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ServiceNow Software Asset Management

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Safe Harbor

This presentation contains “forward-looking” statements that are based on our management’s beliefs and assumptions and on information currently available to management. We intend for such forward-looking statements to be covered by the safe harbor provisions for forward-looking statements contained in the U.S. Private Securities Litigation Reform Act of 1995. Forward-looking statements include information concerning our possible or assumed strategy, future operations, financing plans, operating model, financial position, future revenues, projected costs, competitive position, industry environment, potential growth opportunities, potential market opportunities, plans and objectives of management and the effects of competition.

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This presentation includes certain non-GAAP financial measures as defined by SEC rules. We have provided a reconciliation of those measures to the most directly comparable GAAP measures in the Appendix.

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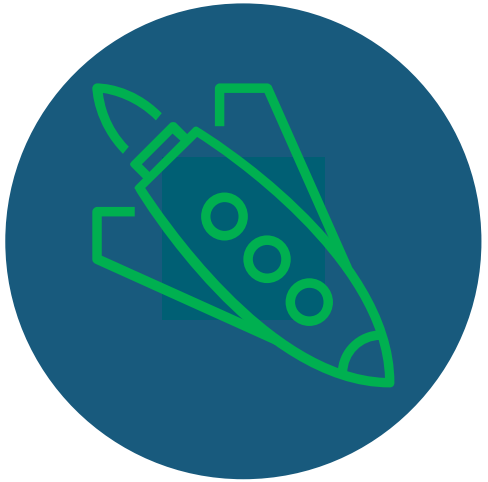
Licensing Complexity Drives Higher Risk and Cost



Uncertain Compliance Position



Underutilized License Capacity



Missed Opportunities with Traditional Tools

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Audits Disrupt Resources and Funding for Other Projects

Denver Company Agrees to Pay Over $114,000 to Settle Claims of Unlicensed Software Use

THE ITAM REVIEW

IT Asset Management | Software Asset Management | Software Licensing | USA Conferenc

Home › Software Asset Management › Mars Inc. sue Oracle over audit tactics

Mars Inc. sue Oracle over audit tactics

Jan 19th, 2016 · 1 Comment

The $33BN food giant Mars Inc. took Oracle to court in October.

There is a good coverage and analysis by Dave Welch of House of Brick here:

http://houseofbrick.com/mars-vs-oracle/

In short:

InfoWorld FROM IDG — INSIDER Sign In | Register

Home > Technology Industry > Software Licensing

Got enterprise software? You're probably due for an audit

ZDNet — WINDOWS 10 | CLOUD | INNOVATION | SECURITY | DEVOPS | MORE | NEWSLETTERS | ALL W

UK firm fined £250,000 over unlicensed software

BSA achieves record payment from a firm in the 'infrastructure and public-services sector' which used multiple copies of illegal software

