Fed Forum 2024
Hardware Asset Management (HAM) & Enterprise Asset Management (EAM) Workshop

Fri 3/26 10-2 PM, Gaylord National Harbor – Potomac 4
Lab Guide Link: TBD
CloudLabs Link: TBD
Reservation Code: TBD
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Workshop Agenda: Hardware Asset Management (HAM) & Enterprise Asset Management (EAM)

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<td>Roadmap + Recap</td>
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<td>2:00 PM</td>
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Friday March 22nd

May need to adjust for a 12:30 lunch
Workshop Objectives

1. Discover best practices
2. Learn about other offerings that can help
3. Connect with other users and the product team
Why is manual asset management a struggle?

Disconnected tools
Tool gaps are filled by manual processes from purchase to disposal

Manual processes
Human error from repetitive tasks, slow service to end users

Increased cost & risk
Unknown installed inventory, purchase sprawl, and compliance exposure
The problem with status quo:

"Do you plan on managing assets over here...

Legacy point tool

- Manual process
- Siloed teams
- Multiple UIs

Challenges

- Brittle integrations
- Nonstop CMDB exports and imports
- HW and SW managed separately
- May not be bi-directional
- Not real-time

...but plan, operate, and service IT here?"

Tracking assets in separate systems prohibits process automation
Point tools miss all current asset activity

Legacy tools that depend on nonstop imports and exports of CMDB mean there are delays every time you:

1. Request something
2. On board an employee
3. Provision a device or cloud
4. Enable a user SaaS access
5. Provide data to procurement
6. Service an asset or CI
7. Surface a vulnerability
8. Align cost for IT finance
9. Map apps to assets
10. Retire something

And the list goes on…

When data is somewhere else, legacy tools will delay work any time you need IT tasks done
Customers need to manage all IT assets in all estates

Hardware & Software, On Prem & Hybrid Clouds

Great experiences
Delivered to employees and customers

Our unique differentiation

Digital Workflows
Orchestrate work across the enterprise

Unified Cloud Platform
The foundation for all workflows

1 Platform
1 Data model
1 Architecture

Cloud

Data Center
software, servers, network, storage, IoT

SaaS

End User software and devices

IaaS

PaaS

On-Premises

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A single platform for the full technology asset lifecycle

- **ITAM + SecOps**
  - “I need to see software subject to vulnerability exposure fast.”

- **ITAM + APM**
  - “I need to align EOL software and hardware to rationalize my vendors and plan tech refreshes.”

- **ITAM + ITSM**
  - “I need to automatically provision software or cloud resources, or hardware from stockrooms.”

- **ITAM + Risk**
  - “I need to be alerted on ISO and CIS controls to mitigate risk.”

- **ITAM + HRSD**
  - “I only need to buy software and hardware for new employees if it’s not in stock.”

- **ITAM + ITOM**
  - “I need visibility into my environment, optimize my usage and mitigate risk.”

- **ITAM + ITSM**
  - “I need a catalog to make software and hardware requests.”

- **ITAM + ITSM**
  - “I need to auto update the assets impacted during an IT problem, incident, change and predict software costs.”

- **Service**

- **Deploy**

- **Fulfill**

- **Monitor**

- **Retire**
Hardware Asset Management

Automate the asset lifecycle with workflow
What is Hardware Asset Management?

Hardware Asset Management (HAM) is a set of business practices that join financial, contractual, and inventory functions to automate and support the lifecycle management and strategic decision making for an IT environment.

- What hardware do you own?
- Do financial records match your asset inventory?
- Are you using what you have?
- Can you prove it?
How does HAM work on the Now Platform?

1. ServiceNow Discovery
   - Hardware
     - Mac Book 15 MD322LL/A
   - Procurement Systems
   - IaaS API
   - Vendors
   - Spreadsheets
   - Third Party Inventory

2. Content Service
   - Content Service
     - Content Library
     - Research Team
   - Normalization
     - Apple Macbook Pro 15” MD322LL/A
       - Manufacturer: Apple
       - Product: MacBook Pro 15”
       - Model: MD322LL/A
       - Device Type: Notebook Computer
       - General Availability: 7/12/2018
       - End of Sale: 5/21/2019
       - End of Life: 2/15/2021

3. ITOM – Discovery, CMDB Cleanup
   - SPM – End of Life, End of Support (APM)
   - ITSM – Incident/Change (Asset Tasks)
   - Security/Risk – Vulnerability, Disposal
   - HR – Onboarding/Offboarding
   - ESG - Sustainable IT

- Reduce asset spend
- Eliminate manual updates
- Prescriptive asset workflows
- Reduce asset risk
Hardware Asset Management
Saves time, money, and customization – so you can scale best practices faster

Content Library
- hardware model normalization
- lifecycle dates, dimensions, energy usage
- content portal

Reporting and Modern UI
- enhanced HAM Workspace
- Asset Executive Dashboard
- HAM Success Portal

Additional Mobile Capabilities
- agent mobile audits
- agent disposal verification
- user remote receiving

Inventory
- service locations and distribution channels
- asset bundles
- shipment integration
- ASN asset import
- Zebra RFID integration

Asset Actions
- deploy
- swap
- retire

Asset Flows
- request
- stock order
- model refresh
- zero-touch refresh
- loaner
- contract renewal
- end of lease
- RMA
- reclamation
- donation
- disposal

Mobile Capabilities
- agent mobile receiving
- user view assigned assets

Reporting and Modern UI
- base Asset Workspace

Inventory
- service locations and distribution channels
- asset bundles
- shipment integration
- ASN asset import
- Zebra RFID integration

Hardware Asset Management
Automation

Mobile Capabilities
- agent mobile receiving
- user view assigned assets

Inventory
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Asset Flows
- request
- stock order
- model refresh
- zero-touch refresh
- loaner
- contract renewal
- end of lease
- RMA
- reclamation
- donation
- disposal

Base Tables
- models & assets
- stockrooms
- transfer orders
- purchase orders
- contracts

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Hardware Asset Management
Saves time, money, and customization – so you can scale best practices faster

Value-add visibility and workflows:
- Asset Management Executive Dashboard
- Hardware asset dashboard
- Hardware normalization
- Asset lifecycle automation
  - Hardware asset order and bulk stock order
  - Hardware asset refresh
  - Hardware disposal, recycle, resale, donate
  - Asset tasks—deploy, swap, retire
  - Loaner asset order/asset reservations
  - Leased asset return
  - Asset bundles, bulk transfer
  - Advanced shipment notifications (ASN)
- Mobile
  - Asset inventory audit
  - Asset disposal scanning
  - Remote asset receiving

Latest capabilities:
- Hardware Asset Workspace enhancements
- Pallets for Inventory
- Asset Donation flow
- Licensing Exclusion for MSP

Gain prescriptive, out-of-the-box workflows to automate tasks and simplify work

Start with Hardware Asset Management if you want to get the most out of your asset data to save time and resources.

