

# IT Asset Management

## Software Asset Management

### The software visibility problem

Today's enterprise is rocketing toward digital transformation and software asset management (SAM) continues to be a C-level imperative. The material risk of being audited by software publishers and the resource disruption it causes has never been greater—license management is no small task. Organizations struggle to identify if they have entitlements for what they are using or if they over-purchased and are wasting millions in shelfware and idle cloud resources. Mapping software deployed to purchased entitlement rights is complicated by the range of complex licensing models across thousands of software titles, for both on-premises software and cloud applications.

### Why software investments go to waste

Manual work is driven by tool gaps rather than business processes. Customers have historically struggled with the SAM point tools because they also run in isolation from other tools. Visibility then means going to each tool, pulling reports, and reconciling. The combined information from all these point tools requires constant manual effort and insights about software footprint changes are significantly delayed. Point tools are not able to provide business service application context, which delay communications to stakeholders. Teams are often left frustrated with incomplete and polluted asset data.



IT inefficiencies result when point tools sit outside the ITIL system. CMDB exports mean additional lag times for determining software positions. Asset managers find out about compliance issues when it's too late—perpetuating a reactive SAM culture. ITAM teams struggle to get the resources to meet even the most basic requirements and expectations. Point tools outside your ITIL system mean remediation processes tend to be manual. Proactive SAM is a natural outcome when SAM is natively embedded with IT Operations on a single platform.

### Software waste is a global challenge



Source: Gartner

## Reduce software and cloud costs

"With ServiceNow SAM, we saved millions."

*VP IT, Healthcare company*

**Elevate ITAM** with the only single-platform solution to feed critical asset data to the business via digital workflows.

**Mitigate risk** with a single, real-time view across unlicensed deployments, license reclamation options, and actionable software positions by publisher.

**Slash software and cloud spend** by optimizing usage with reallocation workflows and right-sizing future purchases for on-prem and cloud-based services.

## New in Quebec

Machine Learning Normalization  
Bring Your Own License (BYOL)  
SaaS License Management

- SSO Connection with Okta
- Smartsheet, PagerDuty, GoToMeeting, Slack, GitHub, Subscription Suites

Software assets on mobile  
SaaS Overview Dashboard

Publisher Pack Updates

- IBM
- SAP
- Citrix
- Adobe
- Microsoft

## Automate the IT lifecycle with intuitive workflows

ServiceNow® Software Asset Management is the only SAM solution that operates on a single platform with a common service data model.

### Simplify ITAM and get to SAM outcomes fast

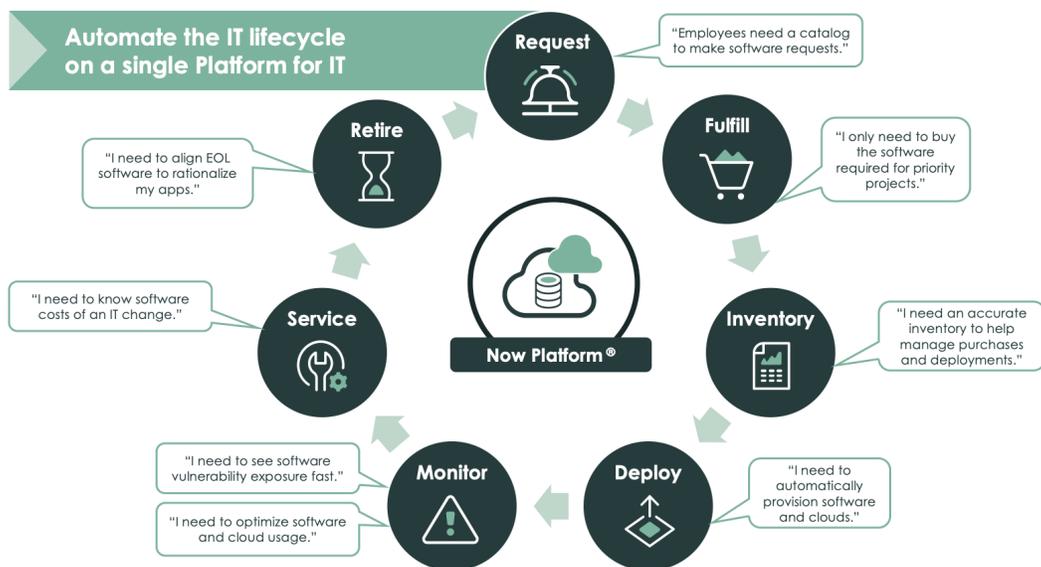
When you think of your CMDB as a centralized hub for software, hardware, and cloud data, adding intuitive workflows to automate your IT asset lifecycle will continually maintain and refine that data. And each stage of the IT asset lifecycle will gain greater visibility and control. Your CMDB can deliver centralized IT asset governance with workflows that operationally enrich the data that fuels areas such as IT change, security operations, application portfolio management, HR asset onboarding, and cloud software insights.

