

# ServiceNow Cloud Insights

## Part of a complete technology asset management solution

### The cloud sourcing challenge

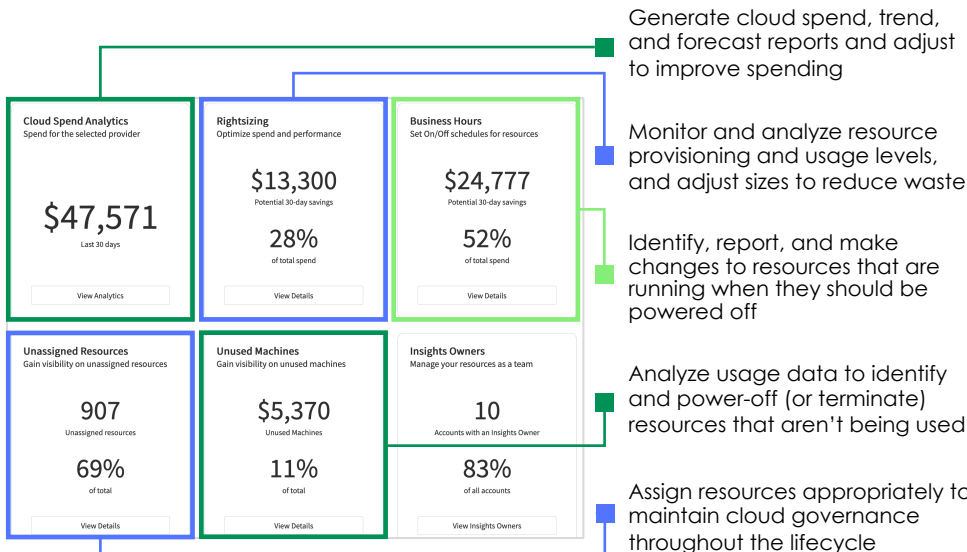
Cloud services are rapidly becoming the foundation for digital operations. While this on-demand computing model has dramatically accelerated digital innovation, this unprecedented growth comes with a heavy price. Unless cloud operations or FinOps teams manage this agility, cloud costs will continue to spiral upward. In fact, IDC estimates that 20% to 30% of total enterprise cloud spend is wasted due to lack of visibility and control.

Why so much waste? Because it's difficult to tie cloud costs back to delivered business value using manual processes. While cloud vendor billing reports, discovery tools, and other sources provide rich cloud cost and usage information, manually correlating and analyzing this data isn't feasible. Cloud budgets become black holes, with no way of knowing how cloud spend supports specific business services, applications, projects, and other business initiatives.

Even if you could understand cloud costs and usage, how do you optimize cloud spend? There are just too many moving parts to keep up. How do you identify rightsizing opportunities, let alone get approval to make changes? Or turn off cloud resources when they're not needed—for instance, outside of normal working hours? It's an insurmountable challenge to manually track any of this.

### The ServiceNow solution

ServiceNow® Cloud Insights gives you visibility and control of your cloud usage and costs. It uses the power of the Now Platform® to discover all of your cloud resources, breaks down cloud spend by cost center, business service, and other entity, provides recommendations on how to reduce cloud spend, and automates repetitive cost optimization tasks.



## Did you know?

Companies are typically ~23% over budget on cloud spend

-Wall Street Journal

### Optimize cloud costs and usage

Get complete visibility of your cloud spend and usage, broken down by services, applications, cost centers, and other entities.

### Identify cost optimization targets

Pinpoint areas of high spend and stranded cloud assets.

### Right-size cloud resources

Get automated recommendations on how to reduce cloud costs by correctly dimensioning cloud resources to match usage.

### Turn off resources not in use

Identify cloud resources that aren't used outside normal working hours and automatically turn them off and on.

### Build business cases for moving to or where to move in the cloud

Simulate scenarios for moving resources to the cloud with comparisons of bring your own license, utilization, VM structures, and comparisons between cloud providers.

### Ready to learn more?

Learn best practices in cloud spend management and easily optimize budgets.

Read the Ebook



## Track and manage hybrid cloud spending in one place

### Automatically identify who is using your cloud resources

Flexible, configurable policies classify cloud resources based on tags and other attributes, assigning each resource to specific owners, cost centers, business services, applications, and other entities. If you use ServiceNow® Discovery, Cloud Insights leverages this data to classify cloud resources. If you don't currently use Discovery, you can still leverage billing reports and similar sources for classification.

### Understand and optimize cloud spend

Combine cloud billing data with resource ownership information, giving you an accurate, detailed view of your cloud spend. ServiceNow dashboards and reporting helps to easily visualize this cost information, creating aggregate views across your entire organization, as well as fine-grained analyses that let you pinpoint optimization targets.

### Optimize costs and utilization by rightsizing your cloud infrastructure

Because Cloud Insights analyzes resource usage, it can identify excess resource capacity and database usage—for example, if a virtual server is too large or if a database is unused. It then produces rightsizing recommendations and automatically sends a change request to the resource owner for approval.

### Save money by not running cloud resources 24x7

If a department is only open 12 hours a day, there no point in providing cloud resources for another 12 hours. Cloud Insights lets you define policies that determine when resources need to be turned off. It even estimates potential savings and tracks actual cloud spend.

When Cloud Insights identifies a cloud resource needing to be on a schedule, it sends a change request to the resource owner. Once the request is approved, the resource is turned off and on automatically at the appropriate times, eliminating unsustainable manual effort.

### Proactively monitor cloud spend by creating budgets

Many organizations that run cloud operations lack budgets, and what budgets they do have aren't very flexible. For many, much of what they call budgets are really alerts that occur when you cross a budget threshold. But what if you cross your yearly budget threshold in August and still have more than a quarter of the year left? This usually results in another more painful type of budgeting—which could be reducing budgets in other areas of the organization.

Cloud Insights budgeting allows customers to create in-depth budgets to help them better monitor usage trends, forecast spend, and stay on track throughout the year. This capability also helps set and track budgets for different cloud providers, such as AWS, Azure, and Google Cloud and sets a precedence for each provider.

### Optimize spend and usage of reserved instances

Cloud Insights reservation plans helps you find discount opportunities by identifying cloud resources to reserve for a committed period. Actively monitor your current reserved instance utilization and gain suggestions for modifications to ensure utilization matches business needs. Gain visibility into break-even periods, upfront costs, and estimate savings based on recommended reservations.



Up to 40% of cloud spend can go to waste when no process controls are in place.

– Wall Street Journal