Asset Management
(Base-level provided with a few ServiceNow products)

- Asset and model records
- Stockrooms
- Transfer orders
- Purchase orders
- Contracts
- Mobile asset receiving
- Mobile my assets
Zero Touch Refresh

Workflow for improved inventory visibility, asset fulfillment, provisioning, and aged asset reclamation

1. Enables automated asset refresh, reducing human intervention, which helps save time with large volume refreshes

2. Enhances your distributed or remote employee experiences during onboarding and offboarding

3. Added energy rating and energy type data can further enhance energy savings and user selection of environmentally-friendly hardware
Asset Swap – Automated record updates
Asset Inventory and Distribution

Make multi-location stockroom distributions easier and more tailored to your organization

1. Redesigned UX with inventory stock levels, tasks, and new shipment table to track all outbound and inbound shipments

2. Service location optimizes inventory consumption for multiple buildings served by one stockroom

3. Distribution channels connect stockrooms logically and geographically, optimizing the path to an in-stock, in-region asset
Rapid, customer-driven innovation – HAM

Paris
Hardware Model Normalization
Hardware Library
HW Manufacturer Lifecycle Dates
Asset Flows: Hardware Disposal Order
Asset Flows: Hardware Asset Order
Asset Flows:—Bulk Stock Order
Automated Asset Tasks—Deploy, Swap, Retire
Asset Inventory Audit
Hardware Asset Dashboard

Quebec
Asset Flows: Hardware Asset Refresh
Asset Flows: Loaner Asset Request
Asset Flows: Asset Lease Expiration
Asset Bundles
Asset on Mobile – Asset Disposal Scanning
Asset on Mobile - Remote Asset Receiving
Advanced Shipment Notifications
Consume Local Stock
Bulk Transfer Updates

Rome
Asset Health Dashboard
Asset Reservations
Mobile Asset Class & Licensing
Asset Flows: Return Merchandise Authorization (RMA)
ITAM + Risk Management
ServiceGraph Connectors:
  • JAMF
  • Intune
  • Tanium
  • VMware Workspace One

San Diego
Asset Flows: ITAM Offboarding workflows (reclaim)
Hardware Asset Workspace:
  • Hardware Asset Overview
  • Inventory
  • Asset Estate
  • Model Management

Tokyo
Tech Executive Asset Dashboard
Contract Management and Renewal
Asset Dashboard—Procurement—Sourcing
Hardware Content Portal
HAM Guided Setup
Zebra RFID Integration

Utah
Hardware Asset Workspace—Procurement enhancement
Pallets for inventory
Asset Flows: Asset Donation
HAM Licensing Exclusion for MSP
Telecom Network Inventory (TNI)

Vancouver
HAM Success Portal
HAM Content Expansion:
  • Specifications and dimensions
  • Calculated useful life
Zero Touch Refresh
Stockroom Form UX update
Shipment tracking – carrier integration
Distribution channels and service locations
HAM Hardware Normalization

Page 4 - Lab 1
5 minutes
HAM Stockroom Management

Page 7 – Lab 2

10 minutes
HAM workflows
Page 10 – Lab 3
30 minutes

Complete the lab guide until you reach ‘Section 2 – Enterprise Asset Management’.
Break

10min
Enterprise Asset Management

Automate the asset lifecycle with workflow
Full lifecycle management for all asset types

Automated asset lifecycle activities and reporting

Planning and Acquisition
- Sourcing
- Asset TCO
- Refresh planning
- Multi-tier asset modeling
- Classification and risk profiles

Inventory, Warehouse, and Distribution
- Asset ordering
- Stock Rules
- Stock Transfers
- Asset Audits
- Loaner Asset Pool

Requests and Deployment
- Asset Requests
- Deploy
- Swap
- Loaners & Reservation
- CMDB Sync

Asset Maintenance
- RMA Repairs
- Inspections
- Safety Recalls
- Break/Fix
- Preventative Maintenance

End of Life
- Reclaim
- Recycle/Resale
- Dispose
- Lease-end Mgt
- Retire/Refresh
EAM efficiency with ServiceNow

Enterprise Asset Management

Drive Transparency
Reduce Expenses
Mitigate Risk
Optimize Processes

Manufacturing
Tracks connected assets across its manufacturing sites, retail stores, and offices to better control risk exposures.

Hospital System
A single platform for end-to-end-asset management, replacing disparate clinical and facility systems.

Armed Forces
Digital inventory management, to improve asset and spare part accuracy by modernizing paper-based processes.
Create maintenance plans, maintenance schedules, work templates, and checklists

1. Enterprise Asset Manager can create plans for inspections, planned, and preventative maintenance activities.

2. Multiple options to schedule and trigger plans:
   - Duration (schedule-based)
   - Meter (asset attribute data)
   - Condition (complex filters)
   - Scripts

3. Proactively manage the health and performance of enterprise assets.
Deploy multi-component assets

User-assembled assets
Common consumable and/or serialized asset collections acquired separately and compiled by an organization

Pre-assembled asset
Components tracked within one complex asset when it ships already put together

Treat multi-component assets as one entity to:
- Stock
- Stage
- Install
- Reserve
- Return
- Retire
- Dispose
Advanced Shipment Notification (ASN)

Ability to import ASN and pre-create assets that are due for delivery

1. Import the ASN received from vendors against an ordered purchase order
2. Pre-creating assets allows for more accurate tracking and accountability of assets throughout the supply chain
3. Customers can verify the pre-created assets against receipt – help businesses reduce errors and improve overall efficiency
# EAM - Rapid, customer-driven innovation