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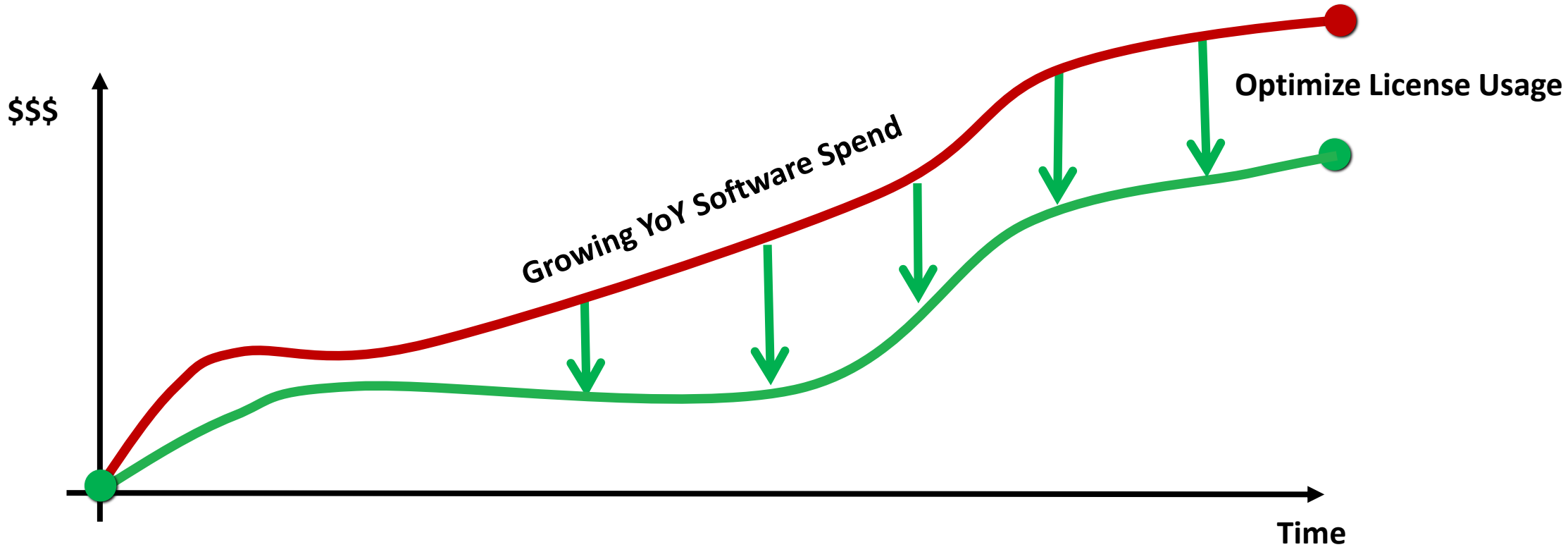
Home > Software

Software audits: How high tech plays hardball

'Truing up' licenses amounts to billions of dollars in revenue for the major software makers. Here's where the money goes -- and how it's extracted

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Are You Positively Impacting Software Spend?



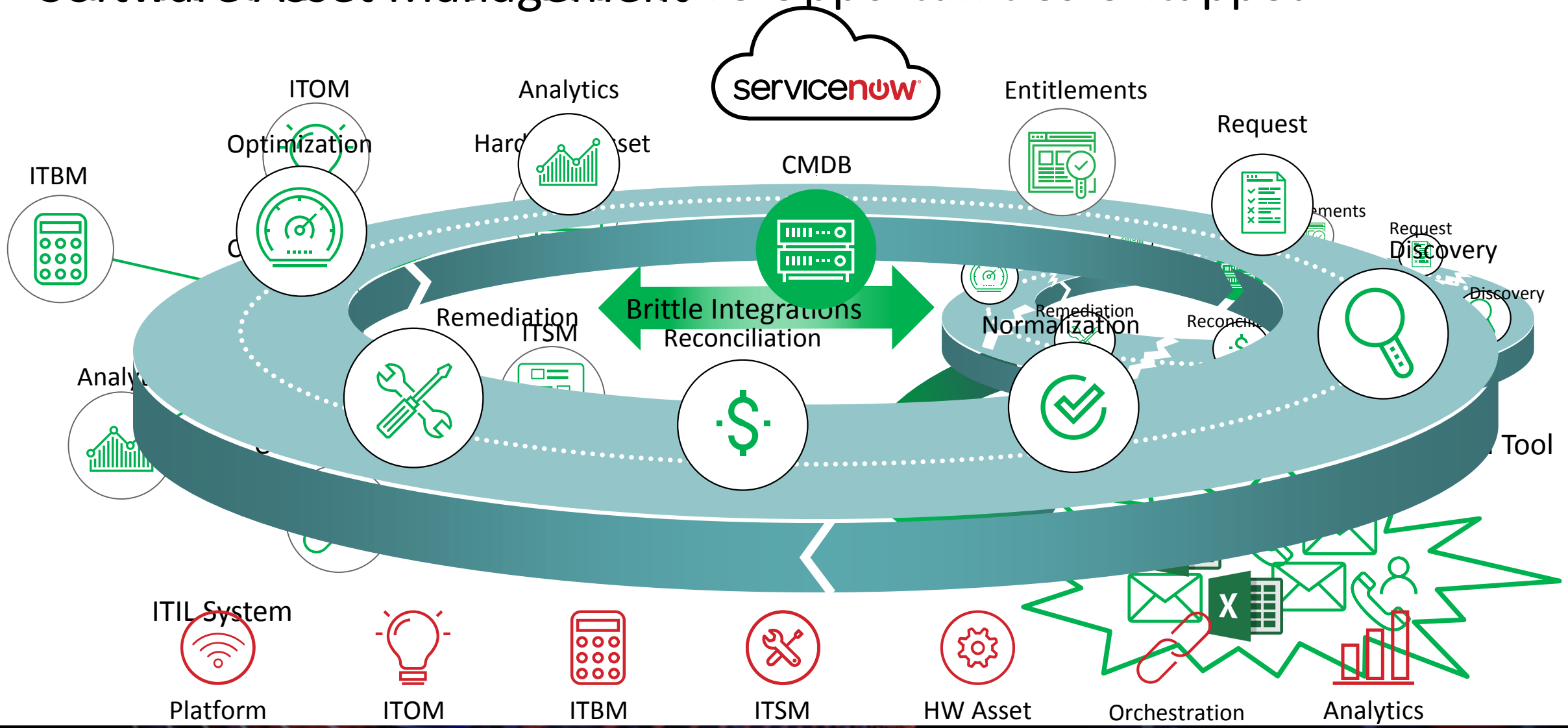
"Software licenses represent 21% of IT budgets. By 2018, 35% of organizations will have implemented a SAM optimization tool, up from 5% in 2014"

