

# The ultimate spend-smart IT asset management approach for digital transformation

Discover the right technology mix for greater hardware, software, and cloud cost control



## Whatever your business is facing, let's workflow it!

More than US \$3 trillion has been invested in digital transformation over the last three years, but too much of that has been funneled into point solutions that have failed to solve for the needs of the modern enterprise – like reducing IT spend. In fact, much of that capital and operating expense is not well tracked by organizations. Companies need to drive growth-spurring change, increase productivity, and strengthen business resilience—with existing headcount and flat or reduced budgets. Hybrid working has caused SaaS and cloud spending to skyrocket, while legacy systems continue to hide shadow IT.<sup>1</sup>



Now is the time to take the lead on your organization's continuous digital transformation. At ServiceNow, we make the world work better for people anytime, anywhere, in any environment. That means creating seamless experiences with cross-enterprise digital workflows to connect people, functions, and systems.

Let's dive in and explore how digital workflows can enable a more efficient IT asset management system – and equip anyone in the organization to be transformative.



### Workflow (n):

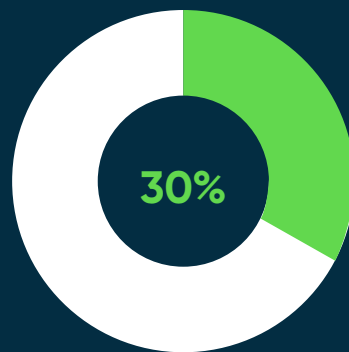
Digital workflows simplify any business and keep it on course. Automate multi-step processes that occur between any combination of people and systems, like requests, approvals, decisions, and actions, to help companies achieve better business outcomes.

## Get ready to reduce IT spend and risk to get more value from the right technology investments

Unexpected hardware, software, and cloud costs continue to be a blind spot for CIOs. The reality is every year companies waste a considerable amount of money on software, hardware, and cloud technology.

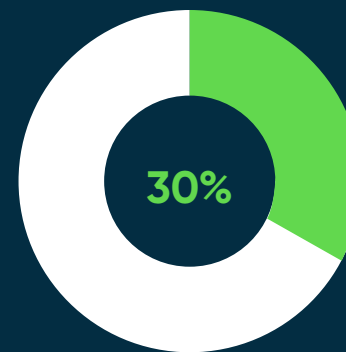
According to a recent survey, 66% of the participating organizations reported having a large amount of duplicate hardware and software.<sup>2</sup>

Now consider the risk from audit compliance violations. And don't forget the central issue on the hardware side: enterprises spend an average of more than one fifth of their budget on hardware, yet don't have an efficient way to manage the processes around it. Many organizations also admit that they continue to run legacy hardware and software just to support the company's primary revenue stream – presenting risks that are difficult to address once they've surfaced.



Organizations can save up to 30% in software costs within the first year of implementing a SAM solution.

Source: Gartner Worldwide IT Spending Forecast



Without effective SAM discipline, 30% or more of SaaS subscriptions remain unused in many cases.

Source: Gartner 24 February 2021 - ID G00735254





## How to use this handbook:

Every organization is different, but we want to offer insights and ideas on how to plan and execute your own successful IT asset management efforts for digital transformation.

1

### Part 1

Top three asset management challenges, their solutions, and the compelling outcomes you can achieve

2

### Part 2

How your peers are achieving significant IT asset management benefits

3

### Part 3

The ServiceNow workflow solutions for IT asset management that enables continuous change and growth



## Part 1:

# The top three challenges that lead to expensive, unexpected IT asset management surprises—and the workflows that can solve them

We've talked to our customers, and no matter the industry, there are typical issues confronting IT teams every day that result in over-spending on software, hardware, and cloud resources, as well as unnecessary risks. But there are ITAM solutions that can rectify these challenges and yield real payoffs to the business.