<table>
<thead>
<tr>
<th>Tokyo</th>
<th>Utah</th>
<th>Vancouver</th>
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</table>
| • Enterprise Asset Workspace and roles  
• Multi-component models and assets  
• Model / asset risk scores and heatmaps  
• Enterprise asset catalog and request  
• Asset Actions Integrations with ITSM Incidents  
• Mobile-enabled enterprise asset audit  
• Enterprise asset inventory management module and inventory stock orders  
• Foundational enterprise asset workflow automation:  
  • Loaner and reservation  
  • RMA Orders  
  • Recall  
  • Lease-end Management  
  • Refresh  
  • Disposal | • Enterprise asset maintenance  
  • Create plans for inspections and preventative maintenance  
  • Schedules based on duration, meter, condition, or configurable scripts  
  • Generate and assign work orders  
  • Enterprise asset work management and parts sourcing for field service technicians  
  • Advanced shipment notifications  
  • Enterprise asset reclamation workflow  
  • Asset resale process automation  
  • Asset swaps with model substitute lists to suggest viable replacement  
  • Integration to bring in RFID location data from Zebra MotionWorks | • Linear asset management  
• Enterprise asset onboarding  
• Enterprise asset move workflow  
• Granular location hierarchy (e.g., floors)  
• Contract and lease management enhancements and new renewal workflow  
• Bulk import for enterprise assets  
• Report and filter on multi-tier classifications  
• Add multiple model components at once  
• IDs for consumable models  
• Configurable asset risk scores  
• Inventory management enhancements  
  • Pallets and aisle/space attributes  
  • Track inbound/outbound shipment details from carriers  
  • User interface update for stockrooms  
  • Indoor Mapping |

**SEPT 2022**

**MAR 2023**

**SEPT 2023**
EAM Multi-component Asset

Page 21 – Lab 7
15 minutes
EAM Workflows

Page 29 – Lab 9
15 minutes

Complete the lab guide until you reach ‘Section 3 – Software Asset Management’
Software Asset Management

Reduce software risk and identify savings
How does SAM work on Now Platform?

**Purchases**
- **Description:** MS Project
- **Part Number:** AAA-03474
- **Quantity:** 50
- **PO #:** PO3453667
- **Cost:** $29,540

**Raw Inventory**
- **Discovery:** Project 16.0.7.124
- **SCCM:** Project 2016
- **Jamf:** MS Proj Pro 16.0
- **Other:** MS Project 16.0.7
- **Usage:** 4 h 26 min

**Content Service**
- **Content Library**
- **Research Team**
- **Normalization**
  - **Manufacture:** Microsoft
  - **Product:** Project
  - **Version:** 2016
  - **Edition:** Professional
  - **Metric:** Per Device
  - **Part Number:** AAA-03474
  - **End of Support:** 7/1/2019
  - **End of Life:** 9/15/2020
  - **Category:** Project Management

**Compliance**
- **120 License Installations**
- **134 Compliance**
- **-14**
- **$60,960 True-up Cost**

**Action**
- **$8,223 Low Usage**
- **$11,637 Reallocation**
- **$5,348 Revoke**
- **$25,208 Savings**

**Better Together**
- **ITOM – Discovery ACC**
- **ITBM – End of Life, End of Support for APM**
- **ITSM – License Change Projection**
- **Security – Vulnerability Response**
- **HR – Onboarding, Software Packages**

**SAM Strategic Advantage**
- Reduce enterprise software spend
- Mitigate publisher audit risk
- Optimize software & SaaS spend
- Detect Unknown Software & SaaS Spend
### Summary of SAM and Discovery benefits and features

#### Benefits
- Reduce audit risk and wasted spend with top software vendors
- Identify end of life software and automate remediation
- Optimize end user SaaS and installed software spend
- Reduce time for distributing and reclaiming software

#### Features

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<th>Features</th>
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<td>Publisher Packs</td>
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<td>Application &amp; OS Inventory</td>
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<td>File-Based Discovery</td>
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<td>File-Based Discovery</td>
<td>Oracle GLAS Data Collection</td>
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<td>Oracle GLAS Data Collection</td>
<td>Anglepoint IASP Data Collection</td>
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SaaS: Thousands of apps & deep usage analysis

**Direct Integrations**

New integrations and updates every quarter!

- Adobe Workfront
- Adobe Creative Cloud
- Aha!
- asana
- box
- calendly
- Webex Meetings
- Confluence
- Crowdstrike
- DocuSign
- Dropbox
- Google Workspace
- GitHub
- Jira Software
- Looker
- Microsoft 365
- Dynamics 365
- PowerApps
- G Suite
-PagerDuty
- Rally Software
- Roadmunk
- Salesforce
- Service Cloud
- Slack
- SmartRecruiters
- Smartsheet
- SAP SuccessFactors
- SurveyMonkey
- Trello
- Workplace
- Zendesk
- Zoom
- Workday

**Single Sign On**

SSO Usage Data for ~10,000 apps

**Custom Integrations**

- (SaaS License Connections)

**Build your own SaaS integrations**

Actionable insights for any SaaS app in your environment
Publisher Packs

Complex publisher specific metrics
~80% of your software spend is likely with your top few software publishers - These same vendors perform audits

Common & unlimited metrics
~20% of software spend is a long tail of publishers, typically licensed by common metrics in the content library

Custom metrics
Complex metrics such as revenue base software compliance or in-house applications

Other company names, product names, and logos may be trademarks of the respective companies with which they are associated.
Integration to support EA Automation

Related Demands & Projects tied to goals and strategies

TPM uses the SAM software Inventory and normalization to manage their vendor lifecycles and bridges the gap to Demands and Projects in PPM

Service Mapping creates the dependencies on the discovered CI’s that support Applications

SAM and HAM build a normalized inventory of the software and hardware models supporting an Application Service

Discovery identifies and adds hardware and software CI’s to the CMDB including Applications and Application Services

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## Highlights from recent SAM releases

### Categories
- **Datacenter software**
- **End user and SaaS**
- **User experience and product success**
- **Automation and better-together**

