

# Reduce software, hardware, and cloud costs

Save millions and reduce risk with actionable insight across the enterprise

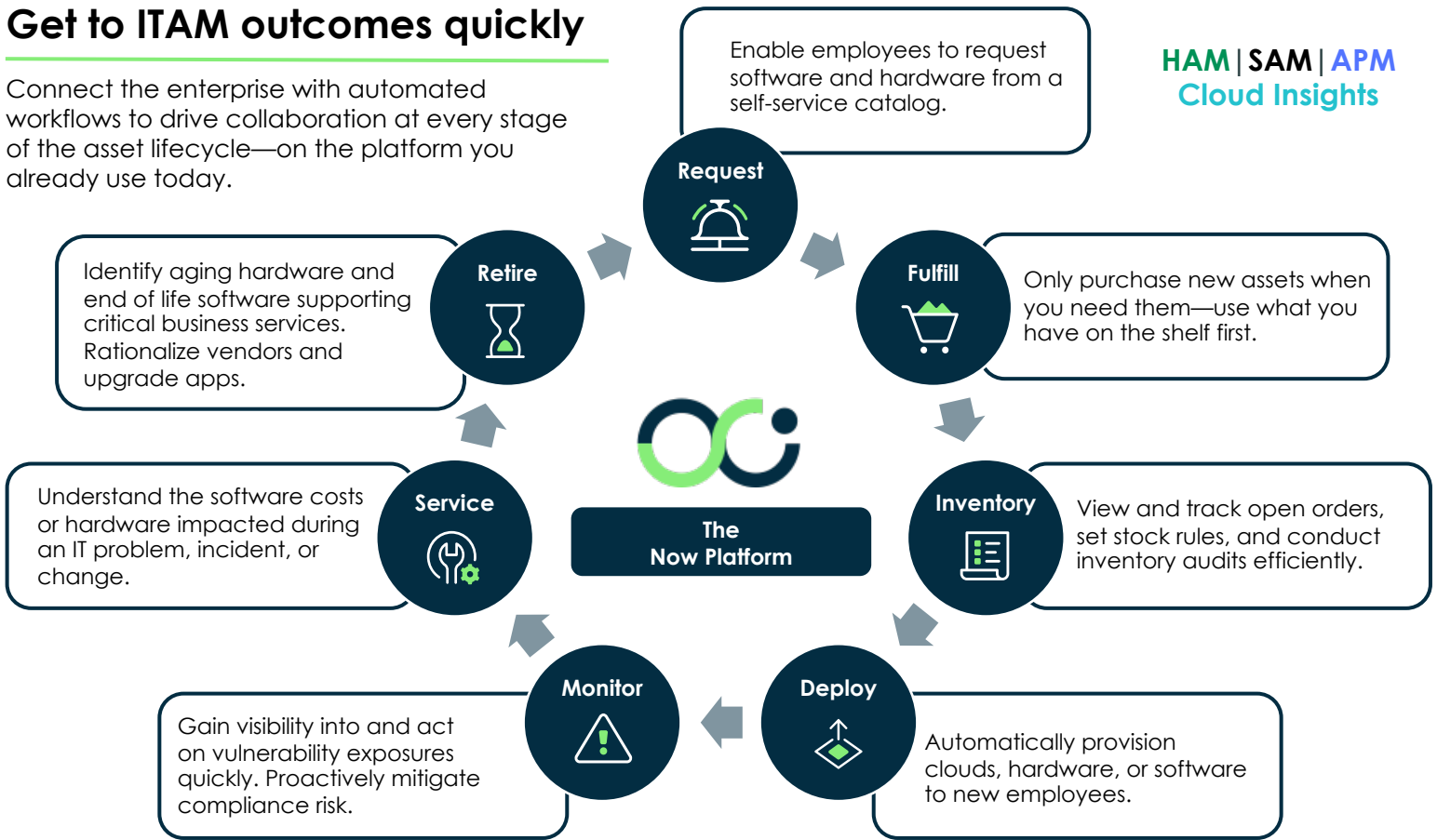
## Automate the end-to-end lifecycle for hardware assets, software licenses, and cloud resources—on a single platform


ServiceNow provides a central platform of IT assets to cut costs, reduce risk, and make it easier to get work done. Leverage a single system of action—run Software Asset Management (SAM), Hardware Asset Management (HAM), Application Portfolio Management (APM) and Cloud Insights on the same platform where IT is secured, operated and serviced.