### PROBLEM 1

#### Lack of visibility

Point solutions used to rule the day, but now software asset management (SAM), hardware asset management (HAM), and software as a service (SaaS) can no longer be isolated from each other, or the business of transformative IT. Without a central view of usage and real-time cost monitoring, IT leaders risk surprise expenditures and being hit with blind spots on licensing and usage. The result? Audit penalties or paying for shelfware.

### ANSWER

Integrated IT asset management workflows that neatly combine technology and processes to deliver broad visibility and management of digital services across on-premises and cloud deployments.

### OUTCOME

#### Reduced IT spending from:

- **Better visibility** of digitized services across on-premises and cloud deployments
- **More insight** into over-purchased software, shelfware, and idle cloud resources
- **Reliable data** that empowers you to strategically plan for future purchases and technology refreshes

## PROBLEM 2

### Increased exposure to application, business service, and license risks

Maintaining legacy apps requires a large number of mind-numbing manual processes. This hits IT in the wallet; all that high-cost labor takes the focus away from transformative innovation and growth. Unfortunately, the looming chance of an expensive audit is just too great to ignore. Large, unbudgeted settlements from those audits hurt the bottom line and distract from the opportunity to focus on innovating for the top line.

## ANSWER

Automated IT asset management workflows—augmented with machine learning and AI—can seamlessly identify and mitigate unneeded cloud spend, report on unused or misused software licenses, and keep on top of lost or aging-out hardware.

## OUTCOME

### Improve risk management and resilience in company audits

- **Automate processes** to speed up service delivery
- **Achieve a real-time view** across unlicensed deployments or license reclamations and identify hardware assets near end of life

### PROBLEM 3

#### Inefficient IT

When using disparate, siloed, legacy tools and manual processes, consider the resources and time required to get the data you need to manage software licenses, hardware assets, and cloud resources. Is the information even current and accurate?

### ANSWER

When you use automated IT asset management workflows, you eliminate the need to manage disparate systems that don't work together. This gives IT teams more time to dedicate to optimize costs and get work done.

### OUTCOME

#### Avoid unnecessary spending and increase IT staff productivity

- **Eliminate expensive integrations** with a single platform integrating ITAM with CMDB/ITSM/ITOM
- **Use digital workflows** to automatically feed critical data to the business
- **Reallocate labor capacity** by eliminating manual processes and tools

## Part 2: It's time to workflow end-to-end IT asset management

Want proof that it pays off to invest in a modern, transformative IT asset management system? Keep reading to learn how companies like yours benefit from:

- Streamlining team operations and gaining greater confidence in cost control
- Reducing budget impact from compliance penalties, policy obligations, and unmanaged clouds
- Tracking any asset anywhere: software or hardware, on-premises, SaaS, or public cloud
- Moving at the speed of business by automating IT lifecycle management

Let's look at each of these benefits in greater detail.





## Power greater spend confidence

As the workplace continuously evolves, it's critical to keep accurate track of software, hardware, and cloud resources. When you do, you minimize waste and avoid costs for IT assets that aren't being used to full capacity.

ServiceNow IT Asset Management products—all on the Now Platform—help IT teams to surface actionable insight to proactively reclaim or optimize software, hardware, and cloud resources that are not fully utilized. And because this utilization can be verified, IT leaders are in a better position to negotiate with vendors and purchase only what the business truly needs. As a result, third party support and software maintenance costs can be reduced, along with technology debt.



### CUSTOMER SPOTLIGHT

## Cox AUTOMOTIVE

The technology ecosystem of this vehicle services company is huge, dispersed, and complex, so it adopted a centralized platform to access and track accurate software usage data and costs. Now the company can easily address anomalies, such as duplicate licenses, to achieve significant savings and efficiencies.

# \$150,000

**saved in the first year of implementation from a single software vendor by removing unused licenses at renewal.**

“

Having one centralized platform is huge. We can accurately map usage data to our individual businesses—what we own, what we're consuming and calculate the cost impacts.”