Gartner

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Traditional SAM Methods Leave Opportunities Untapped



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Discovery and Normalization



Discovery Data	Normalized Product
Microsoft Corporation	Microsoft
Visio	Visio
15.0.4841.1000	2013

Software Library

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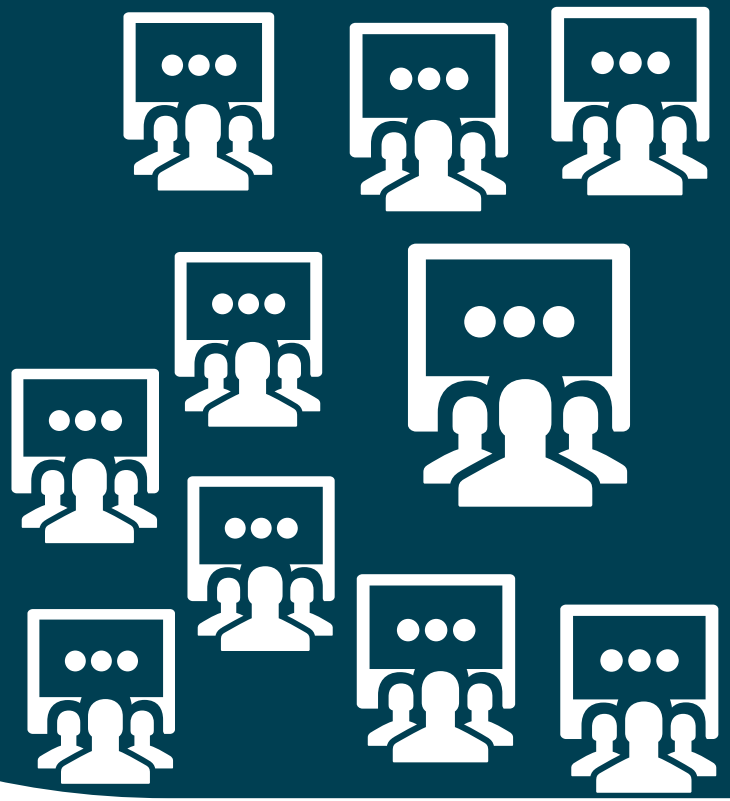
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Customer Instances

