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Fed Forum 2024

Software Asset Management (SAM) & Cloud Cost Management (CCM) Workshop

Fri 3/26 10-2 PM, Gaylord National Harbor – Potomac 4

CloudLabs Link: https://clabs.link/itamv-mar-6276
Admin Password: y3vFvc8v6BnQ
Reservation Code: 3Y4FC
Email: Tom.Boudreau@servicenow.com (Boo-Drooow)

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Workshop Agenda:
Software Asset Management (SAM) & Cloud Cost Management (CCM)

Section	Topic	Start	End	Duration
	Welcome Breakfast & Networking	9:00 AM	10:00 AM	60
	Kickoff, Asset Background, Agenda, & Expectations	10:00 AM	10:15 AM	15
SAM	Overview & What's New in SAM	10:15 AM	10:35 AM	20
SAM	**Hands-On Labs + 10m Break**: Normalization, Entitlements, License Reconciliation, End-user License Optimization, Cloud Cost Simulator	10:35 AM	11:45 AM	70
SAM	Review & Product Mgmt Roadmap	11:45 AM	12:10 PM	25
CCM	Overview & What's New in CCM	12:10 PM	12:30 PM	20
	Lunch	12:30 PM	1:00 PM	30
CCM	**Hands-On Labs**: Analyze Cloud Spend, Cost Optimization, Team Collaboration, CCM & the CMDB	1:00 PM	1:40 PM	40
CCM	Review & Product Mgmt Roadmap	1:40 PM	2:00 PM	20

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:

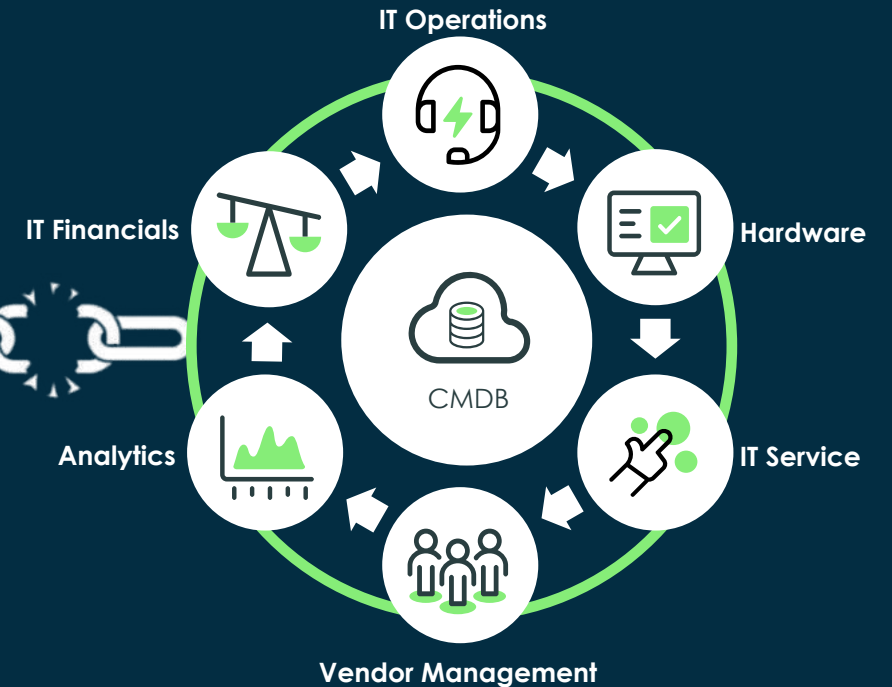"Do you plan on managing assets over here…

Legacy point tool

- Manual process
- Siloed teams
- Multiple UIs

? ? ?

Tracking assets in separate systems prohibits process automation

Challenges

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

IT Operations

IT Financials

Hardware

CMDB

Analytics

IT Service

Vendor Management

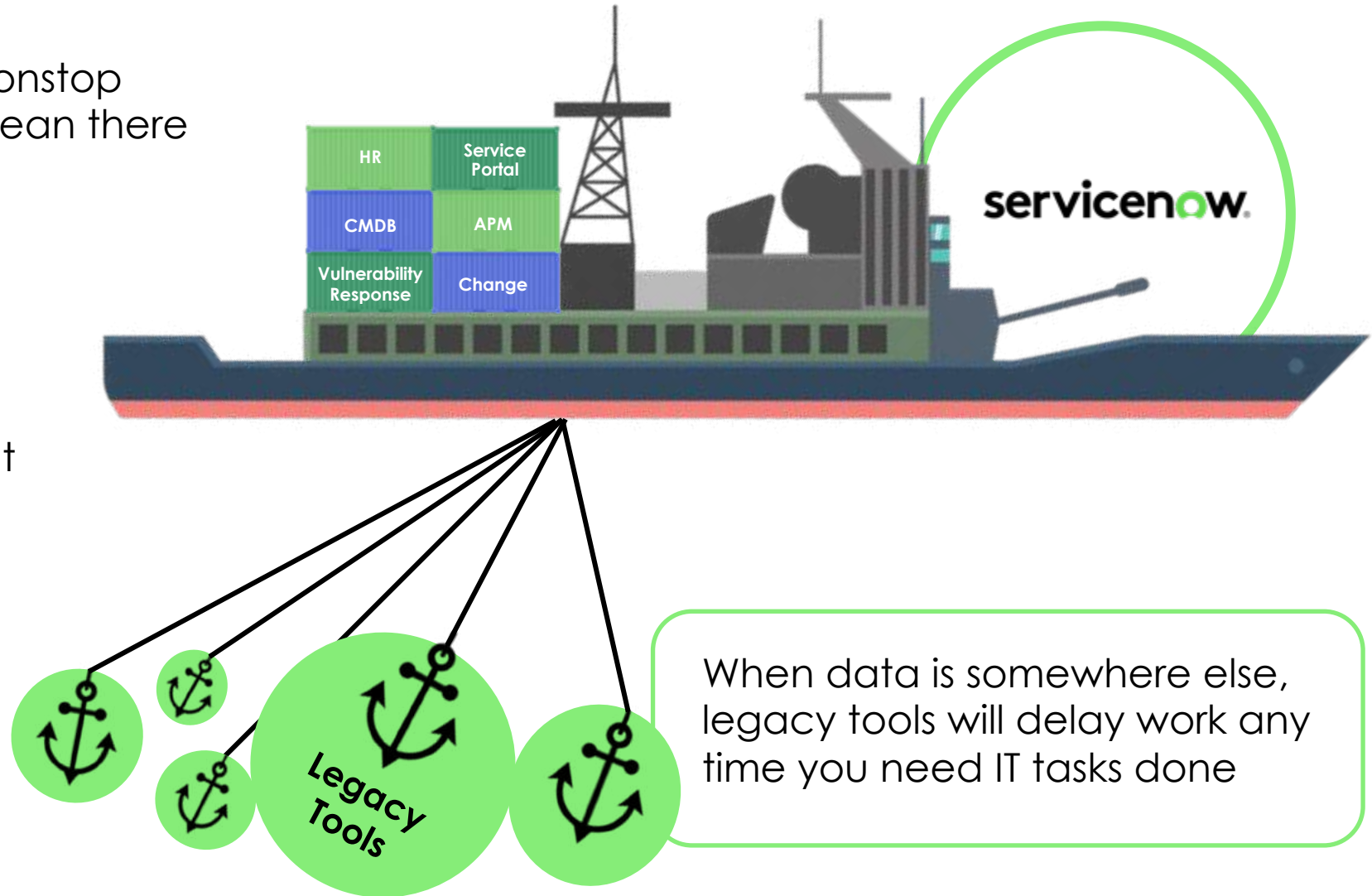…but plan, operate, and service IT here?"

