

# Software Asset Management Success Map

An overview of implementing, maintaining, and getting maximum value from Software Asset Management

Success Foundations

Implement

Run  
Optimize and Expand



## Now Value: Envision Success Foundations: Critical inputs for successful implementation and maintenance

### Vision and value

**Outcome:** Manage software licensing and distribution, and software optimization (reduce costs, have the right products).

**Sample KPIs**

- License audits
- Reduction in license cost
- Completeness and accuracy for software installs
- Knowledge views
- Content normalization

### Governance

- IT:** Owns configuration that impacts global functionality and owns the overall vision
- ITAM:** Owns vision for SAM capabilities, monitoring, and compliance
- SAM:** Governs SAM-only configuration and manages SAM data sources

### Foundational ServiceNow apps

Implement before or with:

- Knowledge
- Performance Analytics
- Discovery
- Configuration Mgmt.
- Hardware Asset Mgmt.

### OCM and enablement

- Owners, process users, and end users of Software Asset Management applications are informed and provided an enablement plan.

### Skills and expertise

- Partner collaboration, SAM foundations, SAM applications in scope (CMDB, Discovery), third-party and external data sources, integrations
- Sources: Now Expert Services, Now-certified ITOM partner, Now-certified internal employees (combination of sources recommended)

### Implementation roles

**General**

- Executive sponsor
- Process owners
- Platform owners (business and technical)
- Project manager
- Business process analyst
- Technical resources (sys admin, developer, tester, architect)

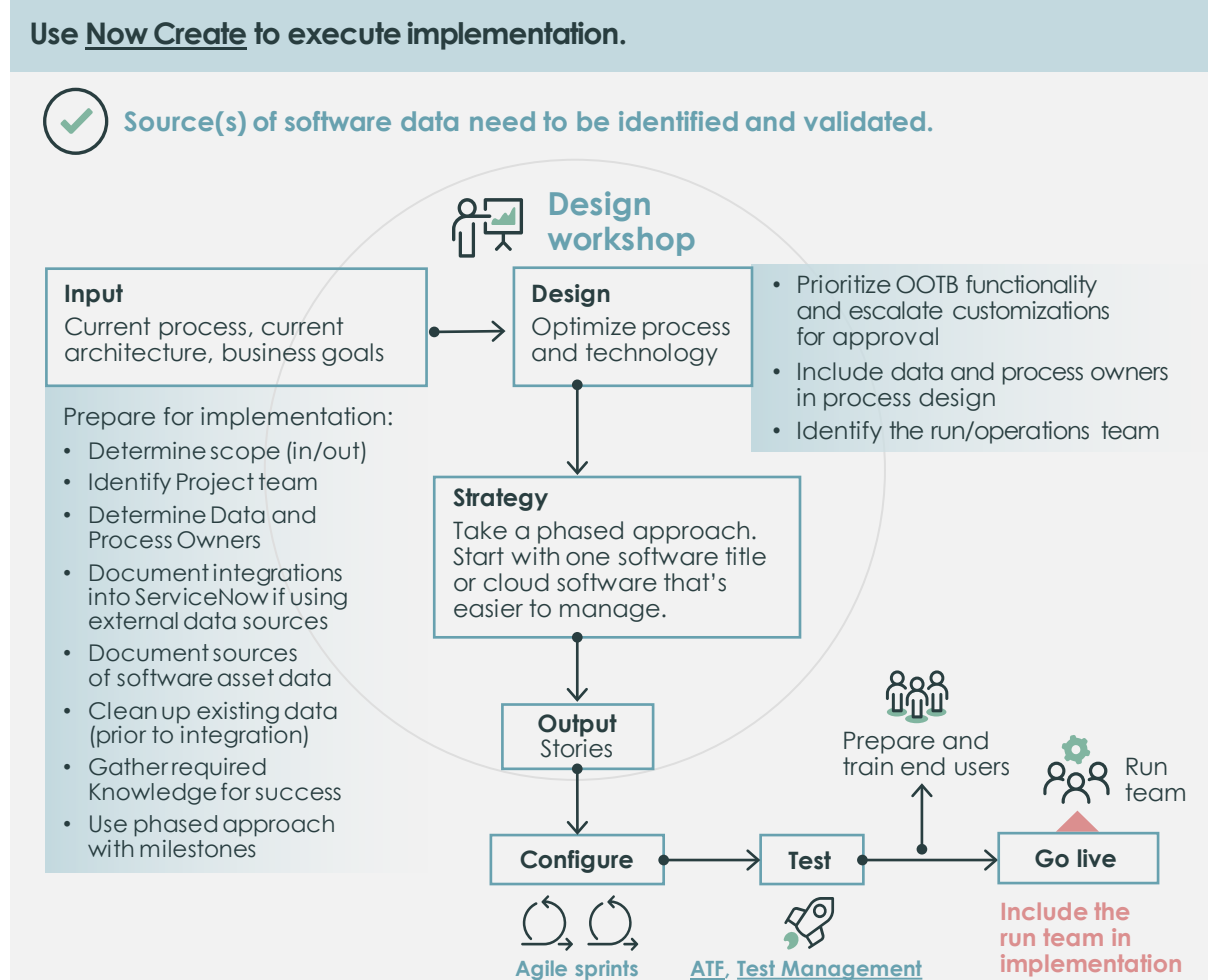
**Trained in SAM products**

- SAM process owners
- SAM sys admin
- Discovery admin
- Integration expert

### Project planning

- Prepare for an agile approach with Now Create.
- Use the [SAM implementation readiness checklist](#).
- Plan for the target value from SAM applications.

## Now Value: Create Implement: Implementation activities and best practices



## Now Value: Validate Run: Plan and execute Now Platform® maintenance

- Run roles**
  - SAM product owner
  - SAM data owners
  - SAM sys admin
  - Discovery sys admin/external tools admin
- Platform Health**
  - Daily:** Review error logs.
  - Weekly:** Review SAM operational dashboards.
  - Monthly:** Attend CAB meeting, and present to ITAM review board.
- Demand management**
  - Have a process for the intake and prioritization of new SAM services to offer.
- Enhancements**
  - Check for new SAM related offerings released via the [Now Store](#) (JAMF, OpenLM).
- Upgrades**
  - Prioritize OOTB options to ease upgrades.
- Assess value**
  - Are SAM services saving money by reclaiming unused licenses?
  - Is the organization passing software audits?
  - Is unauthorized software being detected?
  - Is installed software tracked?

## Now Value: Champion Optimize and Expand: Maximize value from your HR Service Delivery licenses—increase value from the Now Platform®

### Consider which HR Service Delivery applications to implement next.

- Cloud Management: Implement cloud provisioning, governance, optimization, and spend.
- Set up integrations not implemented in the first phase that enhance value.
- Enhance [Vulnerability Response](#) with knowledge of versions installed in the enterprise.

### Consider which Now Platform product suites to implement next.

- SAM → HR/Service Catalog**  
Set up workflows for Employee Lifecycle Events.
- SAM → Application Management Portfolio**  
Manage application redundancy, licensing costs, and demand.
- SAM → Service Catalog**  
Provide users the ability to view and order software available online.
- SAM → Security Operations**  
Remove backdoor access to software.

Click [here](#) for print version