Local Library and Normalization



Library Updates

Unrecognized Discovery Data

Central Data Service

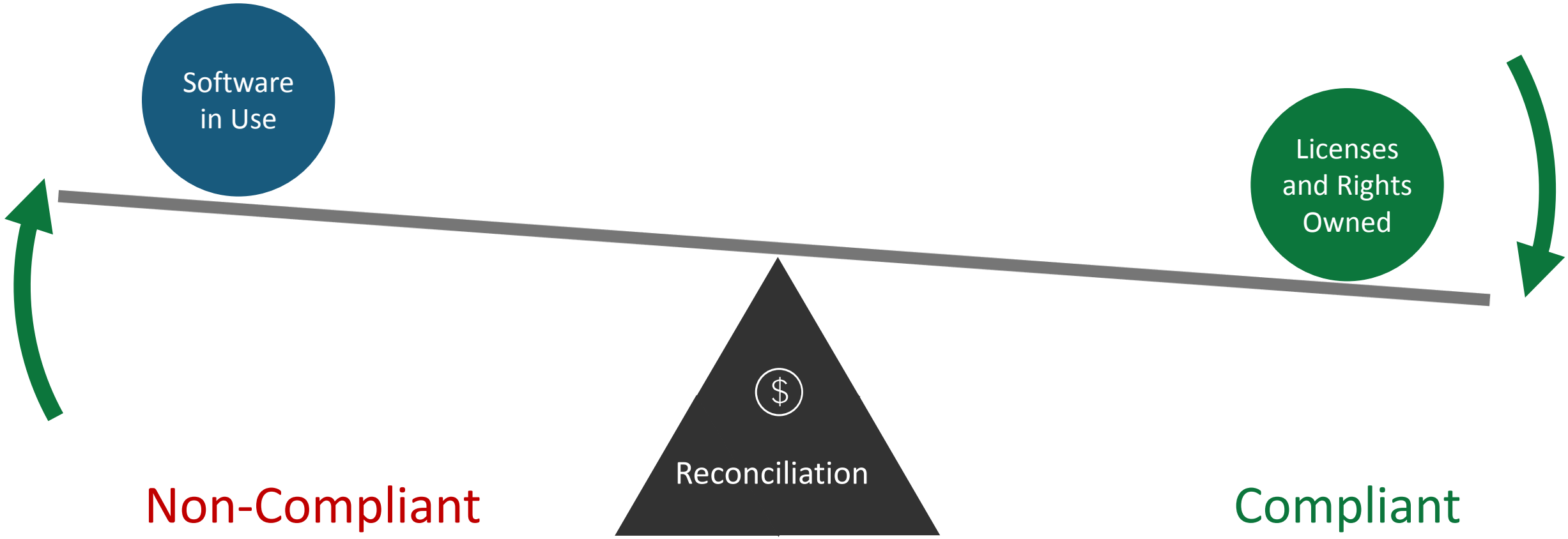
Central Software Library





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Real Time Effective License Position