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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…

Legacy Tools

When data is somewhere else, legacy tools will delay work any time you need IT tasks done

HR
Service Portal
CMDB
APM
Vulnerability Response
Change

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Customers need to manage all IT assets in all estates

Hardware & Software, On Prem & Hybrid Clouds

Great experiences
Delivered to employees
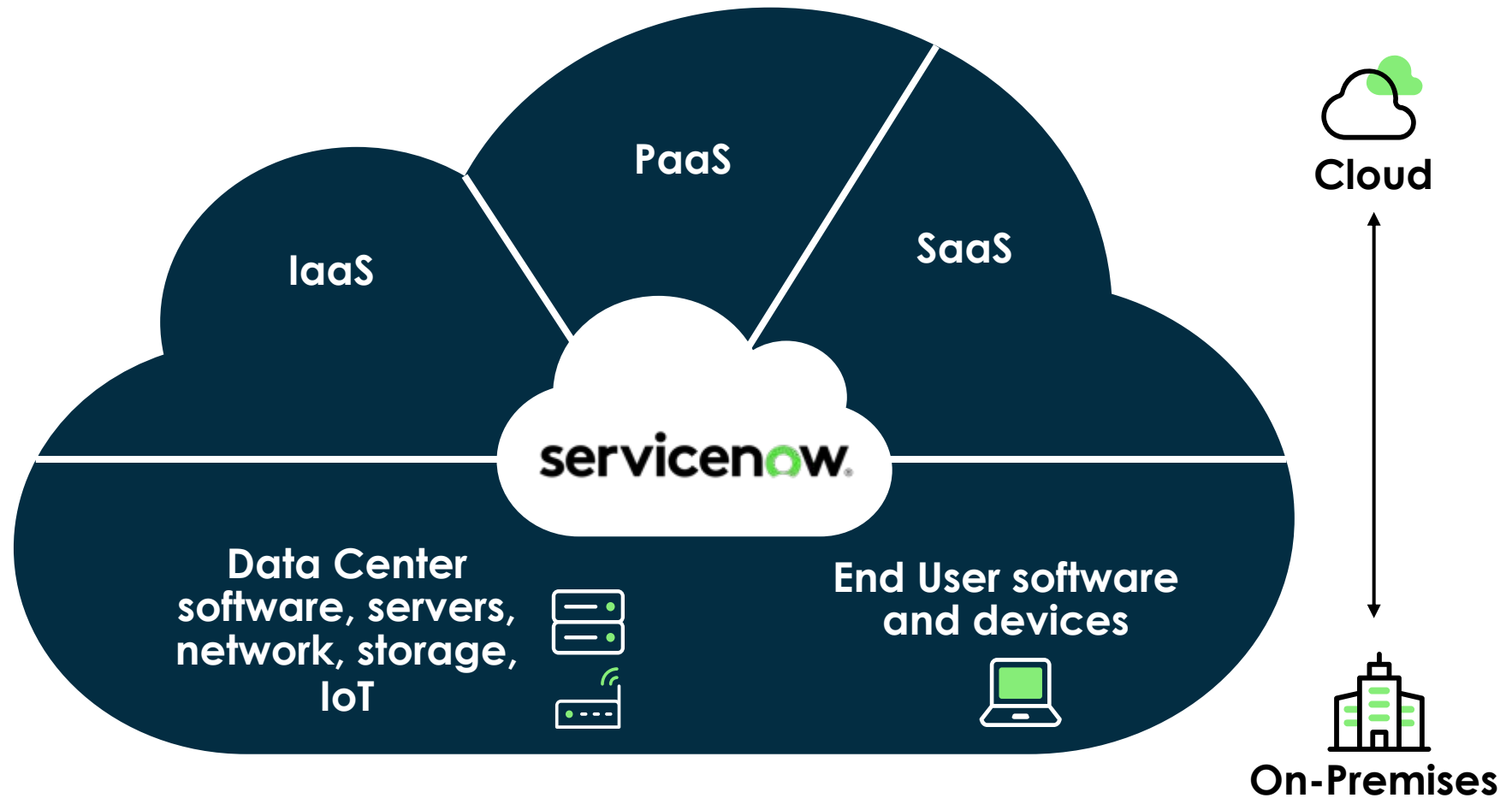and customers

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

PaaS

IaaS

SaaS

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**Data Center
software, servers,
network, storage,
IoT**

