

ServiceNow Software Asset Management

Part of a complete technology asset management solution

The challenges and risks posed by software

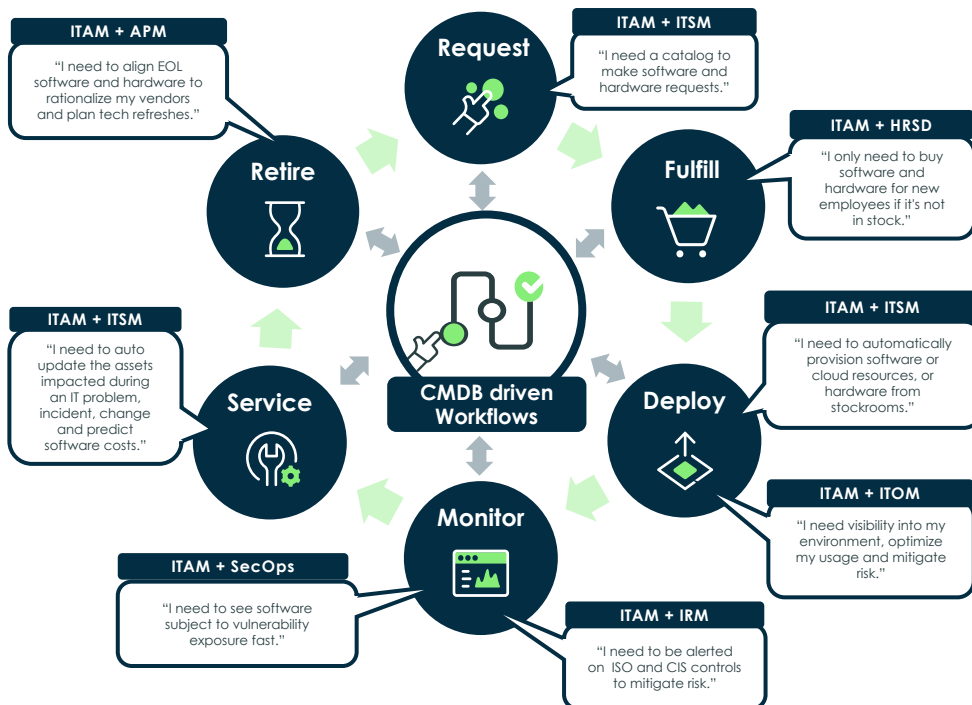
In today's business landscape, the race towards digital transformation is more intense than ever. The pressure to cut costs, embrace automation, and stay agile during evolving needs drives enterprises forward. Amid this, software asset management emerges as a vital tool for aligning software investments with business outcomes. However, managing software licenses isn't a minor feat. The looming threat of audits and their disruptive impact has never been more significant, diverting attention from innovation. These challenges compound with struggles to track entitlements, leading to overspending and idle resources.

Slash spend, mitigate risk

But it's not just about the financial risks; inefficiencies stemming from tool overload, data inaccuracies, and communication gaps abound. Teams, both in and outside IT, grapple with manual processes and inadequate tools. Enter ServiceNow® Software Asset Management, the solution that addresses these challenges within a unified IT platform. It grants real-time insights into unlicensed deployments, reclamation options, and actionable software positions, empowering cost control and informed decision-making. Beyond financial gains, effective asset management also minimizes risks, from budget overruns to security threats.

Automate software asset management throughout the IT lifecycle

What's more, Software Asset Management streamlines software management across its lifecycle. Like other assets, software should be managed systematically, from purchasing to end-of-life. It seamlessly automates these processes, keeping your software under control and adaptable to your business's evolving needs.



Reduce costs or mitigate risk? YES.

IT workflows + SAM

Asset

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

Operations

- Automate deployment and end-of-life processes and certifications
- Map critical infrastructure and apps to business services

Service

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

Security & Risk

- Enhance vulnerability detection take immediate, corrective action on vulnerabilities
- Use ITAM data to manage risk and compliance across the enterprise

Application Portfolio

- Rationalize applications
- Define and enforce standards and policies

Employee workflows + SAM

- Streamline onboarding and offboarding with automated workflows and asset tracking

Ready to learn more?

Learn 8 ways to drive cost savings using Software Asset Management.



[Get eBook](#)

Only ServiceNow combines software asset management with all your technology assets to automate asset lifecycles, track success, and help save across software, hardware, and cloud.

Accomplish more from one workspace

Streamlining software asset management just got easier. With this revamped workspace, software asset managers can bid adieu to dashboard hopping. This modernized workspace offers contextual actions, insightful KPIs, success tracking, and related to software asset workflows. For a broader, unparalleled view, Software Asset Management data can be viewed and acted on with hardware assets and cloud FinOps data in the asset management executive dashboard.

Manage your key publisher compliance

Navigating software licensing complexities becomes a breeze, especially in hybrid and cloud environments. Our Publisher Packs deliver comprehensive solutions for major vendors like Microsoft, Oracle, IBM, SAP, Adobe, and more. Access license workspace views, compliance reports, savings calculations, and recommended license models—all at your fingertips.

Optimize your software licenses

From compliance to cost-cutting, ServiceNow has your software strategy covered. We monitor your software usage, providing tailored optimization suggestions. Seamlessly reclaim licenses, fine-tune software purchases, and maintain compliance without hassle.





Reclaim SaaS and cloud resources

Elevate your SaaS portfolio with actionable insights for cost savings and governance. Identify, eliminate, and reclaim underutilized licenses while optimizing cloud resources. Combined with ServiceNow® Cloud Cost Management, you gain an enterprise-grade FinOps solution with a holistic view of cloud expenses, rightsize resources, and optimization recommendations with automated remediation workflows. The combination also gives you better insights into savings from bring your own license (BYOL) in the cloud and doing cost simulations for moving workloads to the cloud.

Discover, normalize, and maintain a comprehensive content library

Stay current with software licensing, entitlements, and usage. Let ServiceNow keep your software information up to date with ServiceNow® Discovery and Service Graph connectors. For expedited results, employ machine learning to hasten software normalization in your environment. Your comprehensive content library has never been easier to maintain.

For recent release feature highlights, see the following:

Previous releases	San Diego 	Tokyo 	Utah 	Vancouver 
<ul style="list-style-type: none"> • Software asset manager workspace • Playbook: create software entitlements • Enhanced bulk import process • New SaaS integrations • Expanded Salesforce support • Office365 optimizations • Oracle BYOL support • ITAM + Agent Client Collector • ITAM + Risk management 	<ul style="list-style-type: none"> • Manager workspace theming • ITAM offboarding • Microsoft licensing import process • Content library portal • New SaaS integrations • BYOL actual savings reporting • Advanced CAL support • Calculated software lifecycles • ITAM + virtual agent for SW requests 	<ul style="list-style-type: none"> • Asset management executive dashboard • License and cloud cost simulator • Contract mgmt. and renewal dashboard • Technology standards and onboarding • Software asset management success tracking • Enhancements for Salesforce, MS SQL, IBM, Oracle, & Workday 	<ul style="list-style-type: none"> • SAM success value builder • Containerized software licensing • IBM IASP partner support • Software contracts renewal calendar • Advanced license consumption rules • Multi-currency support for Entitlement Import • Quick start tests for SAM • Health check enhancements 	<ul style="list-style-type: none"> • Success guides & guided experience • Overlapping usage • Software bill of material management • Microsoft 365 SaaS optimization • Adobe SaaS optimization • Advanced entitlement management • Consumption rules enhancements
2021	2022	2022	2023	2023