**Sam Morrison**  
Software Compliance Manager, Cox Automotive

## Get a consolidated view of assets to eliminate surprises

Complex licensing models and the daily changing landscape of IT make it difficult for enterprises to manage software, hardware, and cloud resources as well as uncover the unsecured portions of their IT estates. It's a constant struggle to manage license compliance risk from software publisher audits or accurately determine if cloud resources are idle. And when it comes to hardware assets, it's a struggle to comply with policies and sensitive data requirements for equipment to be disposed of.

By using ServiceNow IT Asset Management products on a single-architecture platform, stakeholders can get a consolidated view of software assets, hardware assets, and cloud services, allowing them to rapidly to reduce spending and license compliance risks.



### CUSTOMER SPOTLIGHT



This top mutual insurance group needed to streamline time-consuming processes to have more time to serve customers. It provided its 2,000 employees with a user-friendly self-service portal to rapidly procure IT assets. Covéa also adopted a solution that delivered fast access and better visibility of IT asset data to simplify audits and ensure compliance.

“

Although we're early in our ServiceNow journey we're expecting to [achieve] savings on software, efficiency gains, and reduce the volume of support calls.”

**Deborah Mulderrig**  
Digital Asset Manager, Covéa Insurance

**£810K+**  
in compliance costs avoided  
in the first year



## Track any asset anywhere

Rather than cope with asset management point solutions disconnected from IT, enterprises can centralize asset visibility supported by a native CMDB on one platform, one architecture and one data model. When all are in the same place, every stakeholder and department can connect to key business processes.

With ServiceNow, stakeholders can connect asset management across the enterprise with a single platform to track the end-to-end lifecycle of a company's assets anywhere. This makes it easier to manage the costs, risks, and processes for those assets, including the various types of clouds in use. Devices can be proactively managed, on and off the network, and departments can be connected throughout the lifecycle, providing the data stakeholders need when they need it.

### CUSTOMER SPOTLIGHT



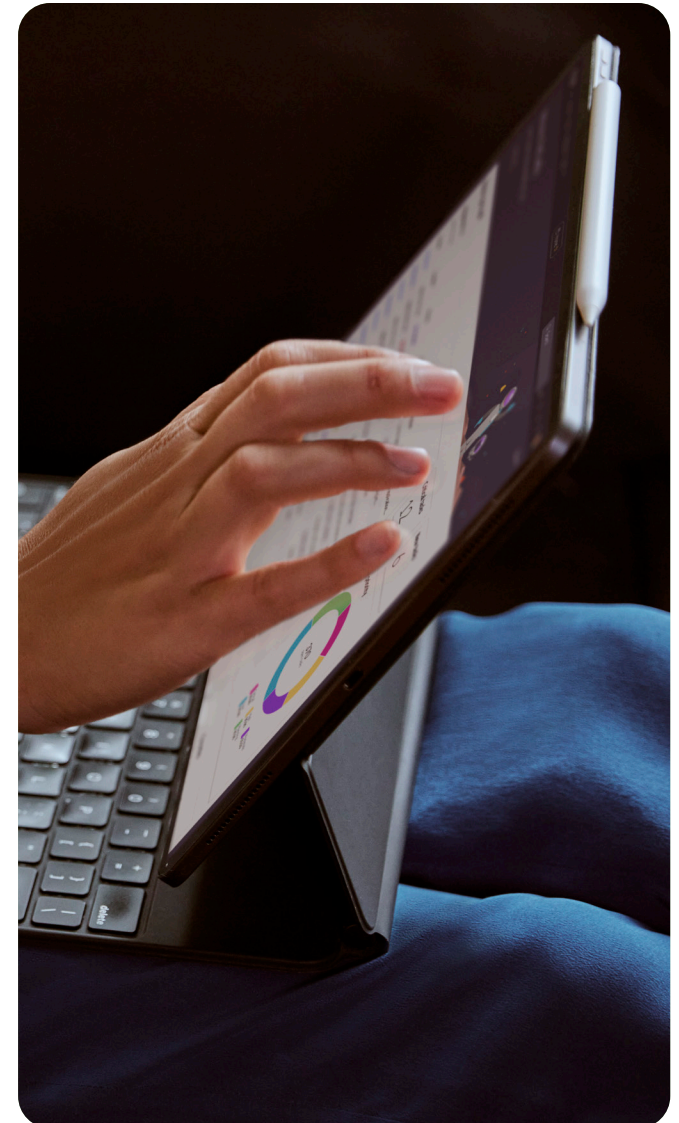
This leading international energy company with 11,500 employees gained a shared visibility of diverse IT assets. With vital business intelligence to guide investment decisions, it rationalized and simplified its IT asset base.