**End User software
and devices**

Cloud

On-Premises

A single platform
for asset management

Hardware

Mobile Devices   Computers

Servers   Network Devices

Cloud

SaaS

IaaS

FinOps

Serverless
Containers

Software

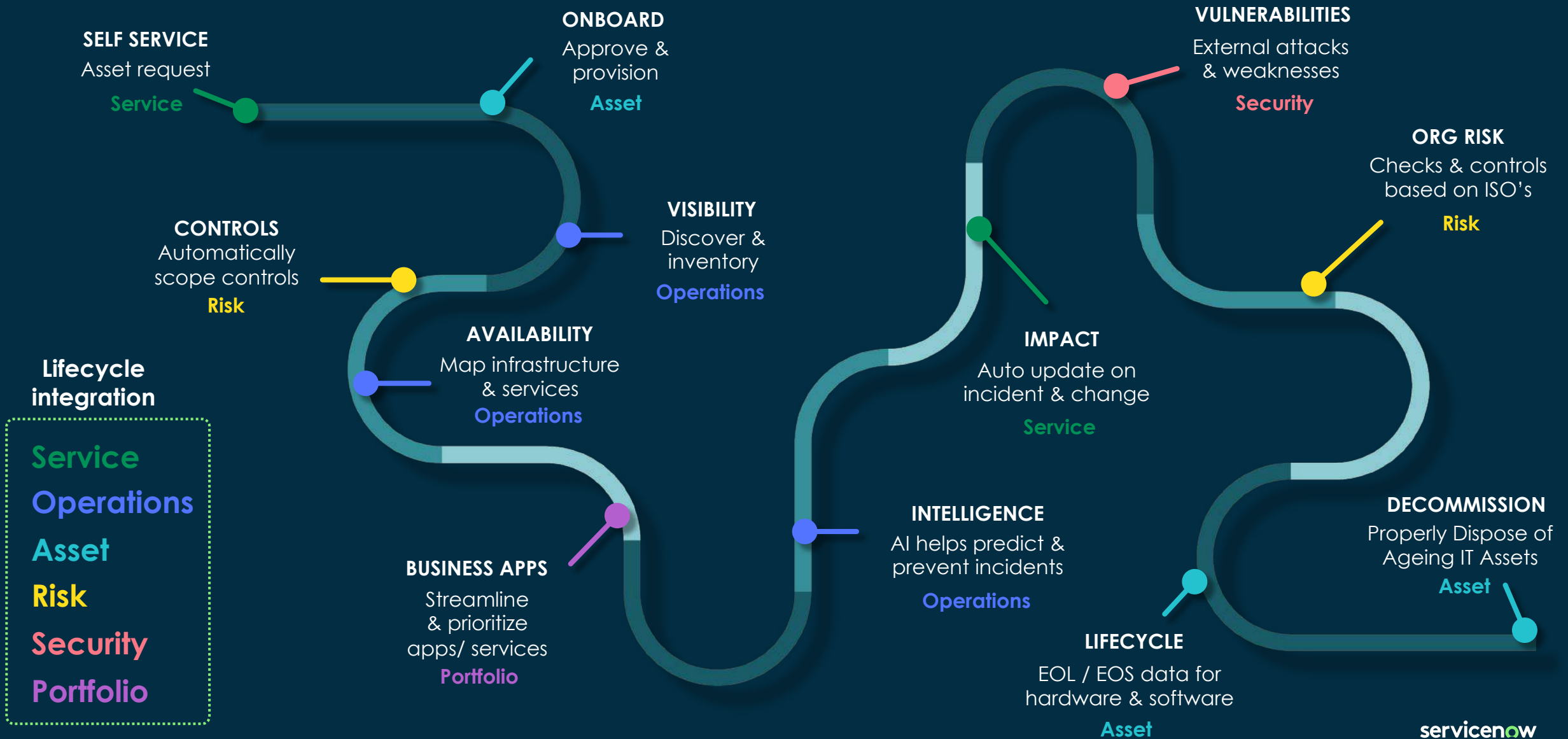End User Software

Applications

Datacenter

Industrial
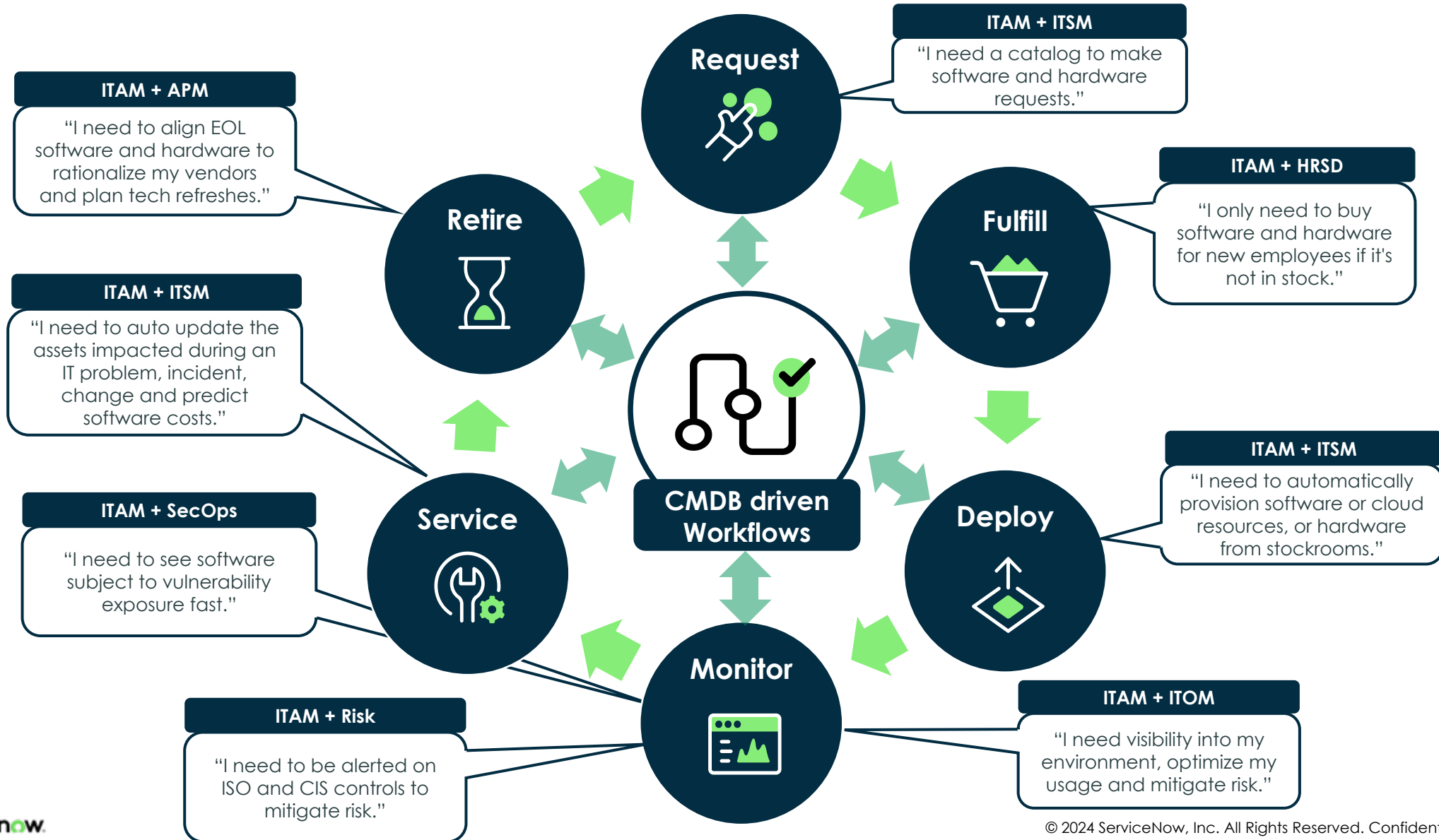Software

Enterprise Assets

Frontline Assets

Back-office Equipment

Production Machinery

Facilities and Buildings

HR

SPM   ESG

ITOM   Risk

ITSM   SecOps

FSM   WSD

Now Platform®

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Technology asset management lifecycle

SELF SERVICE
Asset request
Service

ONBOARD
Approve & provision
Asset

VULNERABILITIES
External attacks & weaknesses
Security

ORG RISK
Checks & controls based on ISO's
Risk

CONTROLS
Automatically scope controls
Risk

VISIBILITY
Discover & inventory
Operations

AVAILABILITY
Map infrastructure & services
Operations

IMPACT
Auto update on incident & change
Service

DECOMMISSION
Properly Dispose of Ageing IT Assets
Asset

BUSINESS APPS
Streamline & prioritize apps/ services
Portfolio

INTELLIGENCE
AI helps predict & prevent incidents
Operations

LIFECYCLE
EOL / EOS data for hardware & software
Asset

Lifecycle integration

Service
Operations
Asset
Risk
Security
Portfolio

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A single platform for the full technology asset lifecycle

Request

ITAM + ITSM
"I need a catalog to make software and hardware requests."

Fulfill

ITAM + HRSD
"I only need to buy software and hardware for new employees if it's not in stock."

Retire

ITAM + APM
"I need to align EOL software and hardware to rationalize my vendors and plan tech refreshes."

CMDB driven Workflows

Deploy

ITAM + ITSM
"I need to automatically provision software or cloud resources, or hardware from stockrooms."

Service

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

ITAM + SecOps
"I need to see software subject to vulnerability exposure fast."

Monitor

ITAM + ITOM
"I need visibility into my environment, optimize my usage and mitigate risk."

ITAM + Risk
"I need to be alerted on ISO and CIS controls to mitigate risk."

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Software Asset Management

Reduce software risk and identify savings

How does SAM work on Now Platform?

1. Purchases

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

Procurement Systems

Import sheets

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

Discovery

Third Party Inventory

SaaS API

Azure & Okta SSO

2. 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

3. Compliance

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

4. Action

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

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

Better Together

- Reduce enterprise software spend
- Mitigate publisher audit risk
- Optimize software & SaaS spend
- Detect Unknown Software & SaaS Spend

SAM Strategic Advantage

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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

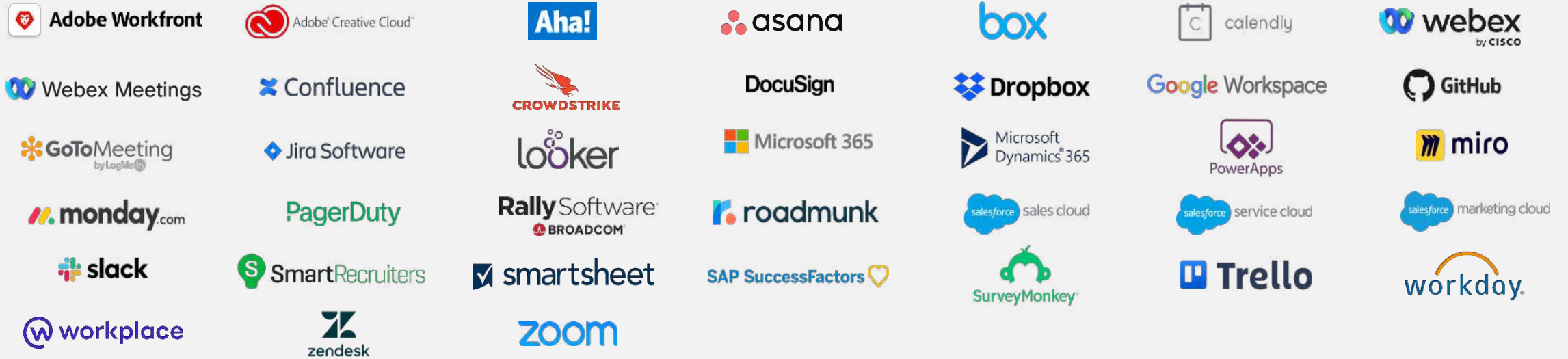- Reduce time for distributing and reclaiming software

Features

SAM Content & Normalization	**Publisher Packs**	**Software Reclamation**	**SaaS License Management**	**M365 and Adobe Integrations**
Application & OS Inventory	**Virtualization Discovery**	**File-Based Discovery**	**Oracle GLAS Data Collection**	**Anglepoint IASP Data Collection**

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 by CISCO
- Webex Meetings
- Confluence
- CROWDSTRIKE
- DocuSign
- Dropbox
- Google Workspace
- GitHub
- GoToMeeting by LogMeIn
- Jira Software
- looker
- Microsoft 365
- Microsoft Dynamics 365
- PowerApps
- miro
- monday.com
- PagerDuty
- Rally Software BROADCOM
- roadmunk
- salesforce sales cloud
- salesforce service cloud
- salesforce marketing cloud
- slack
- SmartRecruiters
- smartsheet
- SAP SuccessFactors
- SurveyMonkey
- Trello
- workday
- workplace
- zendesk
- zoom

Single Sign On

- Azure Active Directory
- okta

SSO Usage Data for ~10,000 apps
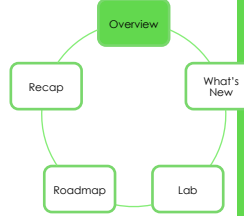
Custom Integrations
(SaaS License Connections)

