy the right applications, hardware, and software to minimize risk. You can easily monitor which technologies are in use across the enterprise for each application and how they align with business needs. With the insight you gain, you can eliminate the shadow IT spending that increases your risk.

### Sync technology investments with business strategy

Align your application portfolio with business capabilities to isolate the value each component provides. By connecting applications, hardware, and software with their role in the enterprise, you can determine how your technology resources align with your strategy and identify gaps and redundancies.

Ready to see how ServiceNow APM and ITAM work together to help you lower costs, reduce risk, and better align technology and applications with enterprise goals?

Come explore what [APM](#) and [ITAM](#) have to offer.