“

ServiceNow Software Asset Management provides transparency and protects our reputation. Knowing what we own and why, we can reduce licensing, data compliance, and security risks, and use real usage figures to negotiate improved terms.”

**Evan Vafidis**  
Head of License Management, Uniper

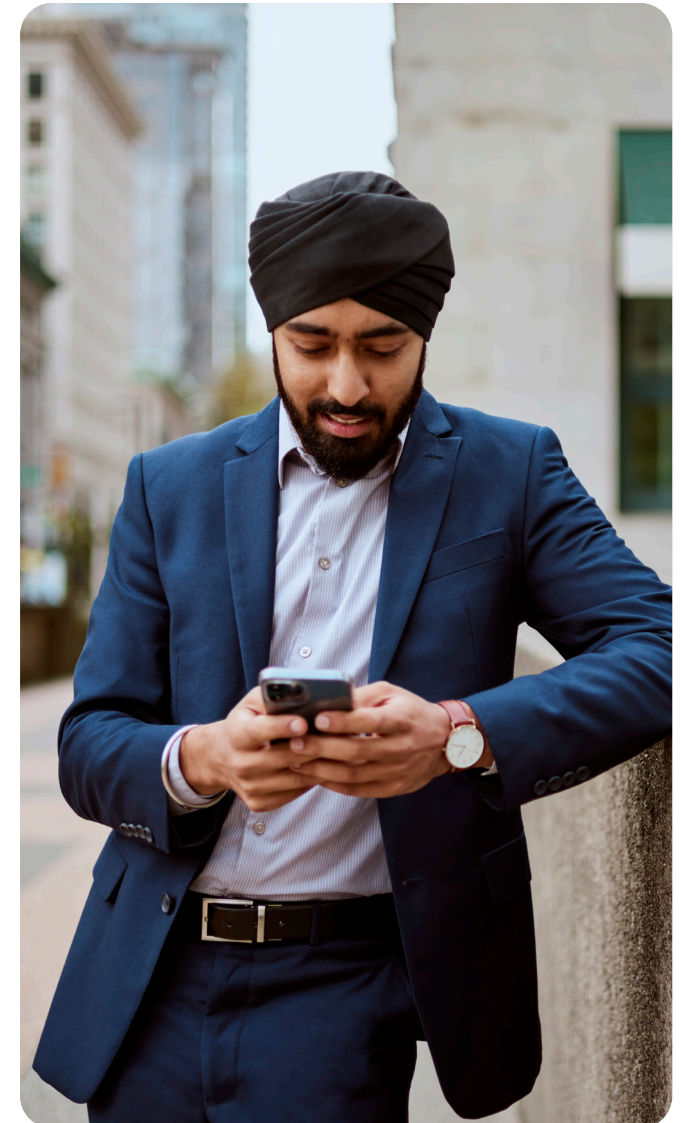
**€2M** Saved in cost reductions  
and efficiencies



## Automate IT lifecycle management

IT teams can replace disconnected asset management tools with a single platform solution. This powerful solution lets them move at the speed of business to accurately track hardware, software, and cloud assets end-to-end, from request to disposal.

With ServiceNow, stakeholders can improve IT efficiency by optimizing inventory to speed up employee on boarding, asset utilization, and service delivery. IT teams can also enable strategic and proactive tech refresh planning with visibility into lifecycle details to determine whether to refresh, upgrade, or sunset assets. They gain actionable insights to facilitate informed business decisions.