SaaS License Connections

Build your own SaaS integrations

Actionable insights for any SaaS app in your environment

Publisher Packs

Microsoft:
User CAL
Device CAL
Per core
Per core (with CAL)
Per device
Per processor
Virtual OSE
Per user
Visual Studio Subscriptions

IBM:
Authorized user
User value unit
Virtual processor core
Processor value unit
Resource value unit
Per device
Per user
Per processors
Per named user
Red Hat hosts, sockets

Citrix:
Concurrent user
Per device
Per processor
Per user
Per user / device

Adobe:
Per device
Per user
User subscriptions

SaaS:
Discover 70k SaaS products
10k apps Azure AD & Okta – SSO
1500 categories
~30 direct to vendor connections
Any SaaS API

Custom:
Per use
Per device
Resource Consumption

SAM Publisher Packs

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Microsoft | ORACLE | IBM | vmware | CITRIX | SAP | Adobe | Concurrent | SaaS | Common | Custom

Oracle:
Named user plus
User CAL
Device CAL
Per processor
Partitioning
Management packs
Solaris zone

vmware:
Per app instance
Per processor
Per named user
Per OSI
Per device

SAP:
Named user
Engines
Indirect access

Concurrent:
25K+ engineering products
OpenLM
OpenIT
Floating
Network
Token

Common:
Per core
Per device
Per named device
Per named user
Per processor
Per user

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

Integration to support EA Automation

Related Demands & Projects tied to goals and strategies

PPM ↔ **APM** ⇢ **TPM**

Normalized Product Models

Service Mapping

SAM + HAM

Discovery

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

2021

Categories

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

Ongoing Improvement

- Content library
- SaaS integrations
- Existing features

*ENT = SAM Enterprise

Quebec

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

Rome

- Oracle BYOL and vCenter enhancements
- M365 optimizations and Salesforce enhancements
- Software Asset Workspace
- ITOM Agent Client Collector

2022

San Diego

- Microsoft SQL Server optimization improvements
- Content Library Portal
- HAM and SAM Employee Offboarding workflow
- Virtual Agent for Software Requests

Tokyo

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

2023

Utah

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

Vancouver

- Entitlement enhancements and License Pools
- Overlapping SaaS Products and Usage
- SQL Server Guided Experience
- ITOM Process Fingerprints

Optimize Overlapping Software
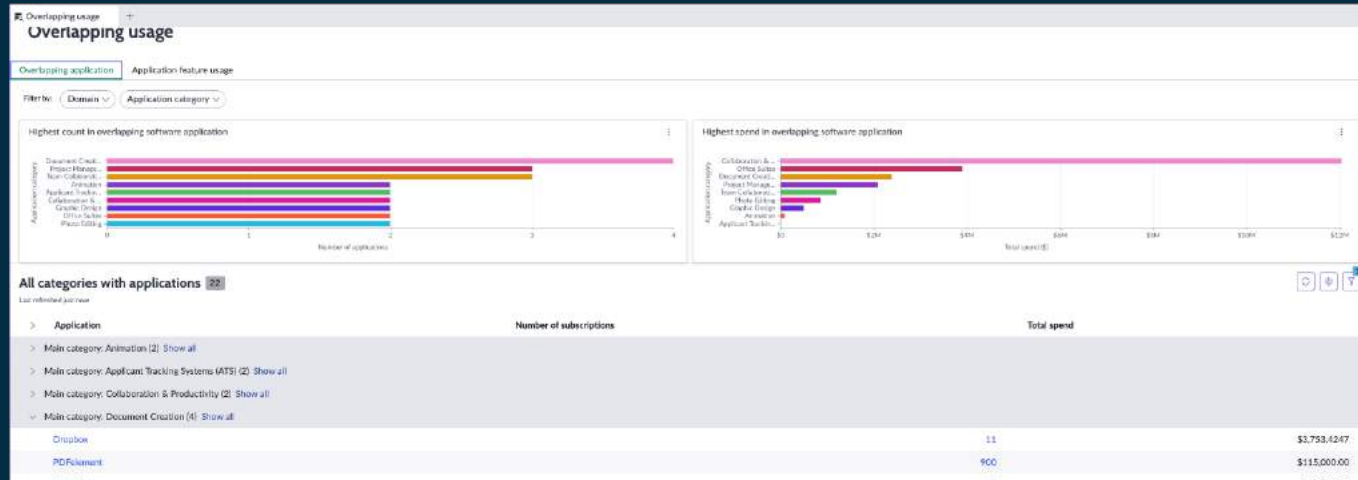
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Maximize the value of your SaaS application by getting insights into feature level usage.

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.
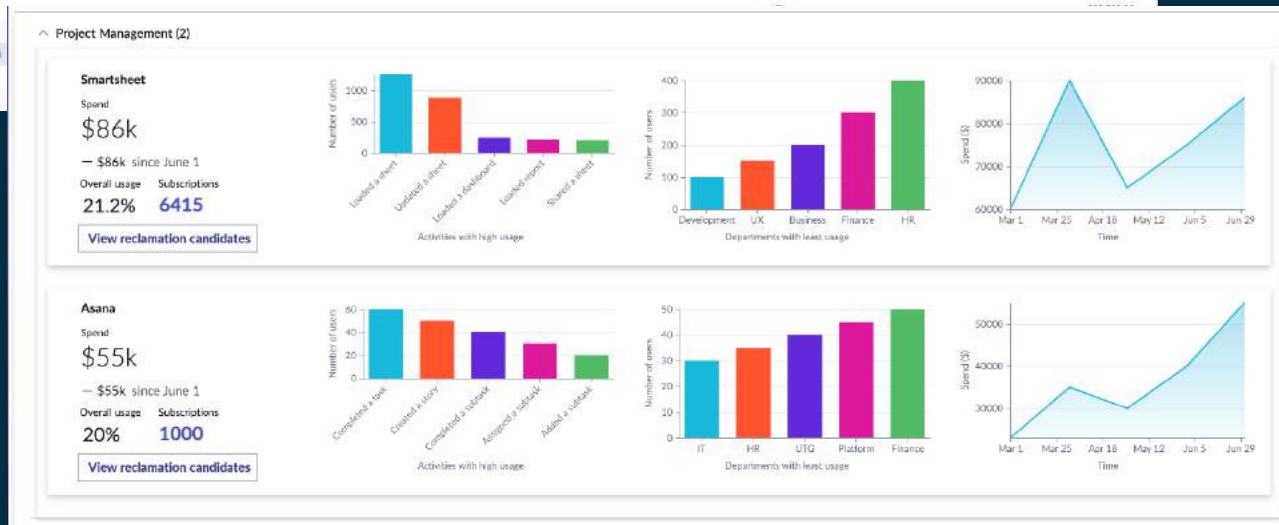
IBM IASP Partner support

Discover and manage licenses for IBM products under the IASP program

Discover	Classify	Manage and Report

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
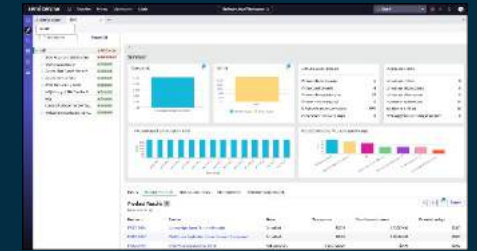
Report on IBM usage without the use of IBM License Metric Tool (ILMT) or BigFix Inventory

IBM License Compliance for Software Asset Management (SAM)

Discovery → IASP → SAM

Discover IBM software

Measure and license usage

Identify IBM Products

IBM Authorized SAM Provider (IASP)