### Quebec (2021)
- Microsoft Bring Your Own License (BYOL)
- Red Hat and Windows Server Optimization
- Okta SSO Integration
- Machine Learning Normalization - **ENT**

### Rome (2021)
- Oracle BYOL and vCenter enhancements
- M365 optimizations and Salesforce enhancements
- Software Asset Workspace
- ITOM Agent Client Collector

### San Diego (2022)
- Microsoft SQL Server optimization improvements
- Content Library Portal
- HAM and SAM Employee Offboarding workflow
- Virtual Agent for Software Requests

### Tokyo (2022)
- Cloud Cost Simulator - **ENT**
- ITAM Exec Dashboard and SAM Success Portal
- Contract Renewal workflow
- APM Technology Reference Model

### Utah (2022)
- IBM Authorized SAM Provider (IASP) support
- Software Renewal Calendar
- Coupa Entitlement Integration - **ENT**
- ITOM Container Software

### Vancouver (2023)
- Entitlement enhancements and License Pools
- Overlapping SaaS Products and Usage
- SQL Server Guided Experience
- ITOM Process Fingerprints

### Ongoing Improvement
- **Content library**
- **SaaS integrations**
- **Existing features**

**ENT = SAM Enterprise**
Maximize the value of your SaaS application by getting insights into feature level usage.

1. Provide insights into how the application is used within an organization.

2. Help compare usage across applications under the same product category.

3. Determine if the organization is getting value from the purchased applications and identify opportunities to optimize spend on overlapping software.
IBM IASP Partner support

Discover and manage licenses for IBM products under the IASP program

ServiceNow Discovery
- Discover IBM components in your environment with in-platform discovery capabilities

IASP Program
- IASP Partner services
- Partner Store application

ServiceNow SAM
- Compliance management and reporting
- Automated lifecycle workflows

IBM License Compliance for Software Asset Management (SAM)

- Connect the SAM Publisher Pack for IBM with the IASP platform to improve visibility and management of your IBM environment
- Manage full capacity and sub-capacity licensing for IBM products running in VMware virtual environments
- Optimize IBM products licensed by:
  - Processor Value Unit (PVU)
  - Resource Value Unit (RVU)
  - Virtual Processor Core (VPC)

Requirements:
1. IASP agreement with IBM
2. ITOM Discovery Store app
3. SAM Pro / Enterprise (Utah or later)
4. IASP Services Agreement
5. IASP Partner Store App

IASP apps currently available on the ServiceNow Store:

Report on IBM usage without the use of IBM License Metric Tool (ILMT) or BigFix Inventory
Manage Sub-capacity licensing with IBM Authorized SAM Providers (IASP).

1. **Partner with an IASP to manage IBM sub-capacity licensing without use of ILMT.**

2. **Vastly improved experience with in-platform Discovery and SAM capabilities.**

3. **Virtualization technologies supported: VMware, IBM LPAR**

**New:** Expanded coverage for IBM LPAR virtualization technology
Adobe Cloud Optimization

Optimize Adobe subscription costs

1. Realize cost savings by optimizing Adobe users with new and updated reclamation rules based on usage.
2. Deeper insights with optimization reports within the SAM Workspace.
3. SAM will support usage information from SCCM, JAMF, ITOM ACC-V.

Reclamations are generated for the following use cases:
1. User with Adobe CC All Apps, actively uses less than three products
2. User with Adobe CC All Apps, not using any product
3. User with Adobe CC Single Apps subscription, not actively using the product
4. User subscription in Adobe portal has no equivalent user defined in ServiceNow
Advanced Reclamation Management

Collection of different reclamation capabilities designed to address various reclamation options and use cases.

1. Provides SAM managers more control and options for reclamation strategy.
2. Leverage assignment groups and build reclamation rules based on various product edition and version factors.
3. New capabilities included as part of the Advanced Reclamation Management feature.
How the Cloud Spend Simulator works

1. Determine Criteria or get recommendations on On-Premise VMs
   - On-Premise Data
     - Server 1
       - CPU Utilization
       - RAM Utilization
       - Hardware cost
       - Hardware EOL
       - Software EOL
     - Server 2
       - CPU Utilization
       - RAM Utilization
       - Hardware cost
       - Hardware EOL
       - Software EOL
     - Server n...
       - CPU Utilization
       - RAM Utilization
       - Hardware cost
       - Hardware EOL
       - Software EOL
   - Instance Type
   - Instance series
   - Instance RAM Size
   - Storage details
   - Instance vCPU
   - Location and price

2. Filter On-Premise virtual machines based on criteria

3. Showcase cost or On-Premise vs. Cloud Cost
   - On-Premise (approx.)
     - Cost with BYOL
     - Cost without BYOL
   - Projected C1 cost
     - Cost with BYOL
     - Cost without BYOL
   - Projected C2 cost
     - Cost with BYOL
     - Cost without BYOL
   - Projected C3 cost
     - Cost with BYOL
     - Cost without BYOL

4. Recommend cheapest virtual machines on the cloud with their costs for compute, software and storage disk

5. Initiate Change Request after selecting which VMs to move
Normalization, Entitlements, Reconciliation, End user optimization, Cloud Spend Simulator

60 minutes
What we learned

How to increase data quality and lessen manual work

• SAM standardizes and enriches discovery data to support many use cases including **end of life risk** and **app rationalization**.

• SAM normalization eliminates manual data clean up for **compliance** positions

How to identify savings opportunities

• SAM identifies **unused software** and calculates potential savings to help asset managers decide when to reclaim a license.

• The SAM reclamation workflow **automates** this process and provides an audit trail.