### CUSTOMER SPOTLIGHT



This leading operator of general acute care hospitals in the U.S. needed to stop managing its software assets via spreadsheets. It automated software asset management, bringing all license information into a single pane of glass.

“

By consolidating our software asset information, we can have better conversations with our vendors—whether that’s pushing back on audits or negotiating volume pricing.

**Briana Alexander**  
Vice President of Process and Performance Excellence,  
Community Health Systems

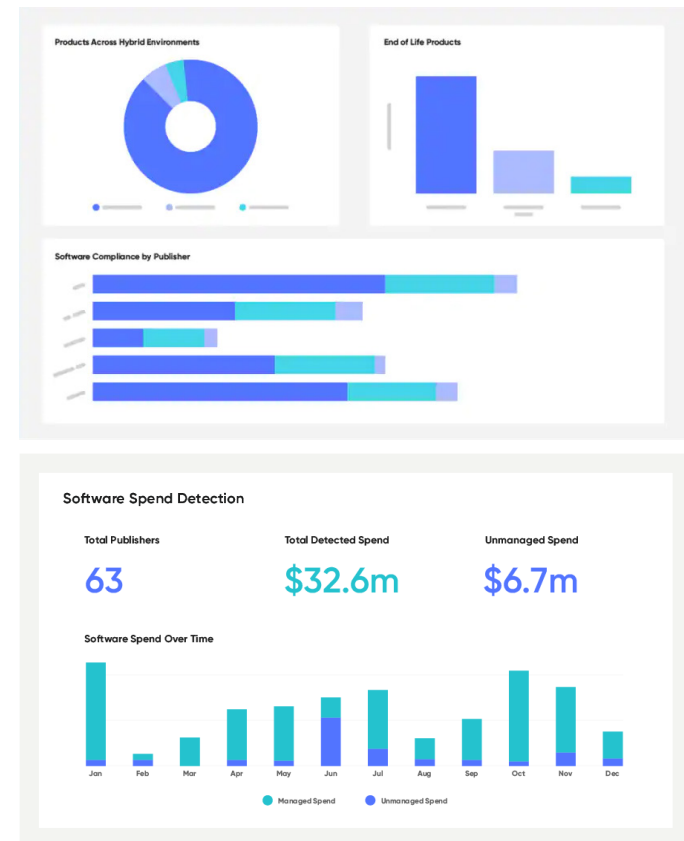
**40%** savings in license true-up costs

## Part 3: The ServiceNow offering that helps you control risk, reduce software spend, and reach outcomes quickly

### Software Asset Management

- Streamline and manage software assets with a single-architecture SAM solution. Use automation and digital workflows to feed critical asset data to the business.
- Cut software and cloud expenses by pinpointing shadow IT, reducing overlap, and optimizing license use.
- Protect your business with software license management by embedding SAM into the IT change process and acting on unlicensed deployments.
- Save time with custom workflows throughout the lifecycle. Automate processes across departments like HR, procurement, security, GRC, and app teams.

Get more info [here](#).