### Get to ITAM outcomes quickly


Connect the enterprise with automated workflows to drive collaboration at every stage of the asset lifecycle—on the platform you already use today.

HAM | SAM | APM  
Cloud Insights






**Slash hardware, software, and cloud costs**



**Mitigate risk through the entire asset lifecycle**



**Improve efficiencies with prescriptive workflow**





- Gain actionable insight to reclaim or optimize under-used software, hardware, and clouds
- Increase visibility of cost and usage for any asset, anywhere—on-premise and hybrid clouds
- Strategically plan for future purchases, refreshes, and renewals

- Proactively address risk across your aging assets with full lifecycle visibility
- Single-source CMDB surfaces infinite, real-time use cases (software/hardware costs of an IT change, day zero vulnerability response, APM planning, etc.)

- Automate the asset lifecycle with prescriptive workflows available OOTB for standard ITAM practices
- Deliver software intelligence to teams that need it: Procurement, Service Catalog, Orchestration, HR, ITSM Change, Security, APM
- Get to ITAM outcomes quickly with the Now Platform in place.

# Automated ITAM just makes sense

Simplify asset management with a solution that makes work flow

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|--|---|---|--|
|  <p><b>HAM</b></p>  |  <p><b>SAM</b></p>   |  <p><b>Cloud</b></p>  |  <p><b>APM</b></p>  |
| <p><b>Hardware Asset Management</b></p> <ul style="list-style-type: none"><li>• Manage hardware assets from acquisition through disposal</li><li>• Control inventory across stockrooms and work from home locations</li><li>• Reduce the cost of purchasing and managing assets</li><li>• Simplify asset management processes with prescriptive workflow</li></ul> | <p><b>Software Asset Management</b></p> <ul style="list-style-type: none"><li>• Gain greater cost and usage visibility of software and SaaS</li><li>• Optimize license usage of owned software and buy only what you need</li><li>• Mitigate vendor audit risks and maintain compliance</li><li>• Workflow trustworthy software data to security, procurement and IT change</li></ul> | <p><b>Cloud Insights</b></p> <ul style="list-style-type: none"><li>• Discover your cloud resources and identify consumption patterns</li><li>• Right-size cloud resources to match usage and eliminate wasted spend</li><li>• Identify optimization opportunities including areas of high spend and idle clouds</li><li>• Manage on-premise software being brought to cloud</li></ul> | <p><b>Application Portfolio Management</b></p> <ul style="list-style-type: none"><li>• Analyze business apps based on cost, performance, and risk</li><li>• Rationalize your app portfolio, eliminate duplicate apps that perform similar functions</li><li>• View technology stack components supporting critical business services and understand the risk of unsupported or end-of-life technologies</li><li>• Create Demands and Projects to execute</li></ul> |

## Connect the enterprise with a single platform

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|--|---|---|
| <p><b>Reduce cost</b></p>  | <p><b>Reduce risk</b></p>   | <p><b>Automate with workflow</b></p>  |
| <ul style="list-style-type: none"><li>• Harvest under-utilized software, hardware, and cloud services</li><li>• Improve negotiating position with trustworthy data for purchases, renewals or true ups of software, hardware, and cloud resources</li><li>• Detect business unit spending or shadow IT not currently managed</li></ul> | <ul style="list-style-type: none"><li>• Avoid large unbudgeted costs from compliance audits, policy obligations and unmanaged clouds</li><li>• Accurately track hardware, software, clouds and apps from request to disposal. Minimize lost, stolen and ghost assets</li><li>• Plan tech refresh cycles for warranty and end of life periods. Rationalize legacy apps, reduce tech debt and operating expenses.</li></ul> | <ul style="list-style-type: none"><li>• Digitize workflows to accelerate labor productivity and achieve outcomes fast.</li><li>• Eliminate the need for constant imports and exports of data from legacy asset systems. Preserve perpetually clean data in the CMDB.</li><li>• Elevate teams across the business by allowing them to work from the same system.</li></ul> |