How to understand your software estate

• SAM **reconciliation engine** automatically calculates complex licensing to identify overspending or audit risk

• The **SAM Workspace** provides multiple views into your estate, surfacing important details.
Cloud Cost Management

Reduce cloud costs and automate tasks on a single platform
### Cloud spend is on the rise

"Toxic Consumption: Unnecessary use that results from PaaS and IaaS overprovisioning and idle instances, with “meters” continuing to run, thereby incurring unnecessary costs." - Gartner

#### Table 1. Worldwide Public Cloud Services End-User Spending Forecast (Millions of U.S. Dollars)

<table>
<thead>
<tr>
<th>Service Type</th>
<th>2021</th>
<th>2022</th>
<th>2023</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cloud Business Process Services (BPaaS)</td>
<td>54,952</td>
<td>60,127</td>
<td>65,145</td>
</tr>
<tr>
<td>Cloud Application Infrastructure Services (PaaS)</td>
<td>89,910</td>
<td>110,677</td>
<td>136,408</td>
</tr>
<tr>
<td>Cloud Application Services (SaaS)</td>
<td>146,326</td>
<td>167,107</td>
<td>195,208</td>
</tr>
<tr>
<td>Cloud Management and Security Services</td>
<td>28,489</td>
<td>34,143</td>
<td>41,675</td>
</tr>
<tr>
<td>Cloud System Infrastructure Services (IaaS)</td>
<td>90,894</td>
<td>115,740</td>
<td>150,254</td>
</tr>
<tr>
<td>Desktop-as-a-Service (DaaS)</td>
<td>2,059</td>
<td>2,539</td>
<td>3,104</td>
</tr>
<tr>
<td><strong>Total Market</strong></td>
<td><strong>412,632</strong></td>
<td><strong>490,333</strong></td>
<td><strong>591,794</strong></td>
</tr>
</tbody>
</table>

- 40% over budget on cloud spend when no controls in place – WSJ.com
- 33.0% of total cloud spend is on SaaS
- 25.4% on IaaS
No surprise, the key to cost savings is taking action

Top challenges for FinOps teams include:

- 30% Getting engineers to take action on cost optimization
- 20% Enabling automation
- 19% Reducing waste or unused resources
- 29% Accurate forecasting of spend
- 22% Organizational adoption of FinOps
- 16% Aligning finance/procurement teams with tech/eng teams
- 13% Full allocation of cloud spending
- 11% Container cost reporting
- 7% Dealing with shared costs within cloud providers
- 7% Multi-cloud cost reporting
- 5% Accounting for additional cloud costs
- 5% Managing "non-FaaS" costs
- 4% Hybrid cloud cost reporting
- 3% Other
- 2% Not sure
- 1% *

(Source: https://data.finops.org)
What stage are people in with FinOps?

“Of these segments, the **Walkers** show the most improvement year-over-year.”

“We see the emergence of the **Pre-crawl** segment across role types, indicating **new practitioners** springing up from all over the enterprise.”

“Crawl-stage respondents are in a learning state and rely on organic adoption.”

**Run**
- 12.59%

**Pre-crawl**
- 7.52%

**Crawl**
- 37.08%

**Walk**
- 42.83%
Cloud cost management challenges

Analyzing complex cloud bills
• Consistent multi-cloud approach
• Identify trends and anomalies

Connecting spend to business value
• How are resources used?
• What services do they support?

Coordinating savings across teams
• Shared responsibility model
• Automate optimizations
How ServiceNow Cloud Cost Management works

**Daily Data Import**
- Price Sheets
- Billing Data
- Cloud Infrastructure
- Usage Data

1. **Analyze Costs**
   - Update reports
   - Connect CIs to bill
   - Tag Categories
   - Forecasts
   - Budgets

2. **Share Responsibility**
   - Assign CIs to groups
   - Notify if over budget
   - Insight Owners
   - Unassigned Resources

3. **Optimize Spend**
   - Track optimizations
   - New suggestions
   - Low Usage
   - Business Hours
   - Reservation Plans

4. **Take Action**
   - Integrations
   - Change Requests
   - Approvals

**Inform** - Analyze costs with both tags and CMDB relationships

**Operate** - Automate processes with change control and alerts

**Optimize** - Empower teams to save money and track progress

Aligns to the FinOps Framework
https://www.finops.org/framework

FinOps Foundation

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Types of optimizations

Cost Optimization Analytics

The who and what of waste: even though you are within budget there is 40% waste on these machines.

OPTIMIZE

Rightsizing, Unused Machines
- Reduce or turn off resources without impacting service delivery
- CPU and Memory Usage

Reservation Plans
- Track recommendations for committed use discounts
- Cloud Provider Suggestions

Business Hours
- Automatically turn on/off resources based on work schedule
- IntegrationHub Flows

REPORT

The who and what of waste: even though you are within budget there is 40% waste on these machines.

ACTION

Financial / Usage Alerting
- Confidence Scoring
- What If? Reporting
- Change Confirmation
- Automated Approvals

Better Together: Fully integrated with ITSM change controls with out of the box workflows.
Top players in FinOps

- CTO: 42%
- CIO: 24%
- CFO: 17%
- Other C-Level: 17%
- Additional roles: Exec (5%), Fin/Accounting (4%), Procurement (1%)

(Source: https://data.finops.org)
Product Evolution

QUEBEC
- AWS spend reporting
- AWS cost optimization for Compute resources
- Resource scheduling (business hours)
- Automated corrective actions
- Account ownership management
- Change management integration

Q1 2021

ROME
- Azure cloud spend reporting
- Azure cost optimization for compute resources
- Spend reporting based on tags
- Tag categories
- Support for hourly billing data granularity
- Amortized spend reporting
- Dedicated mid server selection
- Gov cloud support for AWS and Azure

Q3 2021

SAN DIEGO
- Budgets
- Spend forecasting
- Forecasting for budget overrun or shortfall
- User/Team notifications
- Cost optimization from BYOL
- Reservation and savings plans
- Spend reporting enhancements – additional filters
- Automated test framework for upgrade testing

Q1 2022

TOKYO
- Google cloud spend reporting
- Google cloud cost optimization for compute resources
- New data retrieval method for Azure
- License and cloud cost simulator for AWS and Azure
- Performance enhancements in cloud insights and Metricbase

Q3 2022

UTAH
- Cloud Database Optimization
- Name change from “Cloud Insights” to “Cloud Cost Management”
- Creation of Standalone SKU
- Cloud Cost Management Workspace
- Admin center/Guided Setup
- Spend reporting on 12 months of data
- Storage Optimizations for AWS, Azure, and GCP

Q1 2023

VANCOUVER
- Cloud Database Optimization

Q3 2023
Streamline Cloud Cost Analysis and Resource Optimization

1. Streamline cost analysis and identify cost-saving opportunities for improved cost efficiency and savings.

2. Optimize resource utilization based on data-driven insights, leading to improved efficiency and resource management.

3. Make informed decisions and drive cost optimization initiatives aligned with business goals and objectives.

Redesigned workspace for Cloud Cost Management that empowers users to analyze cloud costs, optimize resource utilization, and make data-driven decisions.
**Cloud Storage & Database Optimization**

*(Cloud Cost Management)*

Expanded coverage for improved cost management and optimization.