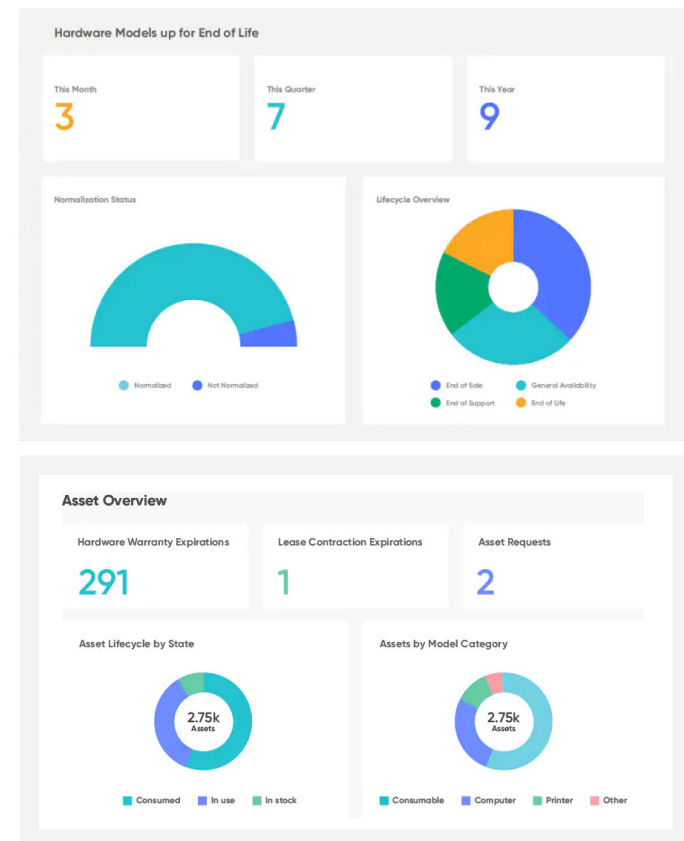
# The ServiceNow offering that helps you govern assets with prescriptive workflows and a native CMDB, from a single data platform

## Hardware Asset Management

Track and manage the end-to-end lifecycle of all your hardware assets, physical and consumable. Streamline day-to-day asset tasks with automation. Simplify with cross-enterprise workflows.

- Govern all your hardware assets enterprise-wide on a single system of action; proactively feed the business with critical data.
- Quickly identify and mitigate technology risks such as tech debt from aging data centers, regulatory audits, and lost assets.
- Simplify every stage of the asset lifecycle with prescriptive workflows and tasks; normalize hardware to maintain a clean CMDB.
- Get actionable insights to minimize waste and strategize for asset refreshes; track stockrooms, avoid excess purchases, and onboard remote employees quickly.

Get more info [here](#).



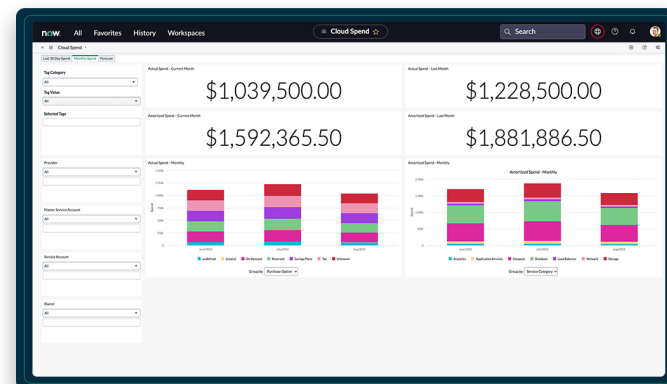
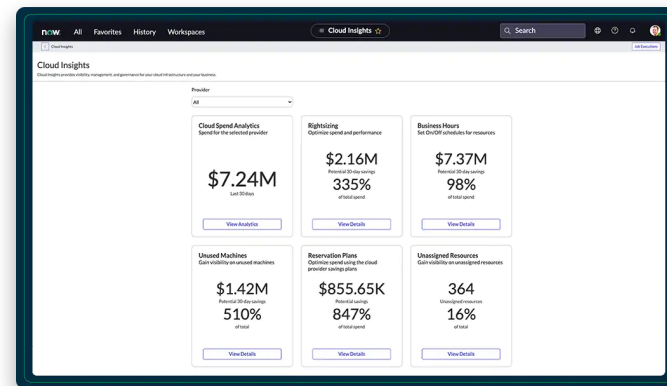
# The ServiceNow offering that helps you manage cloud resources to reduce spend and minimize risk

## Cloud Cost Management

Gain visibility into total cloud consumption across SaaS, IaaS, and PaaS—all in one place. Analyze the full range of costs associated with cloud assets so you can identify opportunities to save money and optimize operations.

- Workflow the tasks that control cloud costs with system-driven savings recommendations
- Gain a complete view of your total public cloud spend and take steps to prevent cloud waste.
- Reduce manual processes by automating cloud tasks—all the way from provisioning to retirement.

