knowledge17

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WORK at LIGHTSPEED

Succeed with SAM: The New Normal(ization)

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Agenda

- Software Asset Management Overview
- The New Normal(ization)
- Reconciliation
- Optimization
- The Big Picture

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Speaker Introduction



Name: Ben Sweetser

Title: Principal Business Process Consultant

Function: Services

Company: ServiceNow

Experience: 17+ years in the tech industry, 2+ years beekeeping

Expertise: SAM, ITAM, ITSM, ITOM, ITBM, Non-ITBeeM

Achievements: CAMP, CHAMP, CSAM, ServiceNow Community Leader, Published bee photographer

Current Projects: Various Asset and CMDB engagements, Asset process alignment, Treatment-free beekeeping

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Speaker Introduction



Name: Scott Lemm

Title: SACM Principal Technical Lead

Function: Services

Company: ServiceNow

Experience: 23 years in Major Leagues

Expertise: Outfield, Infield, Manager

Achievements: 17x All-Star, 3x World Series Champion, 4,256 career hits, 3,562 games played

Current Projects: Celebrity appearances, autographs

Aliases: Hit King, Charlie Hustle

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Objectives and What You Will Learn

Objectives

- Save money with advanced Software Asset Management capabilities

What you will learn

- What SAM is and why it is important
- How to leverage the software product library
- How to pinpoint true-up cost information
- How to optimize license usage

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Software Asset Management Overview

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High-Level Software Asset Management Overview

Software Asset Management (SAM) is a business discipline that maximizes the software investment for the company through management and optimization of the:

- requisition,
- contracting,
- deployment,
- tracking,
- and harvesting

of software within an organization.

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The Value of Software Asset Management

Maintain compliance

- Basic Compliance or True-Up
- Run internal checks and audits against rights and contracts

Avoid software audits

- 78% of companies have been audited
- Auditing leads to unplanned expenses and collateral damage

Control unauthorized usage

- Unapproved installations and resulting costs
- Inappropriate usage of software
- Non-productive or harmful software

Provide a software provisioning service

- Enable users to be productive quickly
- Adherence / guidance on the recommended software
- Opportunities for automation

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The Value of Software Asset Management

Software reporting

- Reports, gauges, dashboards, lists, views, metrics
- Compliance, usage, capacity, spend, optimization

Software optimization / cost reduction

- Harvest unused or underused software
- Implement alternative software that is cheaper or free
- Consolidate titles and vendors
- Remove software from non-allocated users
- Employ strategies to leverage more favorable licensing

Entitlement cost chargeback

- Track software costs by user, department, region, cost center, and company
- Determine application costs
- Determine costs for virtualization
- Determine software costs for operations