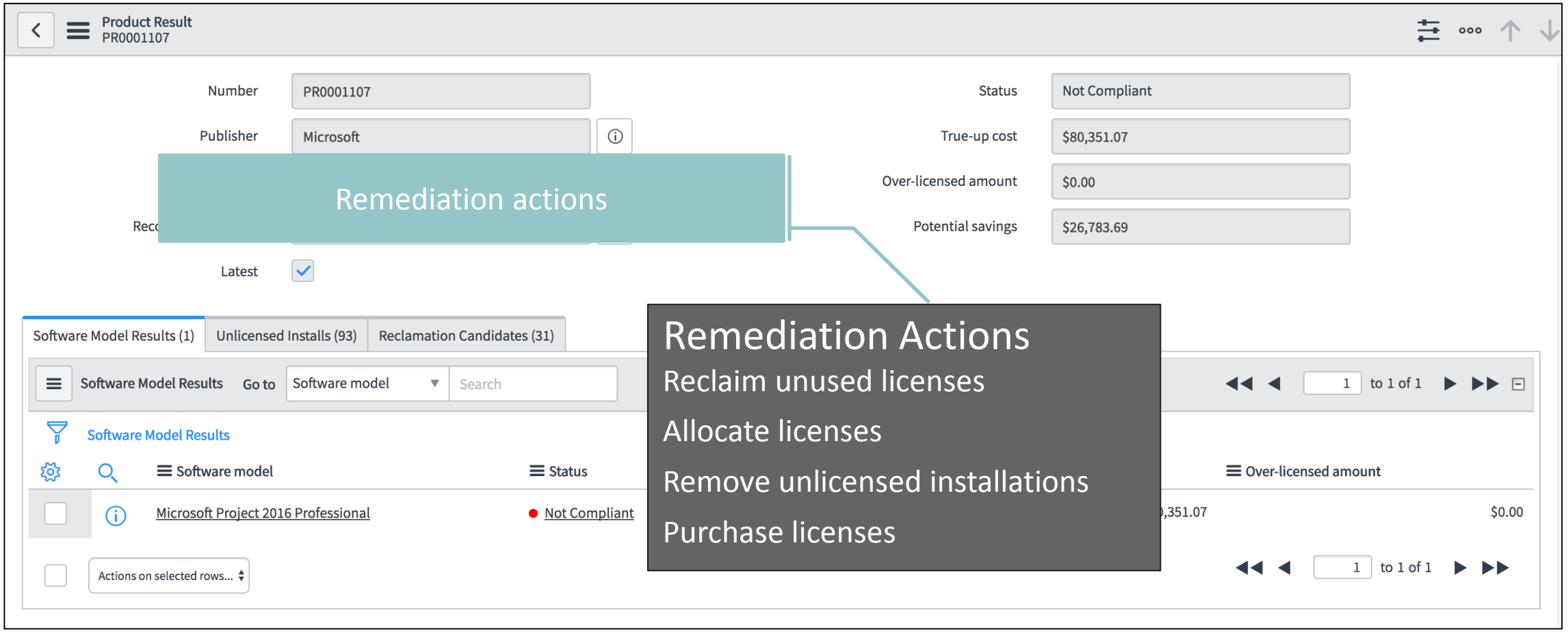
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Software Asset Management Dashboard



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Product Reconciliation Results