Get more info [here](#).



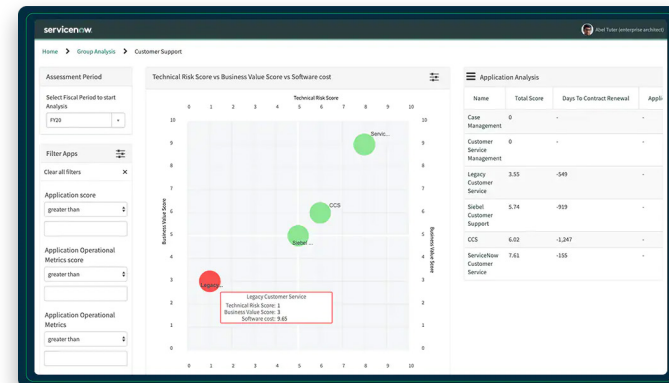
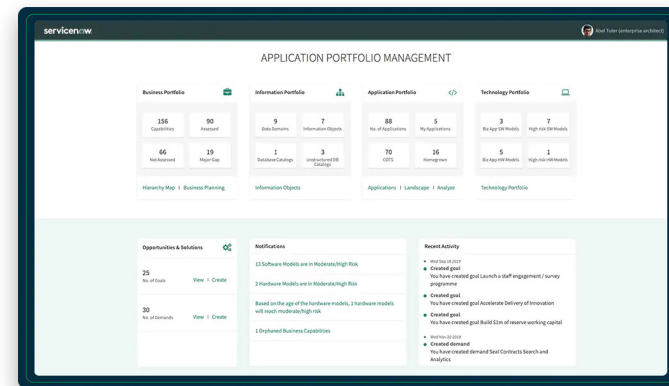
# The ServiceNow offering that helps you expedite your decision making to reduce risk and lower costs

## Application Portfolio Management

Simplify your legacy estate and accelerate cloud adoption aligned with strategy. Gain visibility and control of applications vital to digital transformation.

- Create plans to address end-of-life applications and protect your business.
- Get rid of redundant and obsolete applications to reduce IT expenses.
- Stay one step ahead by aligning your applications to what the business does best.
- Create roadmaps to anticipate and support future business strategies.

Get more info [here](#).





Implementing cost-effective and streamlined hardware, software, and cloud asset management is a vital step for enterprises to succeed in the digital workflow revolution. An integrated technology asset management system incorporating digital workflows on a single platform:

- Manages the end-to-end lifecycle for software licenses, hardware assets, and cloud resources
- Drives down costs
- Reduces compliance risk
- Extends workflow intelligence across IT

These natively integrated digital tools that enable transformation are why your peers at leading companies and organizations are responding to this moment and are turning to ServiceNow.

**For a deeper exploration of ServiceNow ITAM solutions powered by the Now Platform, we recommend:**

**8 ways to drive cost savings using software asset management**

Explore this ebook to learn about how a comprehensive SAM approach saves money and ensures you get the most from your software investments.

**Modernize and automate ITAM across hardware, software, and the cloud**

Read this ebook to learn more about how a single system of action helps drive down costs, reduce compliance risk, and extend workflow intelligence across IT.

**Gorilla Guide to Achieving Asset Management Success**

Get this guidance on developing a comprehensive asset management roadmap.

**Sources:**

<sup>1</sup> An IDC Perspective: Driving the Right Conversation with the CxO in 2021 and Beyond

<sup>2</sup> Is IT failing the cost optimisation challenge? Insight, 2020

**About ServiceNow**

ServiceNow (NYSE: NOW) makes the world work better for everyone. Our cloud-based platform and solutions help to digitize and unify organizations so that they can find smarter, faster, better ways to make work flow. So employees and customers can be more connected, more innovative, and more agile. And we can all create the future we imagine. The world works with ServiceNow®. For more information, visit: [www.servicenow.com](http://www.servicenow.com).