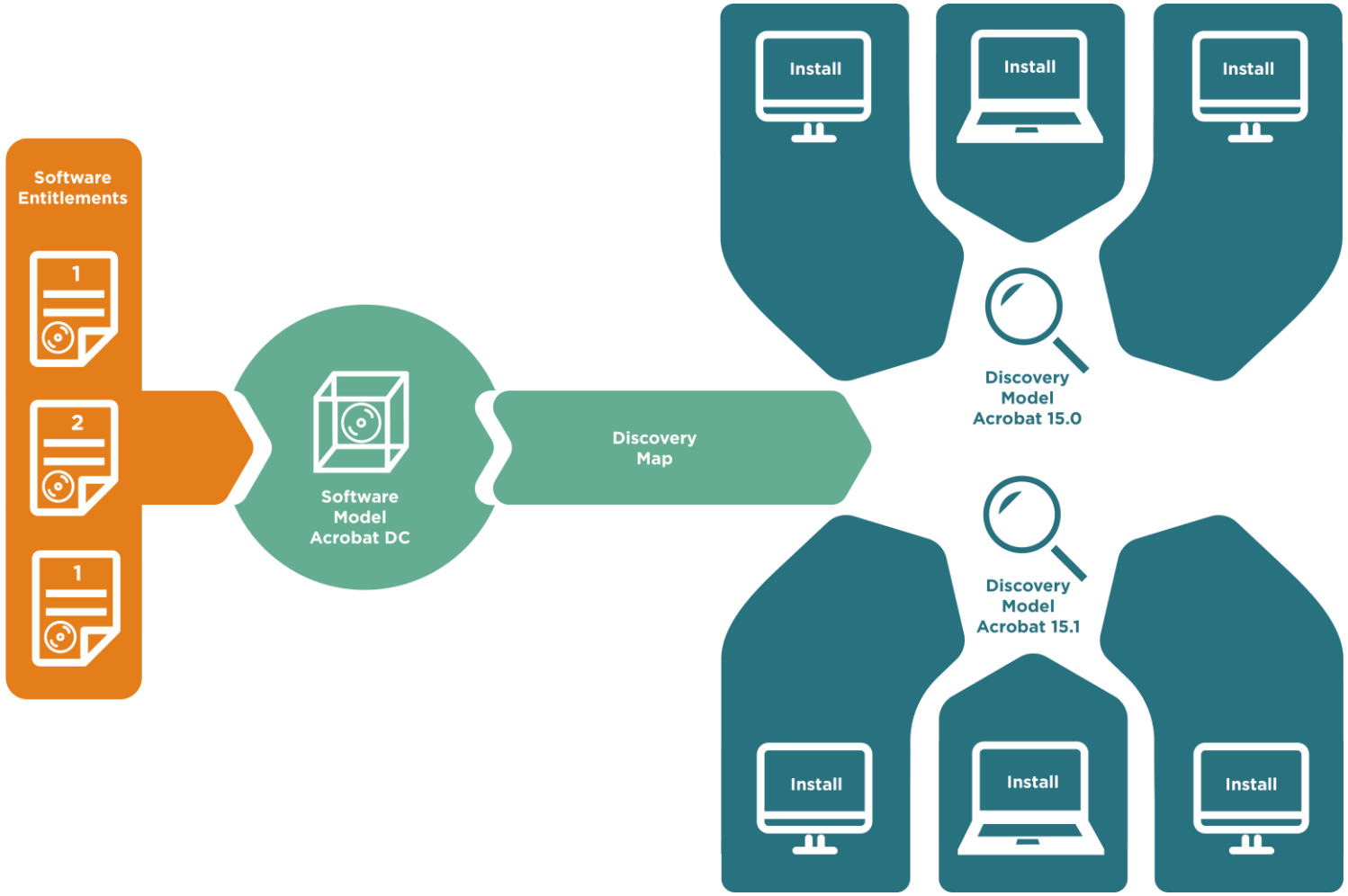
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SAM Premium Products