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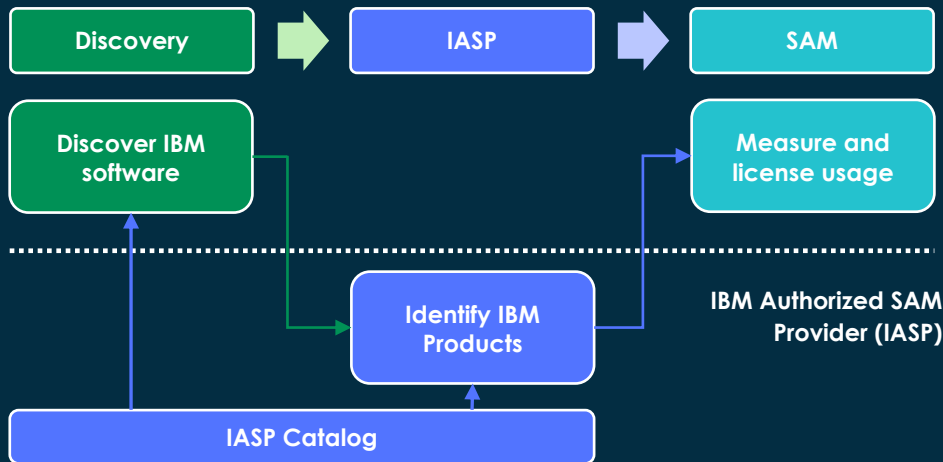
- Connect the SAM Publisher Pack for IBM with the IASP platform to improve visibility and management of your IBM environment
- Manage full capacity and sub-capacity licensing for IBM products running in VMware virtual environments
- Optimize IBM products licensed by:
  - Processor Value Unit (PVU)
 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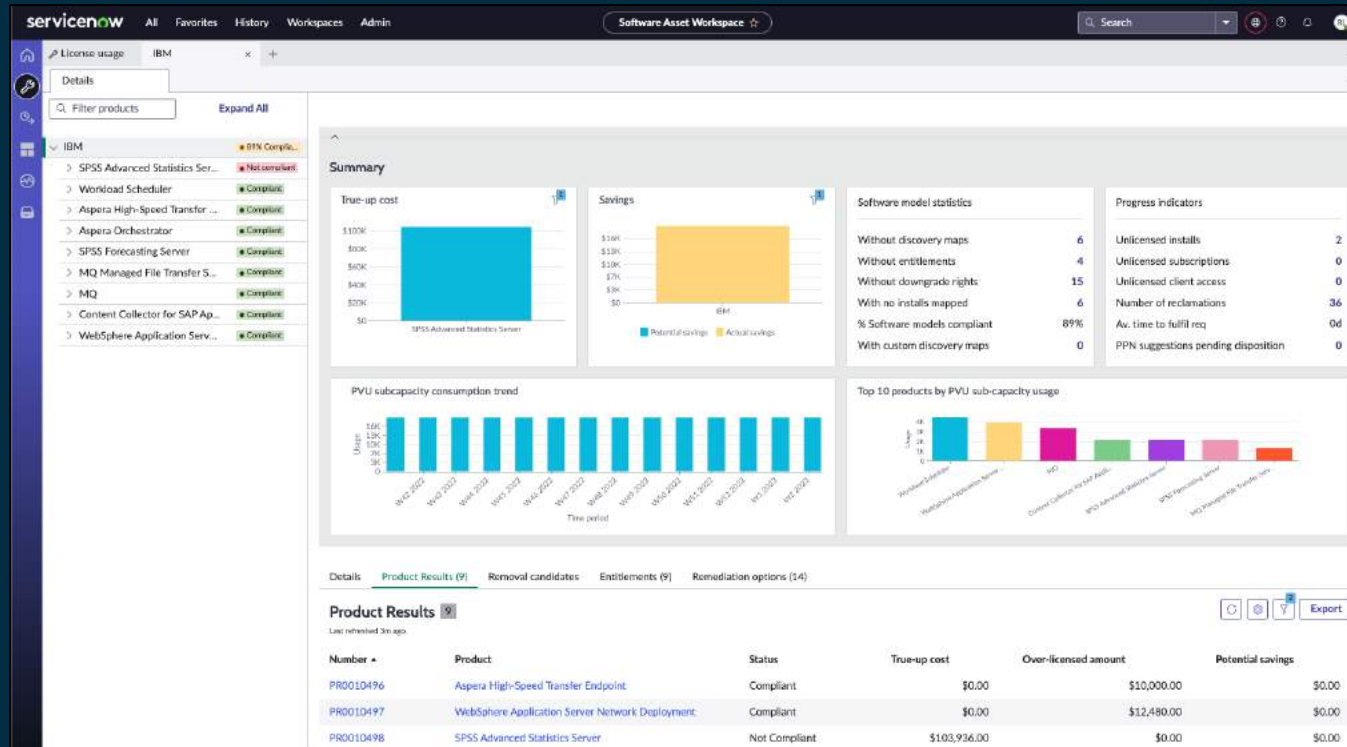 - Virtual Processor Core (VPC)

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:

Anglepoint

IBM ASP Support v2 (IBM Virtualization)

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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

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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

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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

Public Cloud

Cloud C1   Cloud C2   Cloud C3

1 Determine Criteria or get recommendations on On-Premise VMs

- ✓ Instance Type
- ✓ Instance series
- ✓ Instance RAM Size
- ✓ Storage details
- ✓ Instance vCPU
- ✓ Location and price

3 Showcase cost or On-Premise vs. Cloud Cost

5 Initiate Change Request after selecting which VMs to move

On-Premise Data

Server 1	Server 2	Server n...
VM1	VM2	VMn...
CPU Utilization	CPU Utilization	CPU Utilization
RAM Utilization	RAM Utilization	RAM Utilization
Hardware cost	Hardware cost	Hardware cost
Hardware EOL	Hardware EOL	Hardware EOL
Software EOL	Software EOL	Software EOL

ServiceNow CMDB

On-Premise (appox.)
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

2 Filter On-Premise virtual machines based on criteria

Overview

Recap

What's
New

Roadmap

Lab

Normalization, Entitlements, Reconciliation, End user optimization, Cloud Spend Simulator

60 minutes

Lab

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.

SAM Roadmap

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Cloud spend is on the rise

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

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

40% over budget on cloud spend when no controls in place – WSJ.com

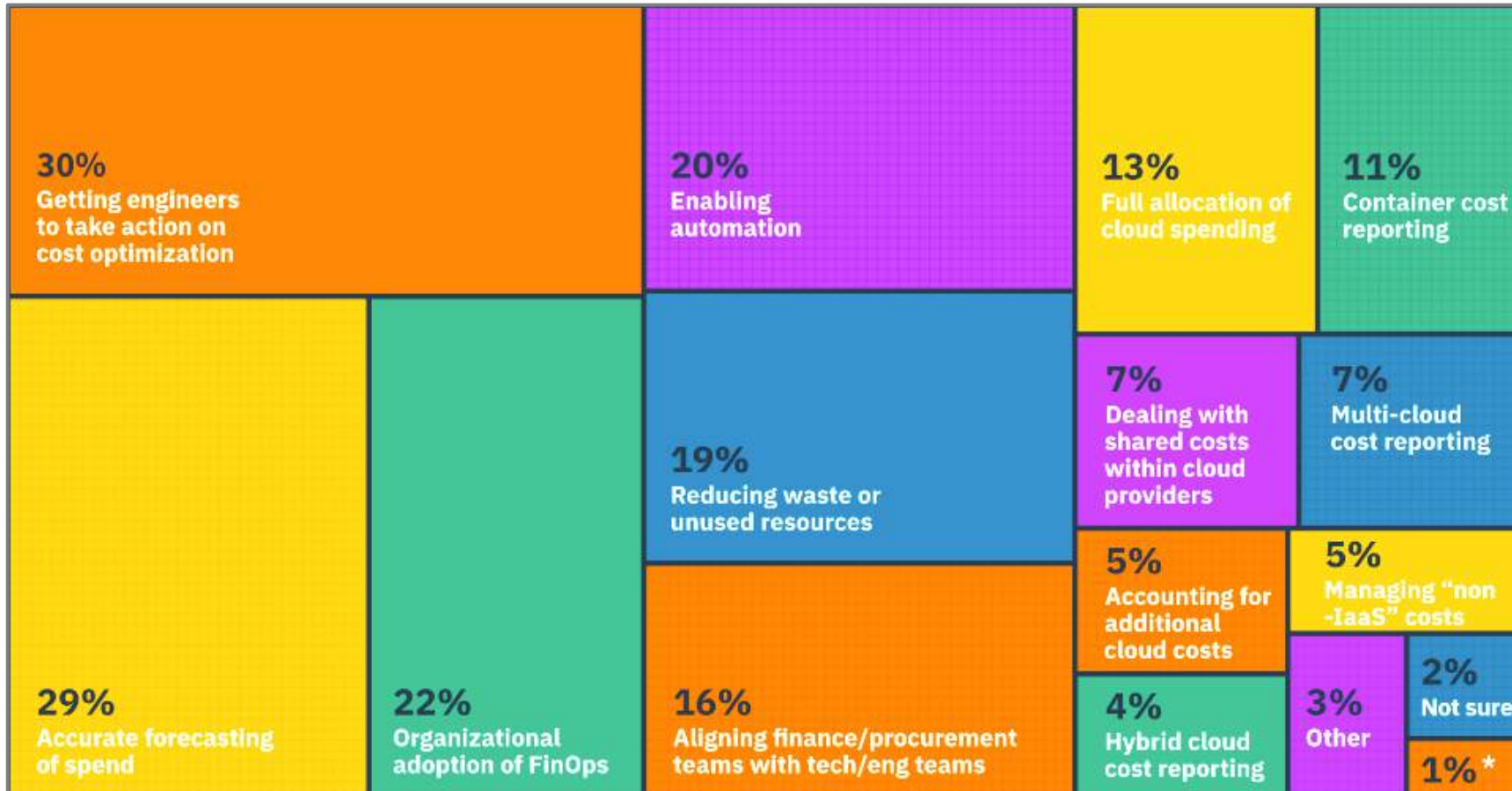**33.0% of total cloud spend is on SaaS**

25.4% on IaaS

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

Source: Gartner

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

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

What stage are people in with FinOps?

