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)

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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

Tracking assets in separate systems prohibits process automation

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

Data Center
software, servers, network, storage, IoT

End User software and devices

SaaS

PaaS

IaaS

Cloud

On-Premises

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A single platform for the full technology asset lifecycle

Request
- “I need to see software subject to vulnerability exposure fast.”

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

Deploy
- “I need to automatically provision software or cloud resources, or hardware from stockrooms.”

Monitor
- “I need visibility into my environment, optimize my usage and mitigate risk.”

Service
- “I need to align EOL software and hardware to rationalize my vendors and plan tech refreshes.”

Retire
- “I need to automatically update the assets impacted during an IT problem, incident, change and predict software costs.”

CMDB driven Workflows

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

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.”

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

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

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

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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:**
  - **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**
- **Normalization**
- **Research Team**
- **License**
- **Installations**
- **Compliance**
- **True-up Cost**
- **$60,960**

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

**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**

<table>
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<tr>
<th>SAM Content &amp; Normalization</th>
<th>Publisher Packs</th>
<th>Software Reclamation</th>
<th>SaaS License Management</th>
<th>M365 and Adobe Integrations</th>
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<td>Application &amp; OS Inventory</td>
<td>Virtualization Discovery</td>
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<td>Anglepoint IASP Data Collection</td>
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  - 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
- Confluence
- DropBox
- Google Workspace
- GitHub
- miro
- Jira Software
- Looker
- Microsoft 365
- PowerApps
- Monday.com
- PagerDuty
- Microsoft Dynamics 365
- Service Cloud
- Slack
- Rally Software
- roadmunk
- Salesforce
- SmartRecruiters
- SAP SuccessFactors
- SharePoint
- Trello
- Smartsheet
- SurveyMonkey
- Zoom
- Workday
- Zendesk
- Workplace

**Single Sign On**
SSO Usage Data for ~10,000 apps

**Custom Integrations**
Build your own SaaS integrations

- SaaS License Connections
  - Actionable insights for any SaaS app in your environment
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

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

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.

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

Related Demands & Projects tied to goals and strategies

PPM

APM

TPM

Normalized Product Models

Discovery

SAM + HAM

Service Mapping
# Highlights from recent SAM releases

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<th>Categories</th>
<th>2021</th>
<th>2022</th>
<th>2023</th>
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<tr>
<td>● Datacenter software</td>
<td>Quebec</td>
<td>San Diego</td>
<td>Utah</td>
</tr>
<tr>
<td>● End user and SaaS</td>
<td>Rome</td>
<td>Tokyo</td>
<td>Vancouver</td>
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<tr>
<td>● User experience and product success</td>
<td>● Microsoft Bring Your Own License (BYOL)</td>
<td>● Microsoft SQL Server optimization improvements</td>
<td>● IBM Authorized SAM Provider (IASP) support</td>
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<tr>
<td>● Automation and better-together</td>
<td>● Red Hat and Windows Server Optimization</td>
<td>● Content Library Portal</td>
<td>● Software Renewal Calendar</td>
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<td></td>
<td>● Okta SSO Integration</td>
<td>● HAM and SAM Employee Offboarding workflow</td>
<td>● Coupa Entitlement Integration - <strong>ENT</strong></td>
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<td></td>
<td>● Machine Learning Normalization - <strong>ENT</strong></td>
<td>● Virtual Agent for Software Requests</td>
<td>● ITOM Container Software</td>
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<td>● Oracle BYOL and vCenter enhancements</td>
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<td>● Entitlement enhancements and License Pools</td>
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<td>● M365 optimizations and Salesforce enhancements</td>
<td>● ITAM Exec Dashboard and SAM Success Portal</td>
<td>● Overlapping SaaS Products and Usage</td>
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<td>● Contract Renewal workflow</td>
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<td>● ITOM Process Fingerprints</td>
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*ENT = SAM Enterprise

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Optimize Overlapping Software

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)

- Discover IBM software
- Identify IBM Products
- IBM Authorized SAM Provider (IASP)
- IASP Catalog
- IASP
- SAM
- Measure and license usage

- 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:**
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
2. Filter On-Premise virtual machines based on criteria
3. Showcase cost or On-Premise vs. Cloud Cost
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.
SAM Roadmap
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Friday March 22nd
Cloud Cost Management

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

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

33.0% of total cloud spend is on SaaS
25.4% on IaaS

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

"Toxic Consumption: Unnecessary use that results from PaaS and IaaS overprovisioning and idle instances, with “meters” continuing to run, thereby incurring unnecessary costs." - 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
- 19% Reducing waste or unused resources
- 16% Aligning finance/procurement teams with tech/eng teams
- 22% Organizational adoption of FinOps
- 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-IaaS” 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.”

“The **Run** segmentation dominates the ‘**All-in on cloud**’ segment.”

“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.*”

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

1. **Daily Data Import**
   - AWS
   - Azure
   - Google Cloud
   - 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](https://www.finops.org/framework)

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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

Reservation Plans
Track recommendations for committed use discounts

Business Hours
Automatically turn on/off resources based on work schedule

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

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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)
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

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

ROME
- 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

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

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

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

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

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.
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.
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