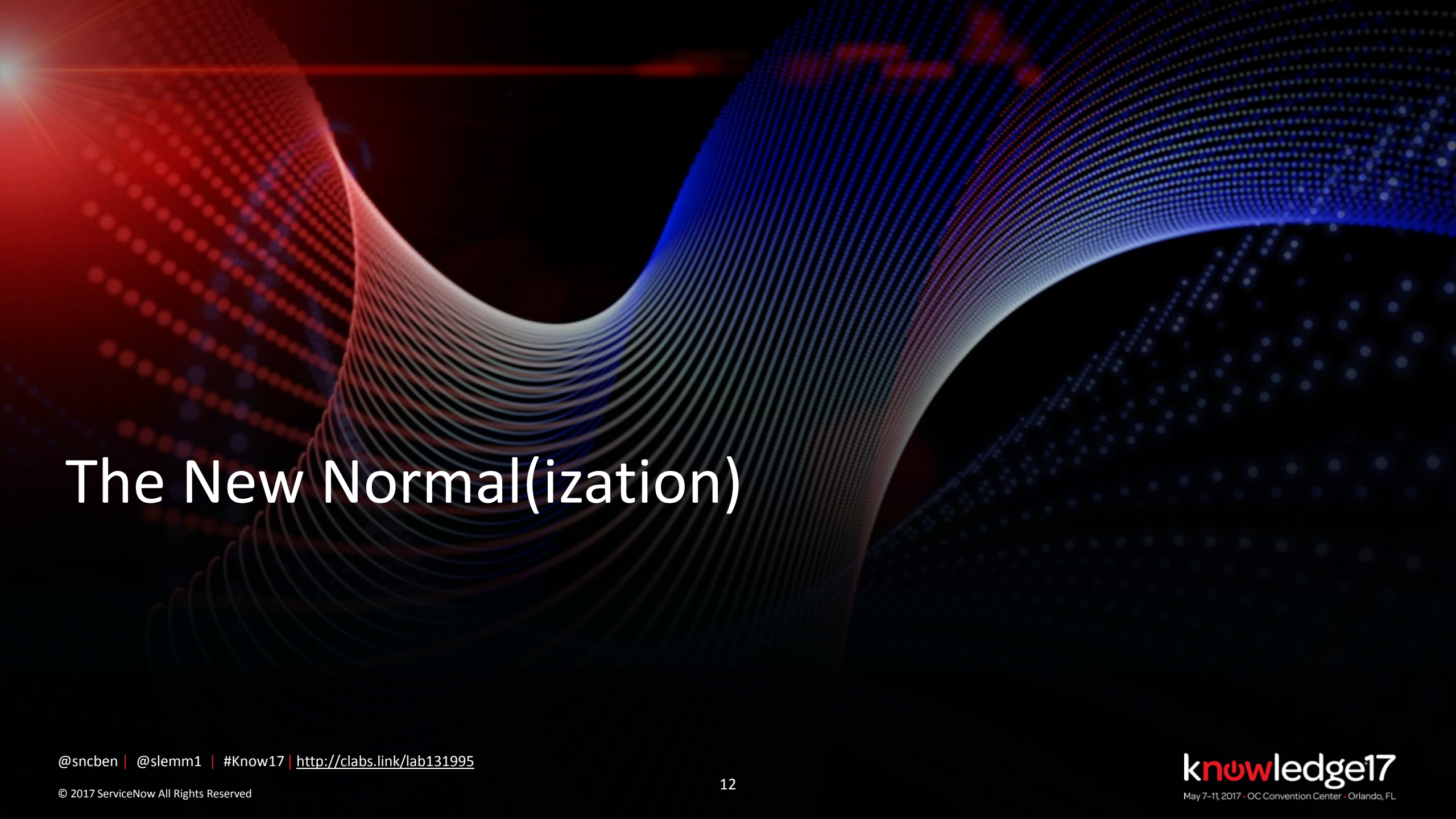
- Discovery to find Software Installations
- Client Software Distribution to orchestrate software deployment (SCCM today)
- Performance Analytics to see trending data
- Software Asset Management capabilities to:
  - Reconcile to determine compliance
  - Remediate to achieve compliance
  - Reclaim to optimize software license usage

