

Software Asset Management Success Map

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

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 Management
- Hardware Asset Management

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

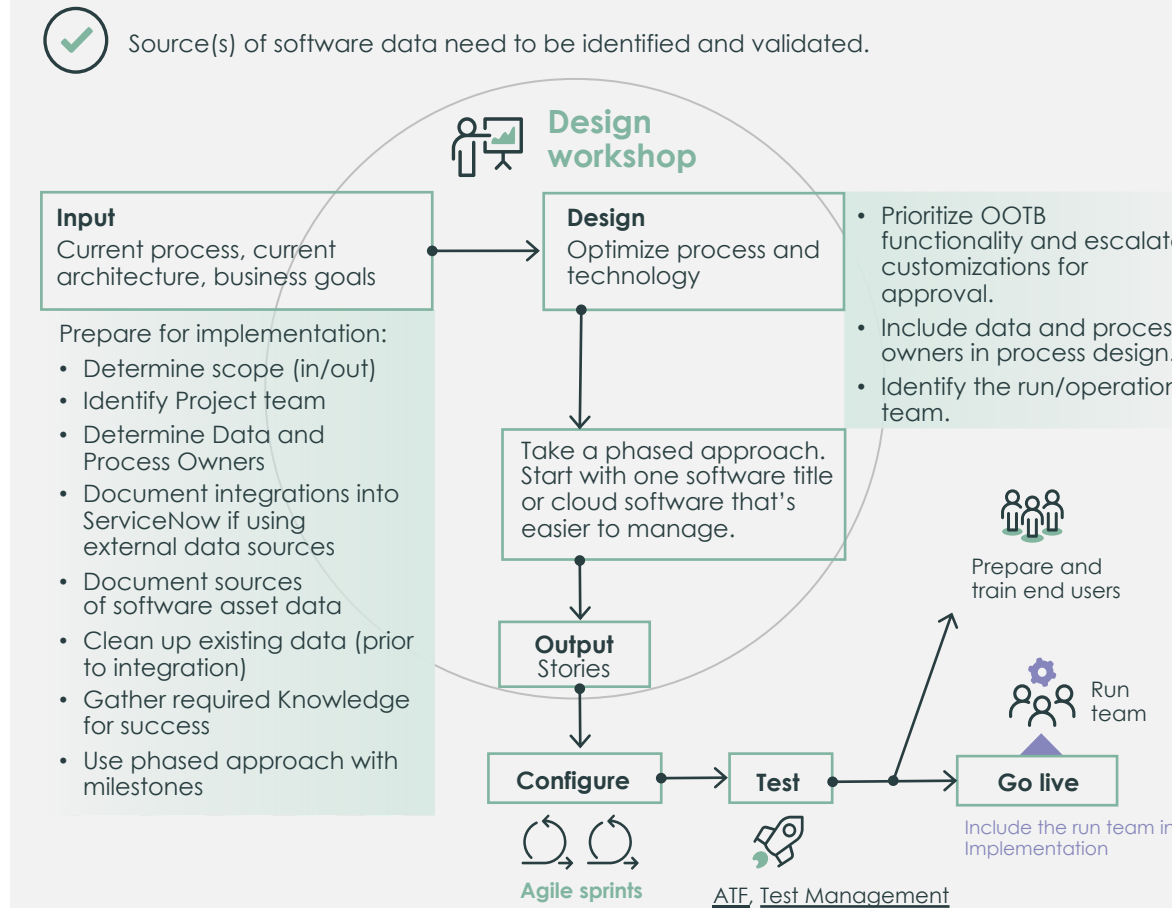
Project planning

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

Implement

Implementation activities and best practices

Use **Now Create** to execute implementation.



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.

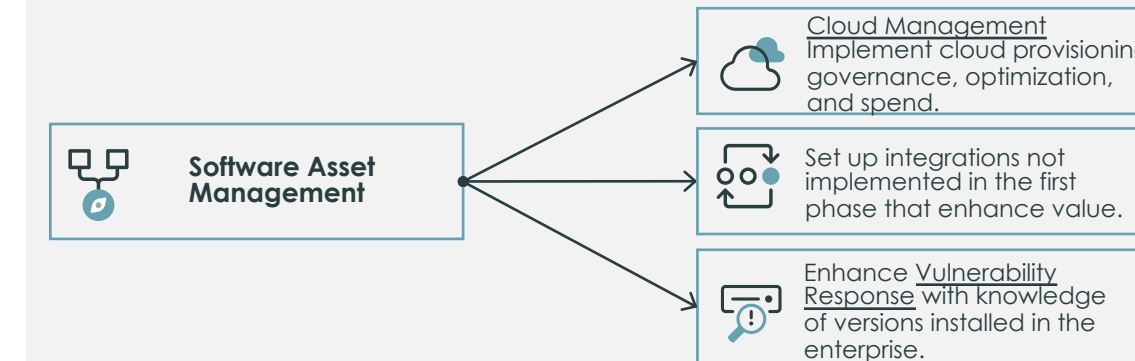
Assess value

- Are SAM services saving money by reclaiming unused licenses?
- Is the organization passing software audits?
- Is unauthorized software being detected?
- Is installed software tracked?

Optimize and Expand

Maximize value from your SAM licenses—increase value from the Now Platform®

Consider which SAM applications to implement next.



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.

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