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 and 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.
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, rightsizes 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:

San Diego  |  Tokyo  |  Utah  |  Vancouver  |  Washington DC
---|---|---|---|---|
Manager workspace theming  |  Asset management executive dashboard  |  SAM success value builder  |  Success guides & guided experience  |  SaaS detection  
ITAM offboarding  |  License and cloud cost simulator  |  Containerized software licensing  |  Overlapping usage  |  Software Asset Management maturity  
Microsoft licensing import process  |  Contract mgmt. and renewal dashboard  |  IBM IASP partner support  |  Software bill of material management  |  Exposure assessment  
Content library portal  |  Technology standards and onboarding  |  Software contracts renewal calendar  |  Microsoft 365 SaaS optimization  |  Guided experience: BYOL changes on Microsoft Azure  
New SaaS integrations  |  Software asset management success tracking  |  Enhanced license consumption rules  |  Adobe SaaS optimization  |  License usage view  
BYOL actual savings reporting  |  Enhancements for Salesforce, MS SQL, IBM, Oracle, & Workday  |  Multi-currency support for Entitlement Import  |  Advanced entitlement management  |  Enhanced software licensing  
Advanced CAL support  |  2022  |  2023  |  2023  |  2024  
Calculated software lifecycles  |  2022  |  2023  |  2023  |  2024  
ITAM + virtual agent for SW requests  |  2022  |  2023  |  2023  |  2024  

© 2024 ServiceNow, Inc. All rights reserved. ServiceNow, the ServiceNow logo, Now, Now Platform, and other ServiceNow marks are trademarks and/or registered trademarks of ServiceNow, Inc. in the United States and/or other countries. Other company names, product names, and logos may be trademarks of the respective companies with which they are associated.
snc_datasheet_software_asset_management Feb 2024 snc-itam000396 asc-fc asc

servicenow.com/SAM