1. Reduce cloud storage and database expenses through optimization.
2. Integrate with existing support for compute and database optimization.
3. Full cost-saving coverage across the most common cloud services of AWS, Azure, and Google Cloud.

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Guided Experience

(Cloud Cost Management)

Central workspace location for guided setups, tasks, resources, and experiences.

1. Get your Cloud Cost Management up and running faster with reduced setup time.
2. Find handy learning resources and best practices right in your cloud cost management workspace.
3. Get helpful recommendations and keep track of tasks as you complete them.
Analyze Spend
Cost Optimization
Budgets & Insights Owners

60 minutes
## What we learned

<table>
<thead>
<tr>
<th>How to save money by not running cloud resources 24x7</th>
<th>How to reduce costs by rightsizing your cloud Infrastructure</th>
<th>How the ServiceNow platform allows you to do more</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Cloud Insights lets you define policies that determine when resources need to be turned off</td>
<td>• Cloud Insights analyzes resource usage to see if there is excess resource capacity&lt;br&gt;• Recommendations are provided using your billing and usage data</td>
<td>• Change requests are automatically sent based on jobs to turn on or off machines, eliminating unsustainable manual effort&lt;br&gt;• Change request are auto generated for machines to be rightsized making the task defined and easy</td>
</tr>
</tbody>
</table>
Lunch

30min
Enterprise Asset Management

Oversee the full lifecycle of physical business assets
EAM is challenging enough as it is

- Lack of asset visibility
  - 1 in 3 companies lack asset visibility across the lifecycle

- Inventory planning
  - 18% of businesses report parts inventory reductions when automating EAM

- Risk exposure
  - 1 in 5 companies identify non-documented assets as a main pain point

- Inability to Scale
  - 27% of organizations say legacy systems were not built to integrate and scale

Over 50% of global software decision-makers were unsatisfied with or looking to replace their EAM software.” - Forrester, Tame The Asset Management Beast February 13, 2023
EAM efficiency with ServiceNow

Enterprise Asset Management

- Drive Transparency
- Reduce Expenses
- Mitigate Risk
- Optimize Processes

Manufacturing: Tracks connected assets across its manufacturing sites, retail stores, and offices to better control risk exposures.

Hospital System: A single platform for end-to-end-asset management, replacing disparate clinical and facility systems.

Armed Forces: Digital inventory management, to improve asset and spare part accuracy by modernizing paper-based processes.
Scale operations and automate workflows across teams

Field Service Management
Manage field service technicians, servicing, scheduling, and dispatching for enterprise assets

Workplace Service Delivery
Streamline hybrid work and facility-related experiences for everyone on a unified platform

Operational Technology Management
Operate and secure OT assets for maximum productivity and uptime

Environmental, Social and Governance (ESG)
Create an enterprise-wide ESG command center to plan, monitor, and measure impact
ServiceNow automates asset lifecycle and servicing

- **Asset Manager**
  - Manage process from service to replacement/decommission

- **Manage parts**
- **Manage warranty and maintenance contracts**
- **Stockroom inventory, Parts reservations**

- **HVAC System Breaks**
  - Break fix ticket created

- **HVAC is Fixed**
  - Receive and review request

- **Work scheduling and dispatch**
- **Pick up parts from stockroom**

- **Parts Disposal and warranty process starts**
- **Integrate with ERP**

- **Manage parts**
- **Repair completes and ticket closes**

- **Replenish inventory using stock rules**

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The Enterprise Asset Workspace is your control tower

Quick links to live status updates of common requests and orders

Apply workspace filters to focus your information

Charts provide you with instant visibility into assets and effortless status reports, with the ability to easily drill down
Easily handle asset “acquire-to-install” workflows

Need an Asset → Check Inventory → Pick or Transfer → Receive → Install or Deploy

- Convey belt refresh planned for next month
- Seasonal store display plan calls for temporary fixtures
- Clinical director requests a portable air filtration unit
- Law enforcement station needs tactical gear for new recruits

Bi-directional ERP Integration
Oversee operational asset workflows during the lifespan

1. **Asset Incident**
   - Leased intelligent sewing machine is malfunctioning

2. **Swap if possible**

3. **Check Warranty & Contract Status**
   - Air conditioning rooftop unit breaks before end of useable life

4. **Retire Pending disposal**
   - Nurse reports that a bed is stuck and needs to be replaced

5. **Delegate to Maintenance**
   - An operator crashed an agency drone used for inspections

6. **Working Asset in Use**
   - Return Asset to Vendor

7. **Working Asset in Use**

- **Overview**
- **What's New**
- **Lab Roadmap Recap**
Safely dispose assets in accordance with regulations

- **Asset Flagged for Disposal**
- **Verify**
- **Wipe Data**
  - If smart/connected
- **Determine Method**
- **Dispose**

- Retiring oven dryers due to production site closure
- Old commercial deep fryers upgraded with more efficient models
- Decommission an imaging machine purchased when it was at end of lease
- Broken mobile power generator is returned and is unrepairable
Simplify how employees request assets

Catalog makes it easy for employees to find and request enterprise assets

Place asset orders on the mobile app

Employees can track their requests and approvals

Plan
Acquire
Deploy
Maintain
Retire

Overview
What’s New
Recap
Source and transfer assets across location

Easily make asset transfers across your multiple sites, including bulk transfers

Accurately source assets from your entire asset inventory – no matter where it is located
Deploy multi-component assets

User-assembled assets
Common consumable and/or serialized asset collections acquired separately and compiled by an organization

Pre-assembled asset
Components tracked within one complex asset when it ships already put together

Treat multi-component assets as one entity to:
- Stock
- Stage
- Install
- Reserve
- Return
- Retire
- Dispose
Manage shared asset reservations/loaners

Easily find who is currently assigned to a reservable assets, as well as the asset location and assigned/installed dates, to ensure loaner items are not misplaced.