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Demonstration

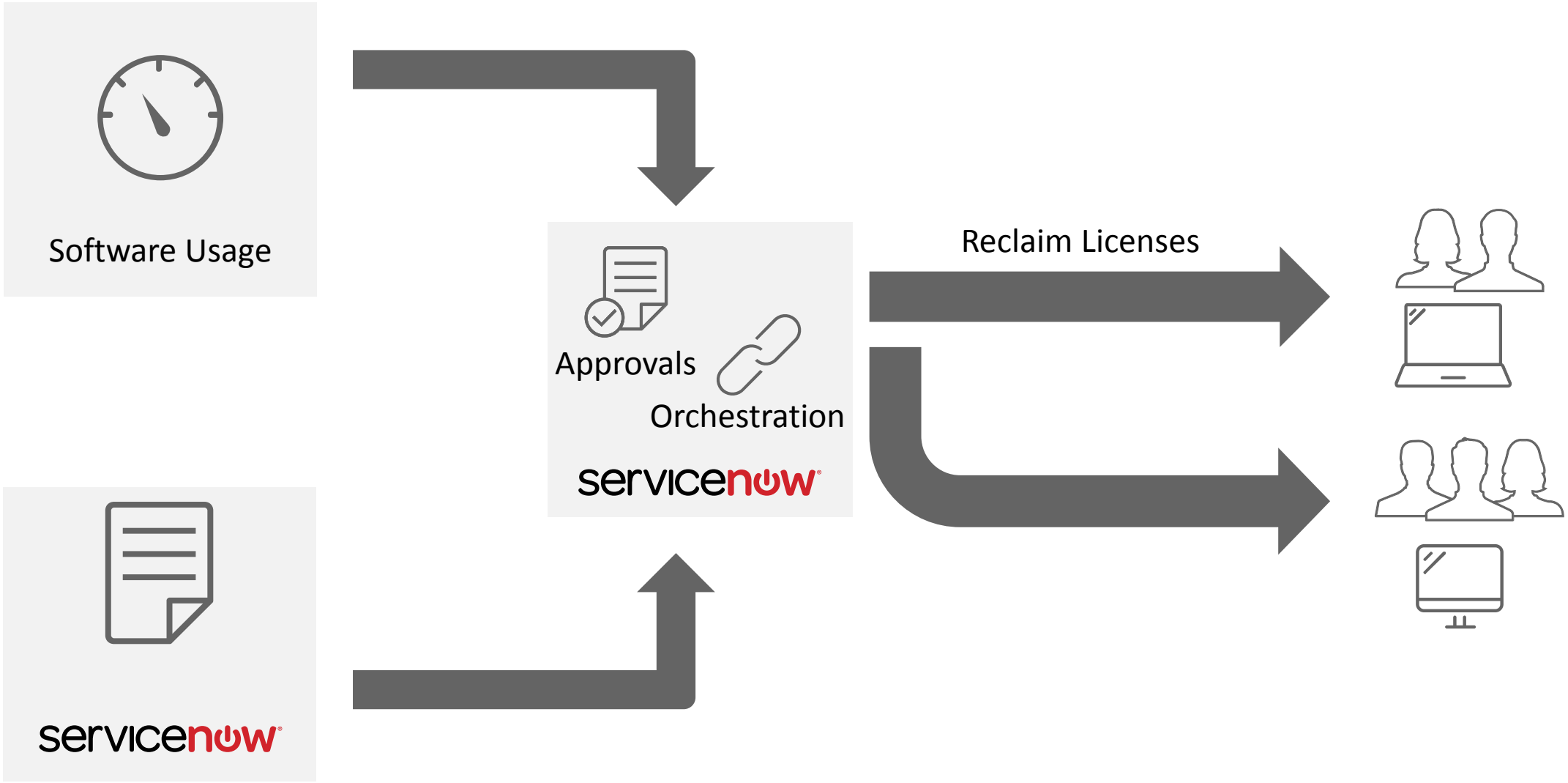
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Software Asset Management Dashboard



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Realize Savings from Underutilized Licenses



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Publisher Packs



- Discover SQL Servers, Exchange Servers, Windows Servers
- Create entitlements with Microsoft-specific license metrics
- Reduce compliance risk with continuous reconciliation, and dedicated Microsoft dashboard and alerts

