ServiceNow Software Asset Management
Part of a complete IT asset management solution

The challenges and risks software poses

Today's enterprise is rocketing toward digital transformation and software asset management (SAM) continues to reduce costs for fueling this C-level imperative. Yet, software license management is no small task and the material risk of being audited by software publishers and the disruption it causes has never been greater. These risks are a major distraction from innovation and other initiatives. Organizations also struggle to identify software entitlements, whether licenses are being used, and if they've over-purchased and are wasting millions in shelfware and idle cloud resources.

Seeing beyond the financial risks, you also have inefficiencies associated with too many tools, inaccurate data, lack of business context, and delayed or incomplete communications with stakeholders. Teams inside and outside IT are often left frustrated by the tools they use and the manual processes they create.

Siloed tools   Manual processes   Lack full cost visibility   Audit fire drills   Siloed teams

ServiceNow® Software Asset Management is the only solution that can solve these issues as part of the single IT platform, with a single architecture and data model – the Now® Platform.

Slash software and cloud spend

You have a single, realtime view across unlicensed deployments, license reclamation options, and actionable software positions by each publisher. This keeps you in touch with your software and cloud spend and gives you the oppotunity to take action or automate actions that consistency reduce your spend and bolster your budgets.

Mitigate risk

As much as your assets help you, they can also present a risk, whether that is a risk to your budget from overspending, an audit from a vendor, or security risks related to outdated software, proper asset management helps to identify and minimize the risks. ServiceNow Software Asset Management optimizes your software with reallocation and right-sizing workflows for future on-prem or cloud-based purchases and subscriptions. Plus, software asset management provides critical data for vulnerability and risk management compliance and workflows.

Automate software management throughout the IT lifecycle

Like other assets, software should be managed throughout a lifecycle and your software asset management should workflow it that way - everything from purchasing, inventory, deployments, monitoring, servicing, and managing the end-of-life. Your asset management can be a disciplined process with automated workflows that keeps track of your software between and within each stage and makes it easier for you to be in control and adaptive to your business needs.

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> ## With ServiceNow SAM, we saved millions.
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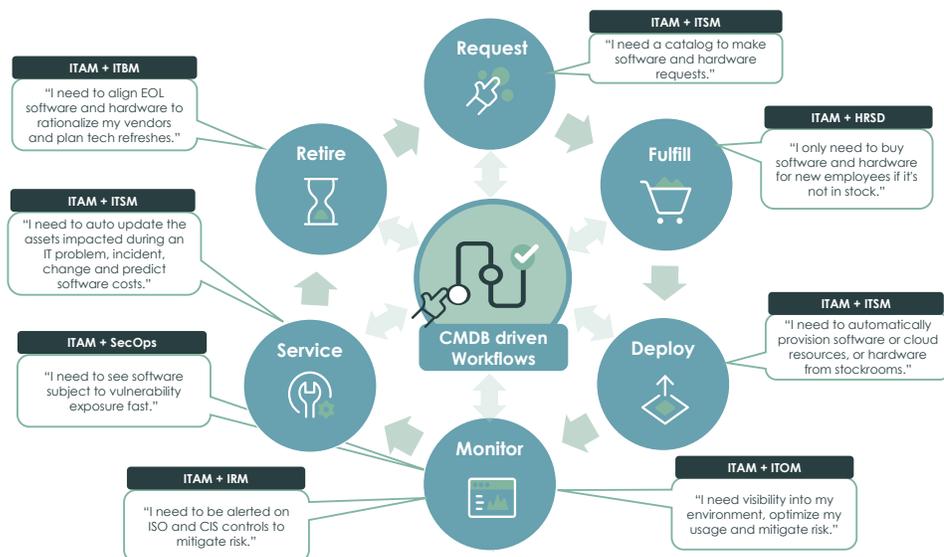> – VP of IT, Healthcare company

Recognized and normalized 97% of software, plus improved audit true-up costs within 45 days.

– Energy company

Latest innovations

- Software asset manager workspace
- Software asset management playbook for entitlements
- Bring your own license for Microsoft and Oracle
- Microsoft, SAP, Oracle, Adobe, IBM/Redhat, & Citrix publisher pack enhancements
- Machine learning normalization
- SaaS licensing dashboard, plus integrations with Okta and Azure AD for thousands of SaaS apps
- Ready to go integration with risk management for CIS and ISO controls

Software Asset Management for full asset lifecycle in the same place you manage IT

Accomplish more from one workspace

Software asset managers often have to jump between multiple dashboards before they can find the right information. This simpler workspace will easily become the new landing page for software asset managers to start their day-to-day activities.

The asset workspace user interface puts more actions in context and shows more meaningful KPIs associated with software asset workflows.

Manage your key publisher compliance

Software licensing is complex and the more you rely on hybrid and cloud environments to do business the more complex it becomes. These publisher packs cover the largest vendors your organization uses and covers you when it comes to knowing your software license estate with each.