Adele in Santa Cruz has reserved this Transducer.
Ensure the organization remedies all assets and components subject to manufacturer or regulated government recalls.
Initiate and assign work orders

EAM Operators can initiate and assign work orders, including parts requirements.
- Work orders triggered by planned maintenance schedules
- Reactive or ad-hoc work orders for break/fix situations

Technicians can then access and execute the work with ServiceNow Field Service Management.

EAM Operators follow prescriptive workflows to remove, swap, or use assets as a result of a work order to keep data accurate.
Take action on assets eligible for refresh

Set your own refresh criteria based on:
- Company policy
- Manufacturer model lifespan
- Lease terms
- Warranty expiring
- Service contract termination
Plan for assets nearing the end of lease

- Decide whether to extend, return, or buyout leased equipment
- Specify renewal details, track history, and store contract files
Work Management

Integrated Experience in EAM’s Workspace

Create maintenance plans, maintenance schedules, work templates, and checklists

1. Enterprise Asset Manager can create plans for inspections, planned, and preventative maintenance activities.

2. Multiple options to schedule and trigger plans:
   - Duration (schedule-based)
   - Meter (asset attribute data)
   - Condition (complex filters)
   - Scripts

3. Proactively manage the health and performance of enterprise assets.
Work Management

Follow asset management best practices to request parts

Streamlined parts ordering process

1. Requested parts are sourced by enterprise asset managers / inventory managers.

2. Pick up tasks enable field techs to transfer parts from stockrooms into their personal stockroom.

3. Follow standard asset request flow.
Asset Resale Workflow

Automate the process of reselling assets with an audit trail.

**Automated workflow to support resale of enterprise assets and receive vendor credit**

1. Add assets that are at the end of their lifecycle and that are eligible for resale to the resale order.
3. Receive vendor confirmation and record the resold value against each resold asset.
Product Evolution

EAM first introduced on Tokyo (Q3 2022)

**TOKYO**
- Asset Workspace
- Multi-component Models and Assets
- Model and Asset Risk Scores
- Automated Asset Actions
- RMA Orders
- Recall Orders
- Disposal Orders
- Loaner Asset and Reservations
- Mobile-enabled Asset Audits
- Lease-end Management
- Inventory Stock Orders
- Asset Refresh
- Asset Request

**UTAH**
- Work Management – Maintenance Plans
- Work Management – Parts Sourcing and Asset Actions
- Asset Reclamation Workflow
- Asset Swaps with Substitutes
- Asset Resale Workflow
- RFID/Zebra Integration
- Advanced Shipment Notification (ASN)

**VANCOUVER**
- Linear asset management
- Asset workflows support for granular location hierarchy
- Enterprise asset move workflow
- Multi-tier classification
- Enterprise asset onboarding update
- Multiple model components and IDs for consumable models
- Bulk import for EAM
- Pallets & aisle / space
- Advanced inventory and distribution
- Stockroom form UI update
- Contract and lease management update
- Contract renewal flow
- Asset risk score update

Q3 2022
Q1 2023
Q3 2023
<table>
<thead>
<tr>
<th>New Feature</th>
<th>What</th>
<th>Business Outcomes</th>
<th>Wow Factor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Linear asset management</td>
<td>Track and manage linear assets (roads, pipelines, etc.)</td>
<td>Enhanced analysis and maintenance of linear assets</td>
<td>Dedicated support for linear asset use cases</td>
</tr>
<tr>
<td>Asset workflows support for granular location hierarchy</td>
<td>When users submit request for new assets, they can specify granular deployment location</td>
<td>All asset workflows just got smarter</td>
<td>Loaner, parts requests, and refresh workflows also leverage the asset’s granular location hierarchy</td>
</tr>
<tr>
<td>Enterprise asset move workflow</td>
<td>Prescriptive workflow to execute assets moves from one location to another using shipping or local move tasks</td>
<td>Streamline asset supply chain and inventory management</td>
<td>Optimize inventory levels and carry less deadstock</td>
</tr>
<tr>
<td>Multi-tier classification</td>
<td>Report on models and assets by classification</td>
<td>Follow asset management best practices to request parts</td>
<td>Automatically filter classification list available for asset managers to show what is relevant based on model classes and categories</td>
</tr>
<tr>
<td>Enterprise asset onboarding update</td>
<td>Comprehensive onboarding process for completion of essential asset information</td>
<td>Structured and efficient asset onboarding process</td>
<td>Easily manage asset details, enhance data accuracy, and improve overall asset management</td>
</tr>
<tr>
<td>Multiple model components and IDs for consumable models</td>
<td>Manage model components and consumable assets more efficiently</td>
<td>Simplify component management and asset identification</td>
<td>Users can now add multiple model components at once</td>
</tr>
<tr>
<td>Bulk import for EAM</td>
<td>Spreadsheet-based creation and updates for models and assets</td>
<td>Simplify enterprise model and asset data migration</td>
<td>Models and assets can be imported simultaneously</td>
</tr>
<tr>
<td>Pallets &amp; aisle / space</td>
<td>Create and use pallets, incorporate aisle and space attributes</td>
<td>Optimize asset tracking, streamline inventory management, and enhance overall asset handling</td>
<td>Precisely track the location of assets within a stockroom</td>
</tr>
<tr>
<td>New Feature</td>
<td>What</td>
<td>Business Outcomes</td>
<td>Wow Factor</td>
</tr>
<tr>
<td>-------------------------------------</td>
<td>----------------------------------------------------------------------</td>
<td>-----------------------------------------------------------------------------------</td>
<td>--------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Advanced inventory and distribution</td>
<td>Track inbound/outbound asset shipment details from carriers in ServiceNow</td>
<td>Streamlined real-time shipment tracking and optimized logistics</td>
<td>Introduction of shipment records in relevant workflows simplifies tracking and improves asset management</td>
</tr>
<tr>
<td>Stockroom form UI update</td>
<td>User friendly interface to improve inventory logistics chain</td>
<td>Better manage and intelligently execute operations of a stockroom, warehouse or distribution center</td>
<td>Realtime stock level updates and one click reordering to ensure right sized inventory</td>
</tr>
<tr>
<td>Contract and lease management update</td>
<td>Simplify contract handling, task tracking, and approvals for new contract types</td>
<td>Experience enhanced contract management features for efficient contract handling</td>
<td>Overview tab provides information about critical actions, expenditure charts, and expiring contract details</td>
</tr>
<tr>
<td>Contract renewal flow</td>
<td>Prescriptive workflow to renew warranty and maintenance contracts</td>
<td>Guided process UX</td>
<td>Renew contracts through a streamlined and managed process</td>
</tr>
<tr>
<td>Asset risk score update</td>
<td>Configure asset risk scores for asset models to enhance risk visibility</td>
<td>Gain deeper insights into risk factors, make informed decisions, and efficiently manage assets based on risk assessments</td>
<td>Users can now set individual risk values for assets, either aligned with the model or overridden</td>
</tr>
</tbody>
</table>
Streamlined parts ordering process with prescriptive workflow for end-users and asset managers