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SAM Premium Overview



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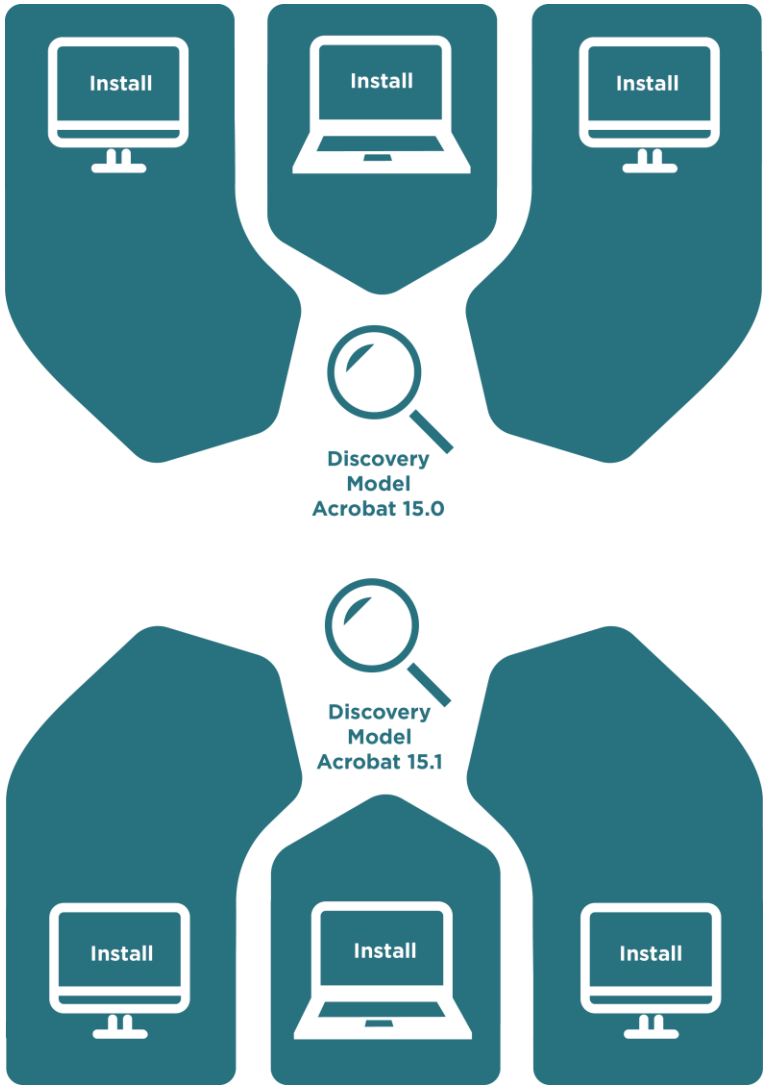
Content is King

- Software Product information included:
  - Publisher
  - Product
  - Package
- Regular content updates from ServiceNow
- Opt-in to provide updates back to ServiceNow
- Content enables:
  - Normalization of discovered software
  - Software Model creation
  - Software Entitlement creation

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Software Installations and Discovery Models

- Discovery sources create installation records
- Installs are associated with Configuration Item (CI) records
- Discovery Models group installs of the exact version