Publisher packs include advanced patterns for Microsoft, Oracle, IBM, Adobe, SAP, VMware, and Citrix. These publisher packs give you a license workbench view and reports to show vendor compliance, calculations to determine which license models you should use, and a view of the savings you can realize.

Optimize your software licenses

It's one thing to be out of compliance and under the scrutiny of an audit, it's another to be asked by your management to find ways to cut

expenses. ServiceNow consistently monitors the way you use your software and provides recommendations on how to optimize your spend. Workflows can then reclaim licenses, remove software, and software purchases can be fine-tuned to match your business needs.

See and reclaim SaaS applications and cloud resources

The number of SaaS applications continues to rise. The growing number of SaaS integrations ServiceNow provides also builds usage integrations and tracks entitlements to software for consumption-based SaaS products. ServiceNow uses SaaS license management to analyze usage for SaaS apps licensed by consumption for hundreds of applications.

ServiceNow® Cloud Insights can also be a part of the Software Assetment Management solution to provide a holistic view of your total cloud spend, where you can rightsize resources, automate policies, reclaim and reallocate licenses, and gain system-driven savings and optimization recommendations.

Discover, normalize, and maintain a comprehensive content library

Let ServiceNow do the work of keeping you up to date on all the latest software changes. If you want to acclerate that process, run machine learning in your environment and it will normalize the last mile of your software estate faster.

Let's Workflow It®
Power of the Now Platform®...

IT workflows + SAM

Asset
- Market leading Hardware Asset Management
- Cloud Insights for public cloud resource spend
- Technology portfolio end-of-life risk avoidance

Operations
- Automate deployment and end-of-life processes and certifications
- Consolidate discovery agents for SAM/non-SAM use cases
- Map critical apps and infrastructure to business services

Service
- Automate software requests and allocation with a self-service software catalog
- See the software cost impact of IT change

Security
- Take immediate, corrective action on vulnerabilities
- Enhance vulnerability detection through complete software inventory with lifecycle metadata

Risk
- Use ITAM data to manage risk and compliance across the enterprise

Employee workflows + SAM
- Streamline onboarding with automated software allocations

Innovation and Velocity In Software Asset Management

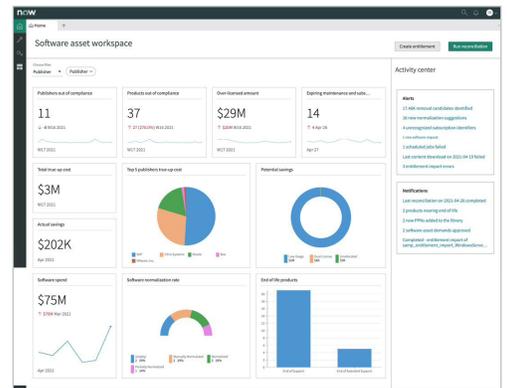| Orlando	Paris	Quebec	Rome
• SaaS connections	• Asset connections	• ML normalization	• SAM workspace
• Engineer apps	• Azure AD	• BYOL – Microsoft	• BYOL – Oracle
• Lic. maintenance	• Rationalize apps	• Okta	• Entitlement Playbook
• Entitlements	• Cloud spend	• Mobile	• Better together for discovery & risk management
• Suites & downgrades	• MSP domains	• SaaS dashboard	• Publisher packs – Microsoft, Oracle, & SAP
• Publisher packs – Microsoft & Oracle	• Publisher packs – Microsoft, Oracle, SAP, & IBM	• Publisher packs – Microsoft, Oracle, Adobe, Citrix, SAP, & IBM	• …
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Rome platform release

ServiceNow continues it's amazing pace of innovation throughout the entire ITAM solution. The advances in the Rome release focus on user experience, bring your own licenses, and publisher pack advances for Oracle, Microsoft, and SAP and 15 SaaS integrations.

Software Asset Manager Workspace

The new software asset workspace was developed based on extensive research with customers to understand exactly what they need and the actions that are driven by that information. Customers said, "Tell me what I need to work on and guide my experience." We listened.

Oracle Bring Your Own License and Publisher Pack Updates

Leverage your on-prem Oracle licenses as a "bring your own license" when hosted in AWS and Azure. Microsoft Windows and SQL Server BYOL are supported as well. So, there's no reason to pay twice for licenses you use. Get advanced support for special cloud privileges such as edition flexibility, unlimited virtualization, and dual use rights.

Software Asset Management Playbook

Creating a software license entitlements within your systems has never been easier. In addition to automated entitlement imports, you'll now have a playbook to create license entitlements with a guided step-by-step experience for entitlement creation.

Better together

Based on the out of box templates, ITAM now supplies data for 11 of the CIS controls, which are related to software and hardware inventories and lifecycles. This data also helps with governance controls related to software vulnerabilities. Plus, there is expanded usage data ServiceNow Discovery Agent Client Collector to access controlled or regugulated environments.

> **"**
> SAM helps us understand our effective license position, what's being used, and reclaim products not used... We saved $5M so far.
>
> – IT Asset Manager, Large construction organization

Software Asset Workspace

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