1. Asset managers or end-users can initiate move requests from the service catalog.

2. Follow a prescriptive workflow to execute asset moves between locations, utilizing shipping or local move tasks.

3. Ensure the right assets are moved to the right location on time.
Enterprise asset onboarding update

Structured and efficient asset onboarding process

1. Wizard-like onboarding steps to fill in required asset details, including warranty expiry dates, maintenance contracts, service contracts, maintenance plans, and risk values.

2. Onboarding can be triggered from the asset record or during sourcing/request flows, creating an onboarding task for each asset.

3. Onboarding tasks are displayed in a playbook on the asset onboarding task record, allowing for predefined and custom-defined activities.

4. Onboarding tasks can only be closed when the process is complete, preventing task closure if activities are still in progress.
Multiple model components and IDs for consumable models

Manage model components and consumable assets more efficiently

1. Users can now add multiple model components at once.
2. New pop-up allows users to add multiple serialized components using the ‘quantity’ attribute, enhancing asset tracking.
3. Consumable component child assets are no longer merged; each asset is uniquely identified with a ‘component number’.
4. Users can perform operations on individual components and assets, boosting flexibility and accuracy.
Bulk import for EAM

Spreadsheet-based creation and updates for models and assets

1. EAM admins create/update models using spreadsheets, streamlining mass updates
2. Bulk import facilitates asset creation and updates for efficient data management
3. Models and assets can be imported simultaneously, saving time and effort
4. Accommodates various asset types, enhancing data coverage
5. View results and errors for quick issue resolution
Asset risk score update

Gain deeper insights into risk factors, make informed decisions, and efficiently manage assets based on risk

1. Enhanced risk assessment with separate Risk Likelihood and Impact values for asset models, improving risk definition.

2. Users can set individual risk values for assets, either aligned with the model or overridden, providing greater flexibility in risk evaluation.

3. EAM dashboard heatmap now derives risk gradients from individual asset risk values, offering a comprehensive view of risk distribution for informed decision-making.
Multi-Component Models
Asset Onboarding

60 minutes
Break

15min
RMA Recall

20 minutes
What we learned

How workflows can save time

- EAM disposal enables you to create a disposal order for an asset that has reached its end-of-life cycle or is no longer functional

How to track everything you own

- Multi-component management lets you associate an asset with one or more model components

How you can ensure compliance

- EAM recalls allow you to track and act on enterprise assets that have been recalled by the asset vendor by using recall orders (replace, repair, retire)
Asset Recap

What each product does and how
- **SAM** – Compliance and savings
- **HAM** – Workflows and automation for IT
- **EAM** – Workflows and automation for the business
- **Cloud** – Cloud optimization

What just came out
- **SAM** – Cloud Migration Simulator
- **HAM** – Donation + Asset Resale flows
- **EAM** – Work Order templates and tasks
- **Cloud** – Cloud Database Optimization

What best practices are used
- **SAM** – Normalization, Reconciliation, Reclamation
- **HAM** – Hardware Asset Refresh, Asset Tasks
- **EAM** – Multi-comp, Disposal
- **Cloud** – Rightsizing, Business Hours Policies

What is coming
- **SAM** – Automated Vulnerability Mapping
- **HAM** – Zero Touch Refresh
- **EAM** – Indoor Mapping / Asset Visualization
- **Cloud** – Cloud Storage Optimization
# Unique advantages of ITAM on the Now Platform®

<table>
<thead>
<tr>
<th>Unique Value</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Single Platform</strong></td>
<td>One Platform, One Data Model, One Architecture</td>
</tr>
<tr>
<td><strong>End to End Lifecycle</strong></td>
<td>Full IT lifecycle powered by CMDB</td>
</tr>
<tr>
<td><strong>Full Asset Coverage</strong></td>
<td>Any Asset, Anywhere - for software, hardware on premises and hybrid clouds</td>
</tr>
<tr>
<td><strong>Speed to Value</strong></td>
<td>Get to ITAM outcomes faster with existing Now Platform already in place (CMDB, Discovery, Asset, Service Catalog, etc.)</td>
</tr>
<tr>
<td><strong>Connect teams</strong></td>
<td>Proactively workflow software intelligence to teams that need it: Procurement/Service Catalog, Orchestration, HR, ITSM change, Security, APM</td>
</tr>
<tr>
<td><strong>Process Automation</strong></td>
<td>Actionable workflows to slash asset spend and mitigate audit risk</td>
</tr>
<tr>
<td><strong>Pace of Innovation</strong></td>
<td>Two family releases, 4 store releases every year. Capabilities that customers will have access to during their contract term</td>
</tr>
<tr>
<td><strong>Real Time Visibility</strong></td>
<td>Shared data model between ITAM, operations and service teams enables on demand insights. Single source CMDB surfaces infinite real time use cases (e.g., software costs of an IT change, day zero vulnerability response, APM planning, etc.)</td>
</tr>
<tr>
<td><strong>Quickly Adopt Innovation</strong></td>
<td>Customers on Platform find it easy to upgrade to next release (~80% of customers are n-1)</td>
</tr>
</tbody>
</table>

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Call to action

1. Try out these capabilities in sub-production
2. Showcase the value to stakeholders and get them excited
3. Connect with your new friends outside of this workshop
4. Ask ServiceNow experts for help
5. Take the post workshop survey
Thank you