"The **Run** segmentation dominates the **'All-in on cloud'** segment."

Run
12.59%
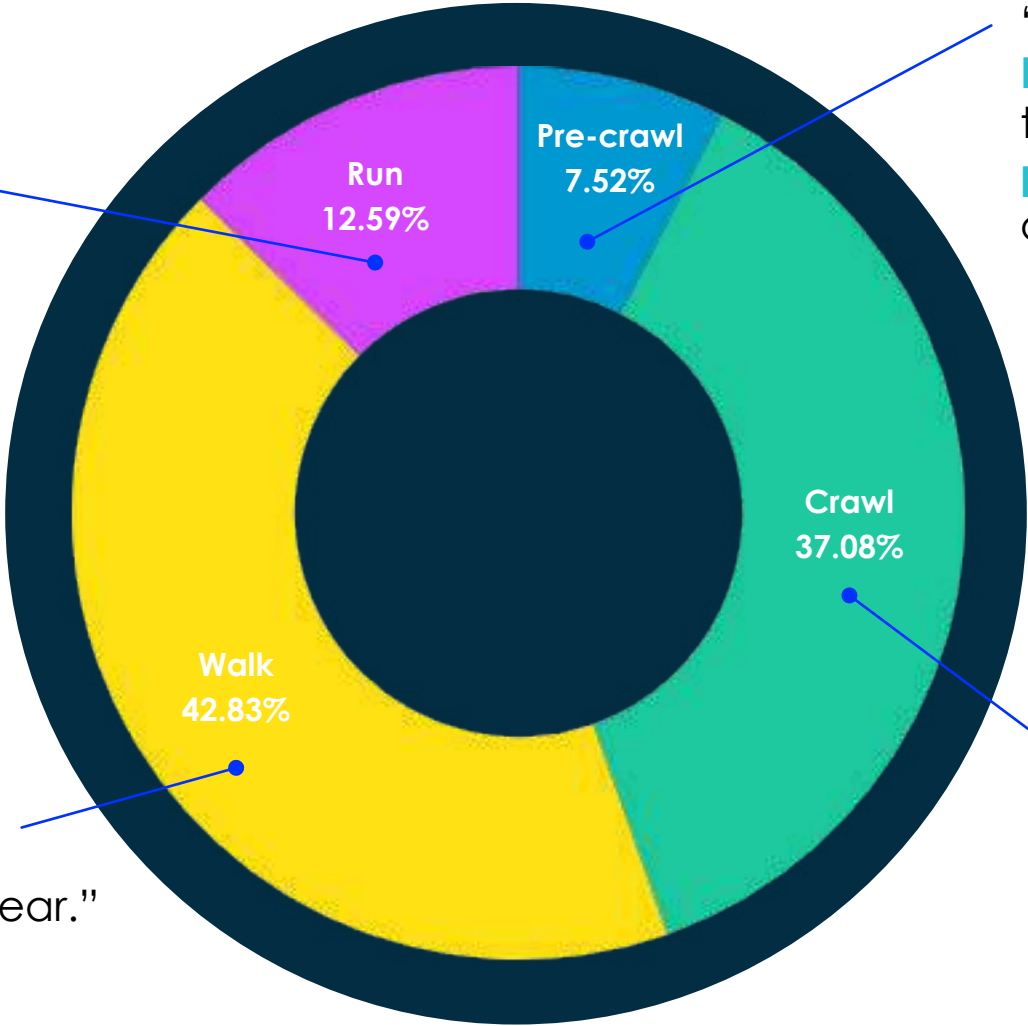
Pre-crawl
7.52%

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

Crawl
37.08%

Walk
42.83%

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

"**Crawl-stage** respondents are in a learning state and rely on **organic adoption**."

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

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Cloud cost management challenges

Analyzing complex cloud bills

- Consistent multi-cloud approach
- Identify trends and anomalies

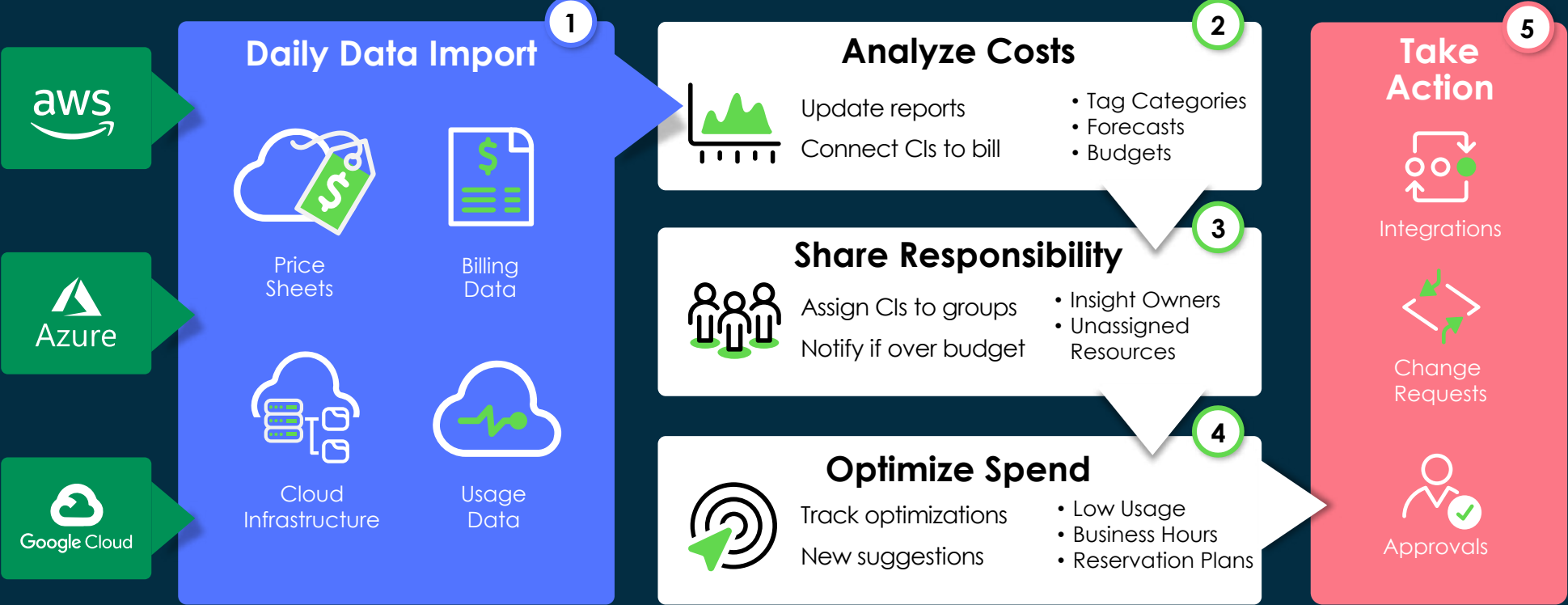**Connecting spend to business value**

- How are resources used?
- What services do they support?