**Get to value quickly**  
on the Platform you  
already have in  
place

**Drive the full IT life cycle**  
to align infrastructure  
costs with visibility from  
a native CMDB

**Proactively workflow**  
software and app  
intelligence to  
relevant teams  
across the business

**End-to-end coverage**  
for all IT asset estates:  
hardware, software,  
SaaS, and hybrid  
clouds



Running SAM on the same platform is a game changer for all use cases, as you'll be able to alert issues, processes, and events before you get out of compliance in the first place. Mitigate expensive true up costs and wasted spend, and get to SAM outcomes faster by leveraging the Platform you already have in place.

### Deliver SAM differently

- Detect software purchases and "automagically" cross reference if SAM has it under management
- Machine Learning normalizes unrecognized software and categorizes applications based on functionality with 1500+ categories
- Dive deep on SaaS applications you most-often use with vendor-specific usage data to right size your next renewal
- Get a consolidated view of cloud resources including SaaS, PaaS, and IaaS with consumption and cost insights

## Let's workflow it®

### SAM + ITOM

- Automate deployment with orchestration
- Reclaim unused software and orchestrate removal from an end user's device
- Manage cloud services and cloud infrastructure

### SAM + ITSM

- Automate software requests and allocation with a self-service software catalog
- Simplified vendor management
- Proactively surface software costs with an IT change

### SAM + ITBM

- End-of-service and end-of-life risk avoidance
- Application rationalization and consolidation

### SAM + HR

- Simplified onboarding with automated allocation

### SAM + Security

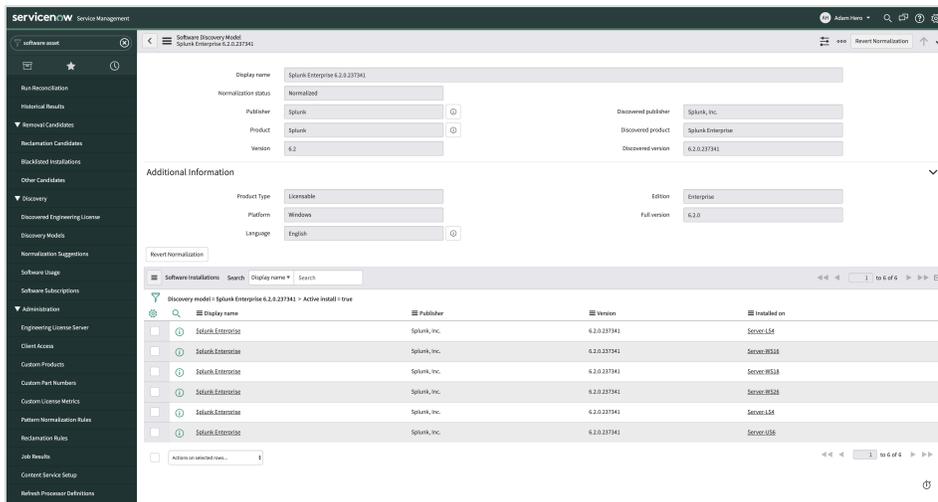
- Complete software inventory with lifecycle metadata from SAM to enhance vulnerability detection
- Take immediate, corrective action on vulnerabilities

# What's new in Quebec for software asset management

## Machine Learning Normalization

Machine Learning Normalization enables software to be normalized automatically when there are no normalization or mapping rules available, helping deliver faster content services and providing a more complete and accurate record of the software estate. Machine learning offers predictions for software Version, Full Version, and Edition, which are validated against constantly-evolving mapping rules. Customers gain quicker visibility of their license compliance positions for unrecognized software with machine learning.

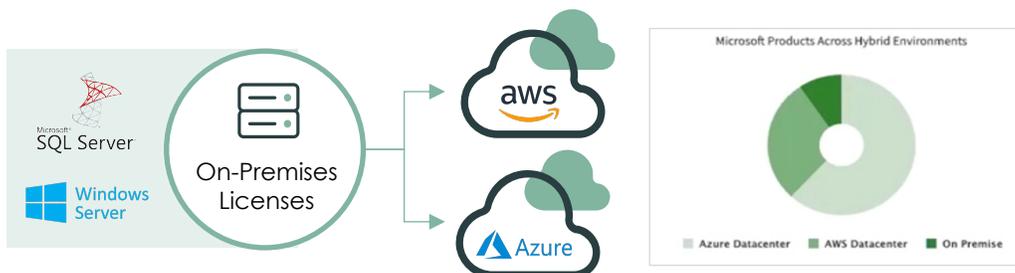
Expedite the turnaround of non-normalized discovery models



## Bring Your Own License

Bring Your Own License (BYOL) enables customers to use existing perpetual licenses on public cloud environments such as AWS and Microsoft Azure. This capability increases license mobility so software services can move between devices easily without violating publisher licensing constraints and agreements. BYOL supports the discovery, analysis, and compliance tracking for BYOL use cases for Microsoft Windows and SQL Server in AWS and Azure environments. BYOL helps customers determine overall software compliance and potential licensing savings across their hybrid infrastructure, understand the cost and risks associated with transferring on-premises licenses to the cloud, and offers remediation workflows when software is out of compliance—from a single platform.