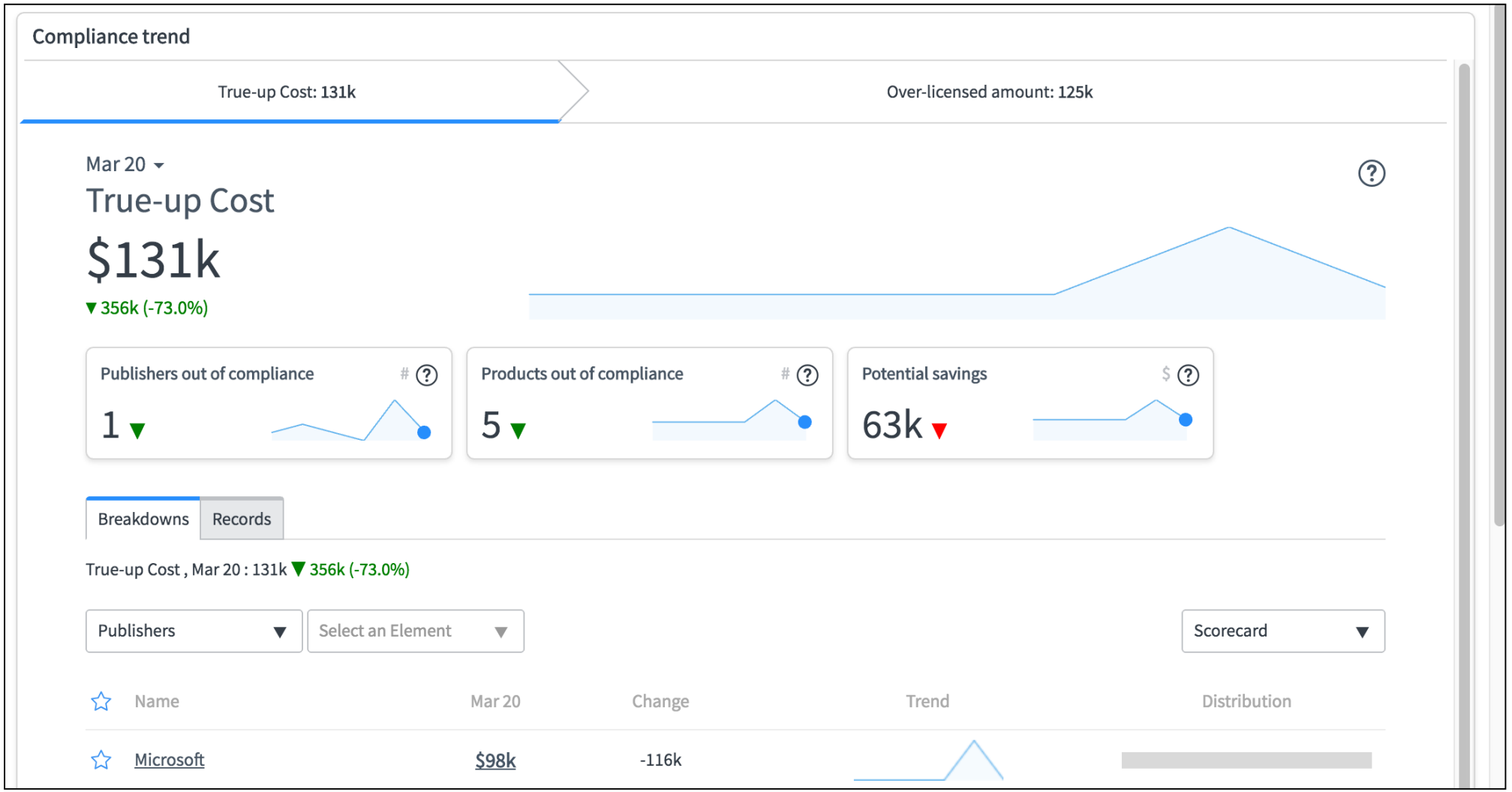


- Discover Oracle Database, options, and management packs in use
- Reconcile your software inventory accurately with built-in Oracle licensing policies
  - Minimum licensing requirements, pre-multiplexing user counts, processor factors, etc.
  - Licensing calculation for virtual and physical servers
- Evaluate your licensing position with the Oracle Dashboard

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Compliance Trends



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Demonstration

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ServiceNow® Software Asset Management



Always Audit Ready



Optimize License Utilization



Single System of Action

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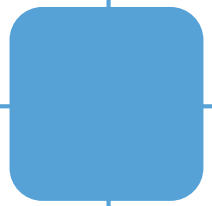
Now on Now: Estimated Value Delivery in Jakarta

SOFTWARE INVENTORY NORMALIZATION

- **93%+** normalization accuracy for major publishers (Microsoft, Adobe, Oracle, VMware)
- **~40%** (low confidence on data accuracy & ability to support business operations)

LICENSE COMPLIANCE POSITION

- **<1 hour** to understand license compliance position (Microsoft, Adobe, Oracle, VMware). Always On.
- **5-10 person days** of effort to compute this, per publisher. Only upon audit event.



- **$ 250,000** annual savings by harvesting unused licenses (Microsoft, Adobe, Tableau)
- **N/A.** Could not identify & harvest licenses

POTENTIAL SAVINGS

- **2 FTEs** can be repurposed because of increased automation
- **N/A**

PRODUCTIVITY GAINS

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Software Asset Management Sessions

Customer Panel Today 3:50 – 4:40	BRP4382 - Trends in Software Asset Management and Leveraging a Single-System-of-Action
Hands-On Lab Thursday 11:30 – 1:30	LAB131995 - Succeed with SAM: The New Normal(ization)
Demos Through Thursday 1:30	Software Asset Management Live Demonstrations

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Thank You

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