Coordinating savings across teams

- Shared responsibility model
- Automate optimizations

How ServiceNow Cloud Cost Management works

aws

Azure

Google Cloud

① Daily Data Import

Price Sheets

Billing Data

Cloud Infrastructure

Usage Data

② Analyze Costs

Update reports
Connect CIs to bill

- Tag Categories
- Forecasts
- Budgets

③ Share Responsibility

Assign CIs to groups
Notify if over budget

- Insight Owners
- Unassigned Resources

④ Optimize Spend

Track optimizations
New suggestions

- Low Usage
- Business Hours
- Reservation Plans

⑤ 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
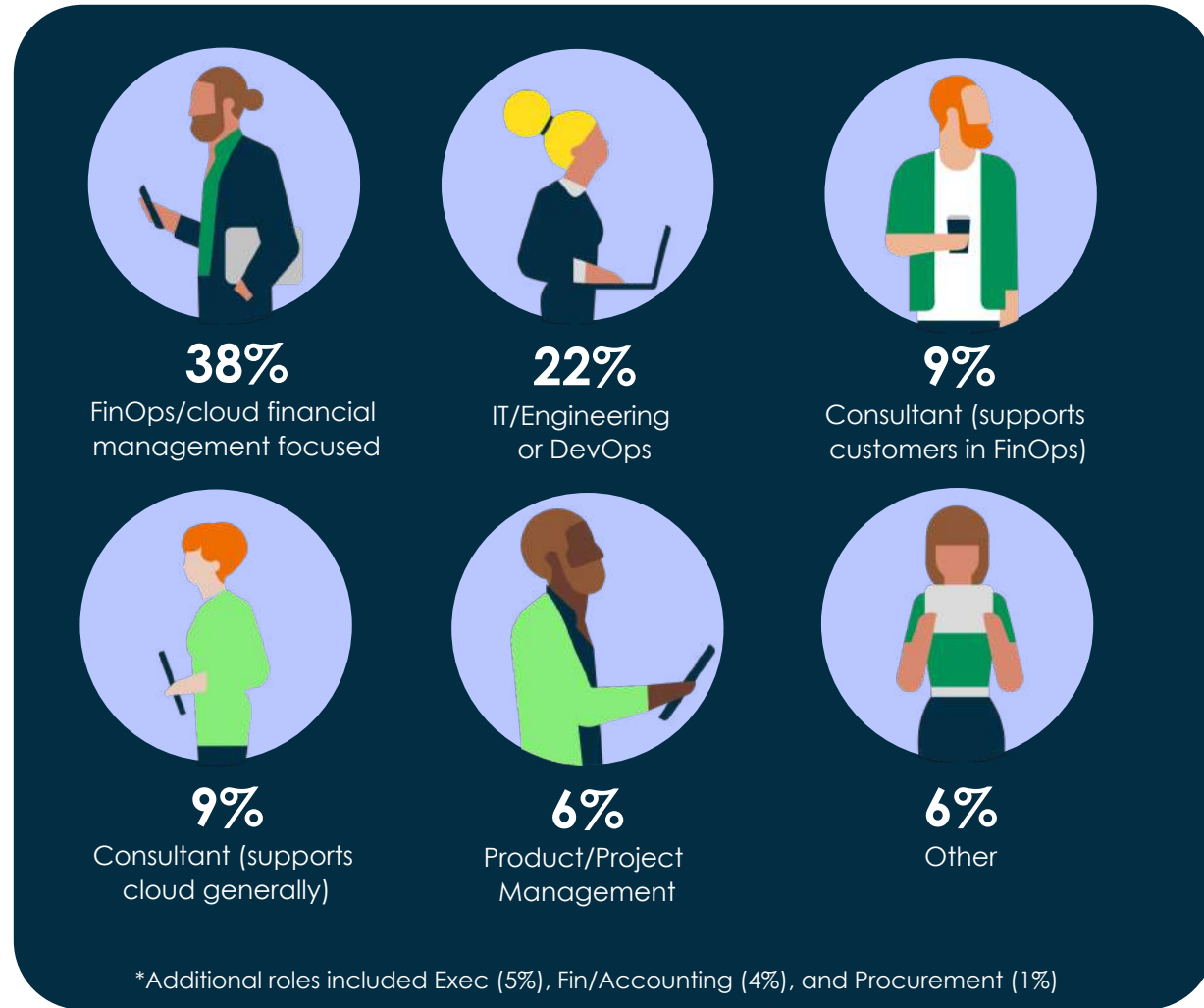
Aligns to the FinOps Framework
https://www.finops.org/framework
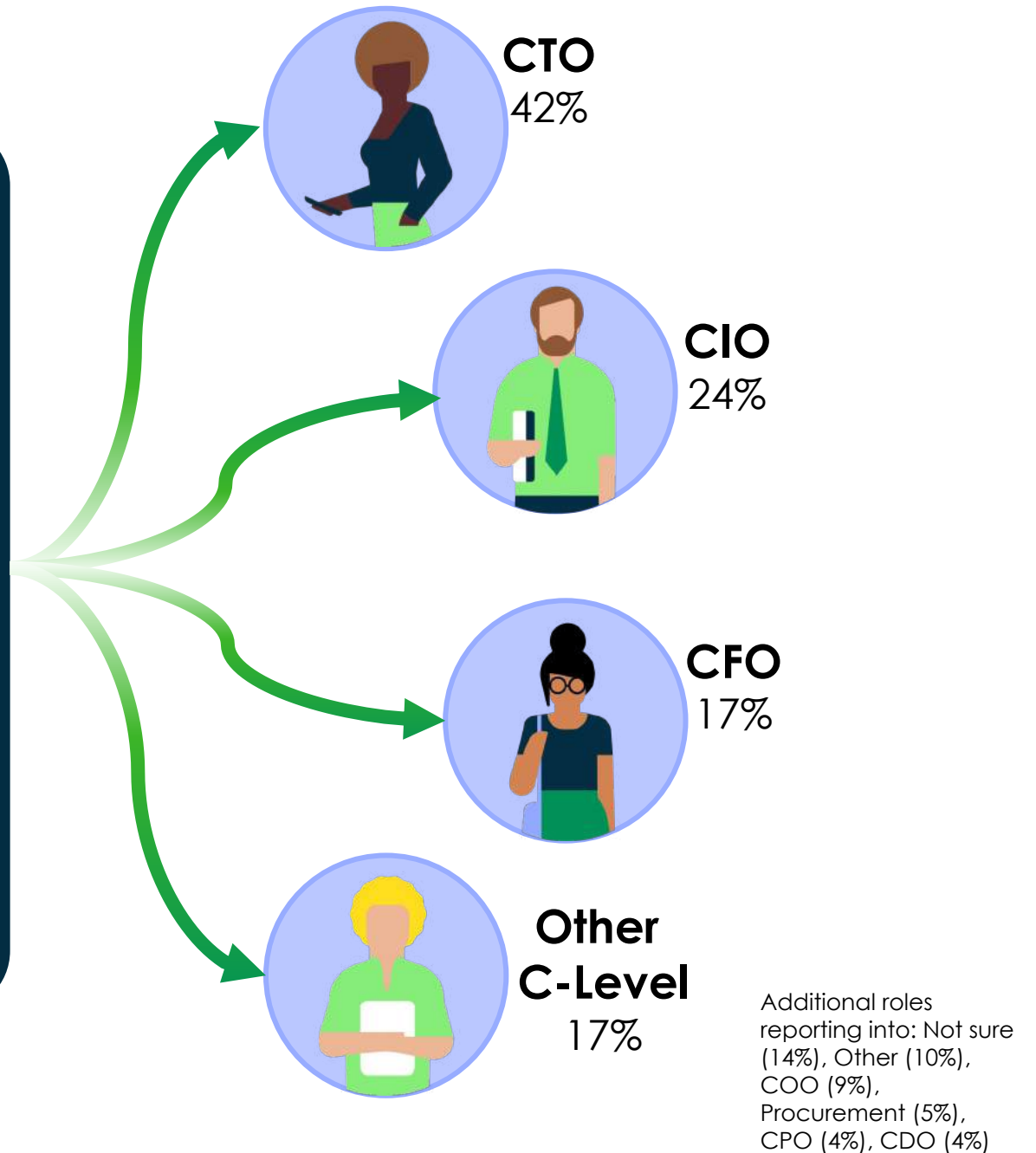
FinOps Foundation