Use existing perpetual licenses on public cloud environments



**SSO connection for Okta**

SaaS License Management now integrates with Okta to provide usage and login data for single sign-on (SSO) applications inside Okta. Customers are able to pull in the total number of users with access to various applications inside Okta, along with last login dates. Based on usage data, customers can automatically reclaim or revoke access for any specific user that does not meet usage requirements. The Okta integration expands SaaS License Management's ability to provide deep, vendor-specific usage data outside of the direct-to-vendor integrations available out-of-the-box.

Gain increased usage visibility into SSO apps inside Okta

**SaaS License Management enhancements**

Get deep usage and spend analysis for additional SaaS vendors out-of-the-box including Smartsheet, PagerDuty, GoToMeeting, Salesforce Marketing Cloud, Slack, and GitHub. With deeper insights and publisher-specific metrics, customers can make strategic decisions to reclaim and reallocate unused or underutilized licenses and better prepare for future SaaS purchases and renewals. SaaS License Management now enables customers to efficiently manage subscriptions for SaaS vendors offering products as bundled or suite offerings, rather than as individual licenses for each component included in the suite.

Manage spend and track usage of more SaaS apps and subscription suites

New SaaS License Management direct-to-vendor integrations available in Quebec:

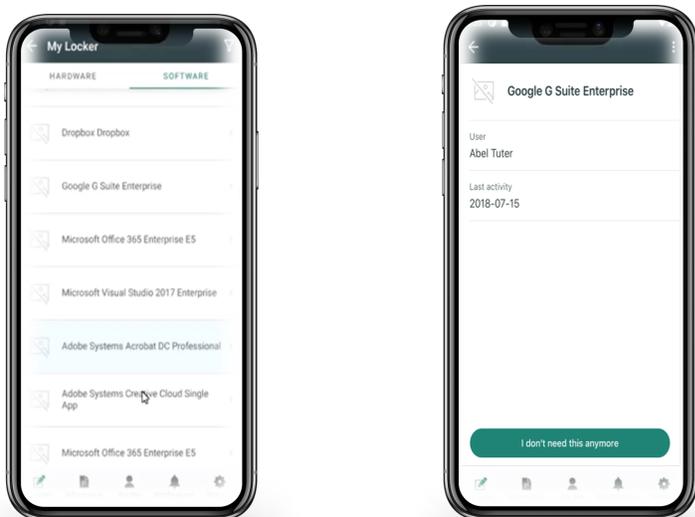


New and updated SaaS plugins and integrations will be available in the ServiceNow Store to support the faster pace of integration delivery and enhanced support for partner build integrations.

**Software assets on mobile**

Customers can provide their end users with visibility into the assigned subscriptions or software installed on their devices using the Now Mobile app. Employees can see all their software in the mobile view and request to remove licenses or subscriptions if they no longer use or need a software.