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Types of optimizations

Cost Optimization Analytics

REPORT

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

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

38%
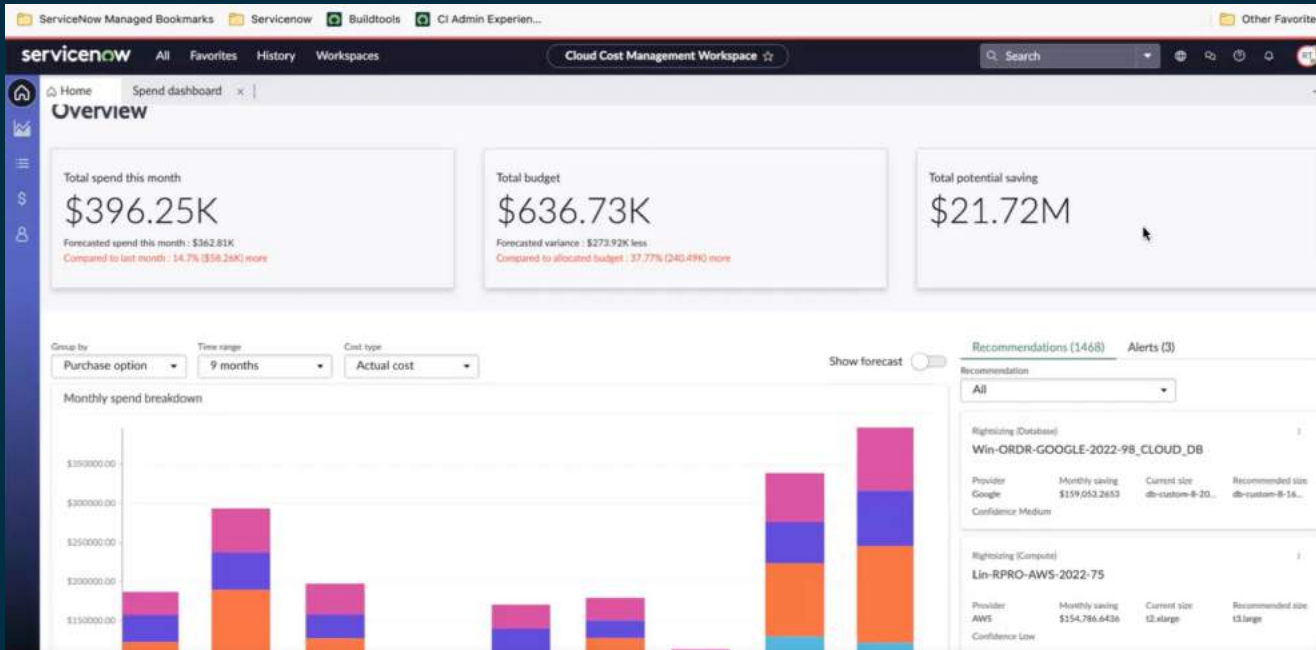FinOps/cloud financial management focused

22%
IT/Engineering or DevOps

9%
Consultant (supports customers in FinOps)

9%
Consultant (supports cloud generally)

6%
Product/Project Management

6%
Other

*Additional roles included Exec (5%), Fin/Accounting (4%), and Procurement (1%)

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

CTO
42%

CIO
24%

CFO
17%

Other C-Level
17%

Additional roles reporting into: Not sure (14%), Other (10%), COO (9%), Procurement (5%), CPO (4%), CDO (4%)

servicenow.

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

SAN DIEGO
- 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

TOKYO
- Budgets
- Spend forecasting
- Forecasting for budgets 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

UTAH
- 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

- Cloud Database Optimization

Q3 2022

Q1 2023

VANCOUVER
- 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

Q3 2023

Cloud Cost Management Workspace

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

$ Cloud Cost Management or Software Asset Management Enterprise

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.

Cloud Storage & Database Optimization

(Cloud Cost Management)
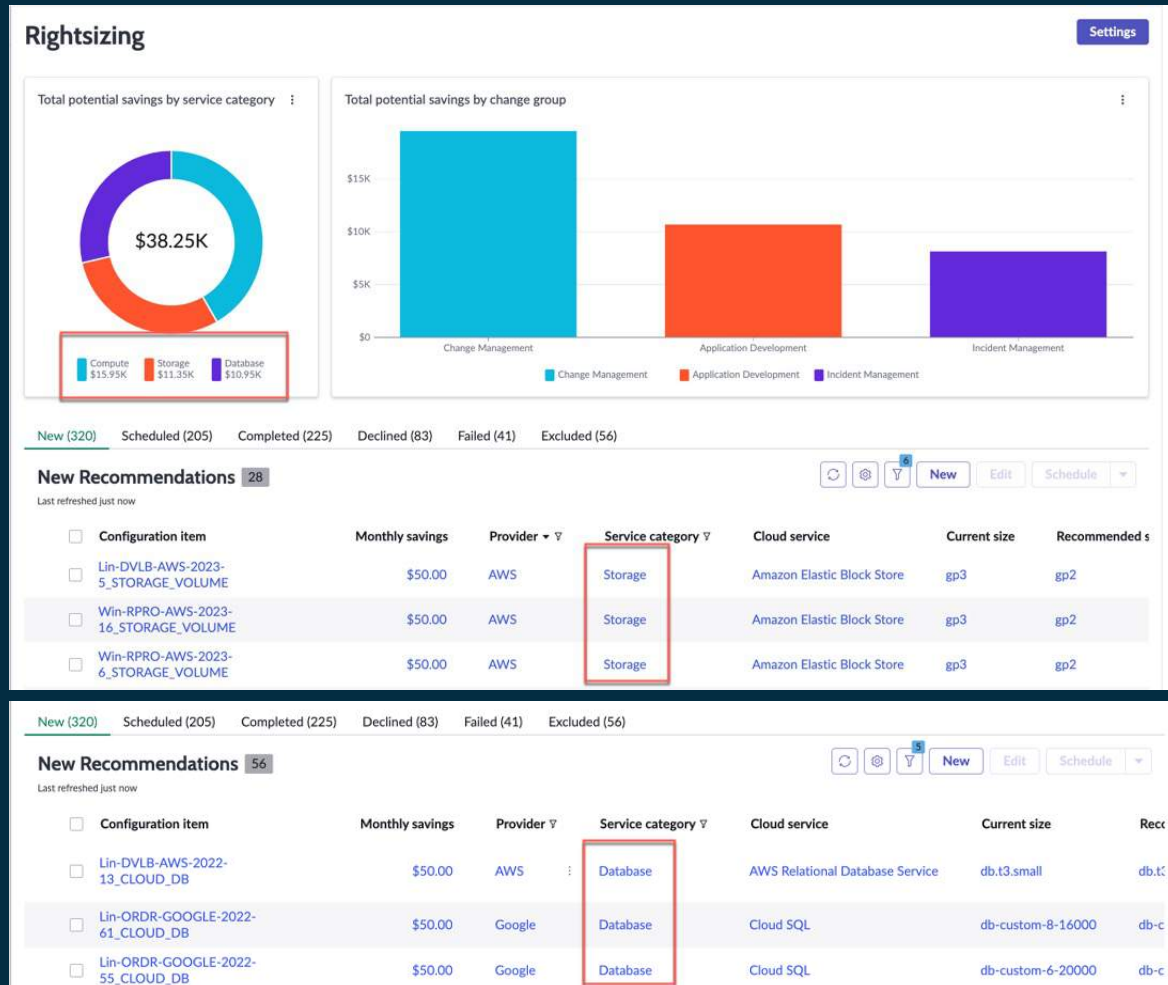
$ Cloud Cost Management or Software Asset Management Enterprise

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.

Guided Experience

(Cloud Cost Management)

$ Cloud Cost Management or Software Asset Management Enterprise

**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.

Overview

What's
New

Recap

Roadmap

Lab

Lunch

30min
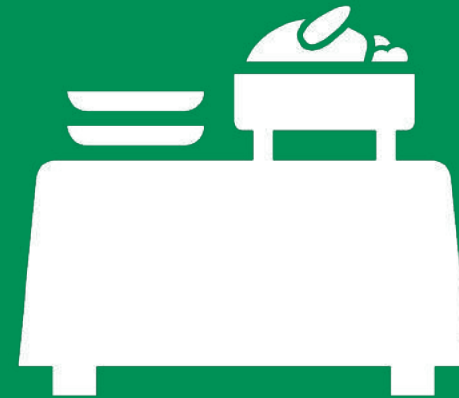
Analyze Spend
Cost Optimization
Budgets & Insights Owners

40 minutes

What we learned

How to save money by not running cloud resources 24x7

- Cloud Insights lets you define policies that determine when resources need to be turned off

How to reduce costs by rightsizing your cloud Infrastructure

- Cloud Insights analyzes resource usage to see if there is excess resource capacity

- Recommendations are provided using your billing and usage data

How the ServiceNow platform allows you to do more

- Change requests are automatically sent based on jobs to turn on or off machines, eliminating unsustainable manual effort

- Change request are auto generated for machines to be rightsized making the task defined and easy

CCM Roadmap

Call to action

1   Try out these capabilities in sub-production

2   Showcase the value to stakeholders and get folks excited

3   Connect with your new friends outside of this workshop

4   Ask ServiceNow experts for help

5   Take the post workshop survey