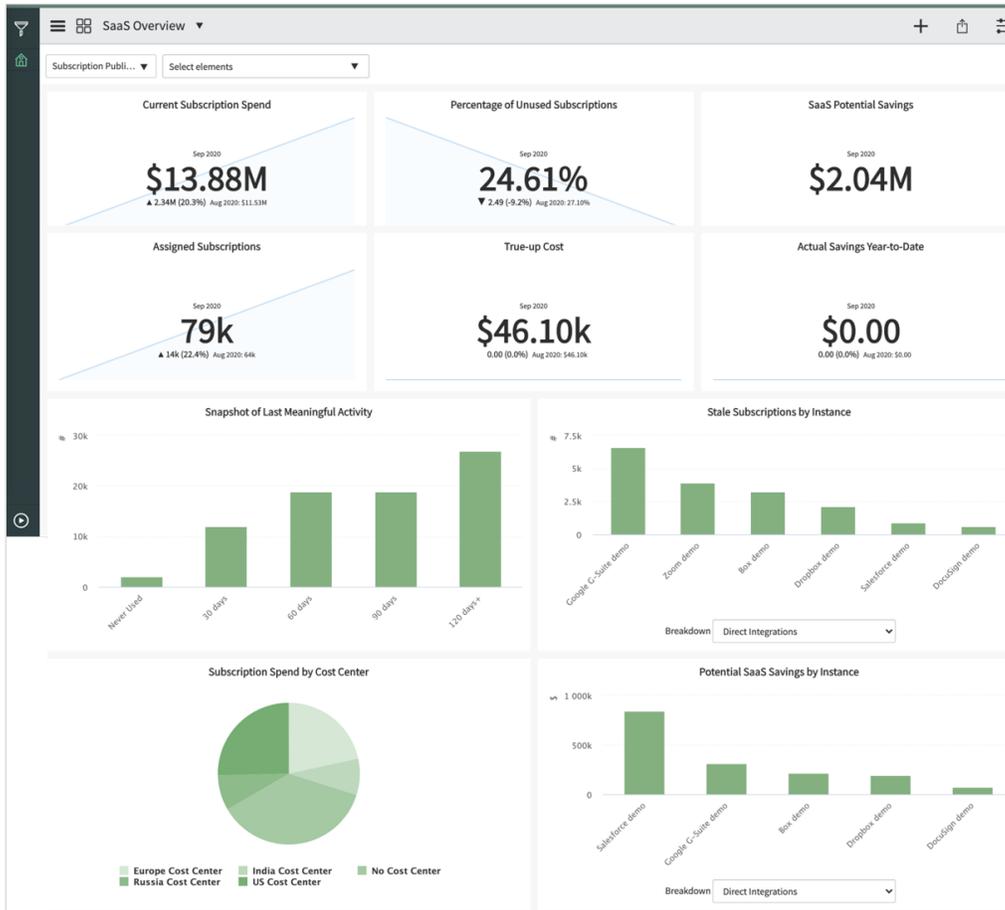
View or remove unneeded software via the Now Mobile app



### SaaS Overview Dashboard enhancements

Use the enhanced SaaS License Management overview dashboard to view license usage data for SaaS subscription profiles with insights into potential savings, subscription spend, subscription usage, and subscription usage over time. This data helps customers forecast future licensing needs and optimize licensing costs.

Visualize SaaS subscription costs and potential savings

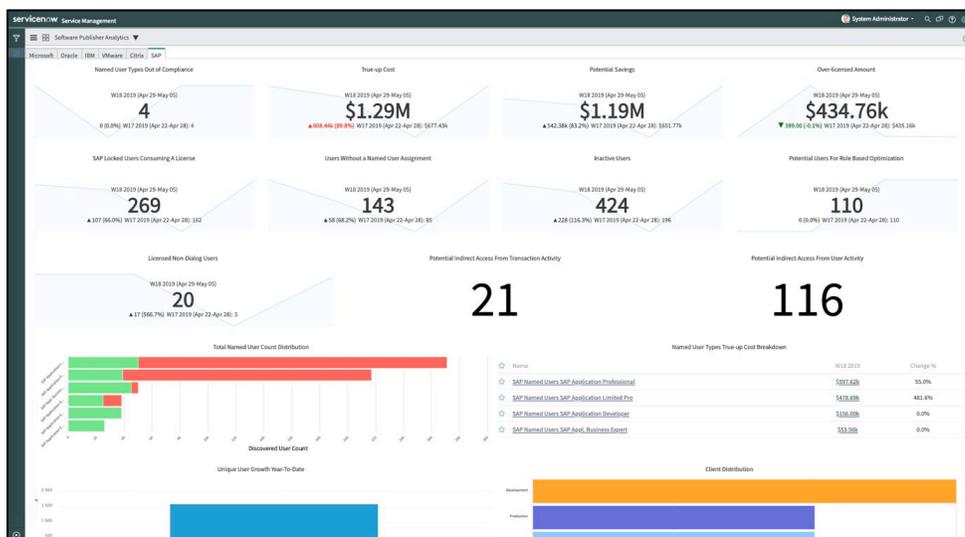


SaaS Overview Dashboard

## Publisher Packs

SAM's Content Library contains software metadata for thousands of software publishers. For complex licensing, packs are included for publishers such as SAP®, Microsoft®, Oracle®, IBM®, VMware®, Citrix®, and Adobe®. These packs include publisher-specific calculations to aid mostly with complex server licensing, such as Oracle database options that can go unused, providing a tremendous optimization opportunity to reduce license costs.

Simplify SAM complexity with a single platform and get to outcomes faster



Software Asset Management Publisher Overview Dashboard

## Publisher Pack updates in Quebec:

- IBM® Manage Red Hat licenses and mitigate compliance risks.
- SAP® Optimize SAP named user licenses based on user transactions.
- Microsoft® Optimize M365 licenses with support for hybrid subscription suites.
- Adobe® Manage Adobe Creative Cloud licenses with the latest Adobe APIs.
- Citrix® Calculate a more accurate license position for Citrix products with historical consumption data and support for application groups.

Life at work is better with intuitive experiences and automated workflows across departments