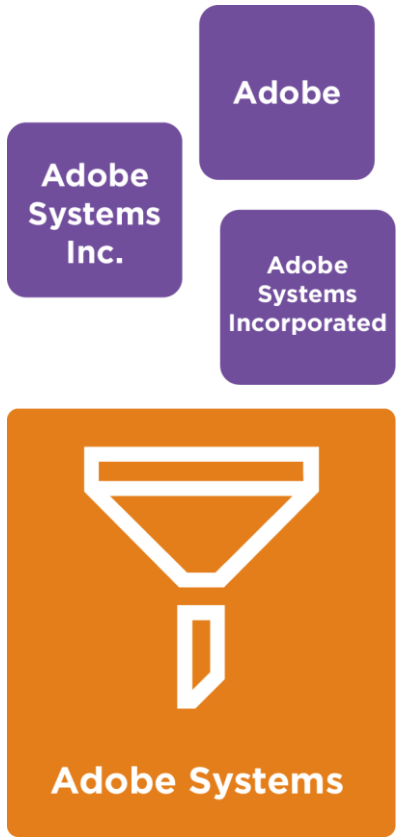


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Normalization

Standardize information on the Discovery Model

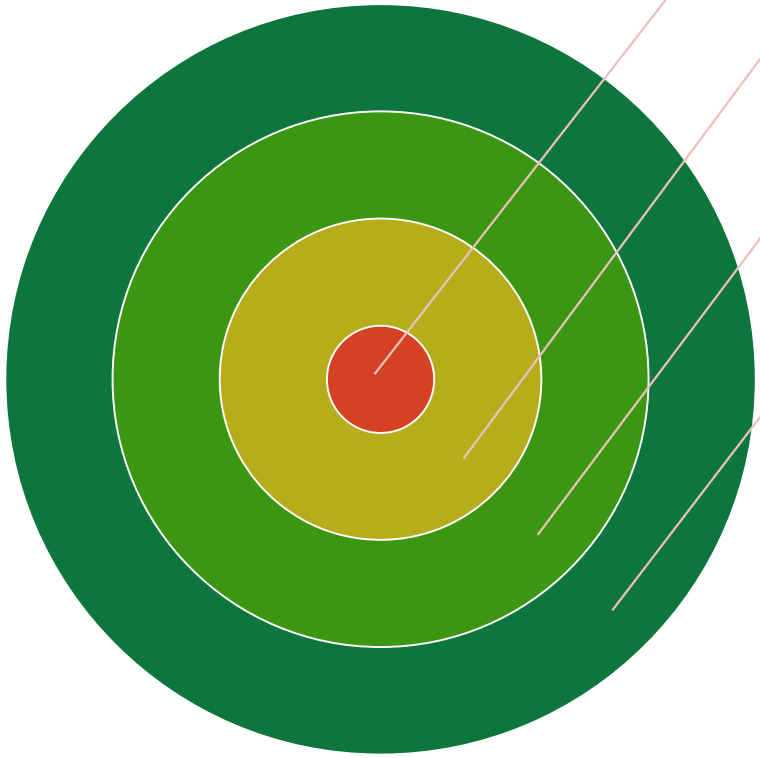
- Publisher
- Product
- Version
- Details
  - Product type
  - Platform
  - Language
  - Edition
  - Full version





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Normalization Status



Normalized

Partially Normalized

Manually Normalized

Match Not Found

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Customer-Defined Details

- Custom Products
- Pattern Normalization Rules

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Lab 1

- 1.1 Normalization
  - Prerequisites
  - Software Installation Data
  - View Discovery Models
  - Create Normalization Pattern and Apply

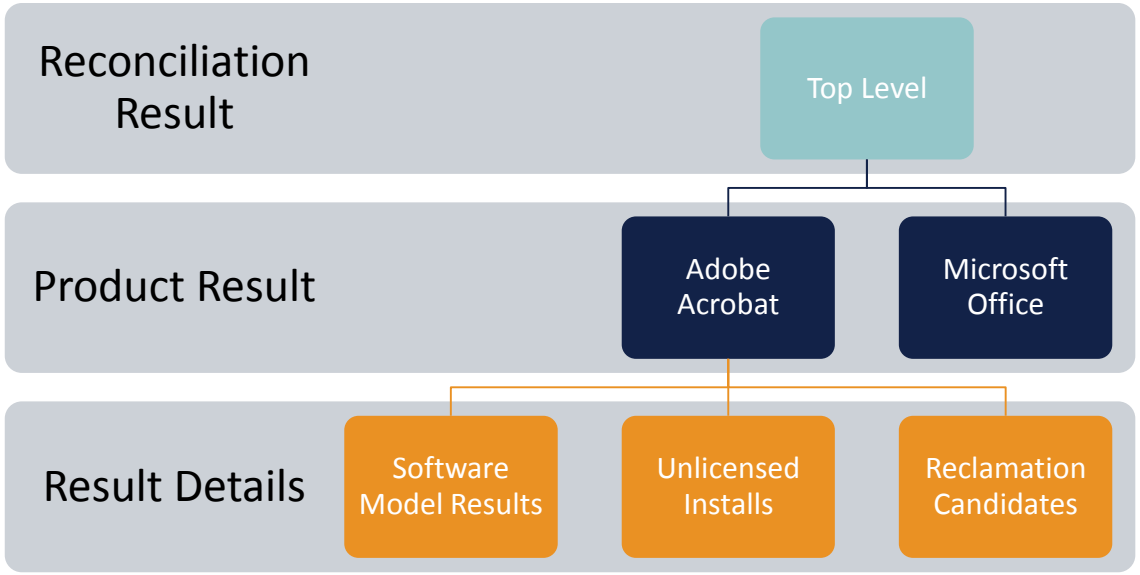
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Reconciliation

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Are You Compliant?

- Reconciliation replaces Software Counters
- Software Models are not required
  - Only unlicensed installs are provided without Model and Entitlement information
  - Models and Entitlements add additional details to the reconciliation
- Provides cost and savings estimates (based on Software Entitlement cost)
  - Estimated true-up cost
  - Over-licensed amount
  - Potential savings from reclamation



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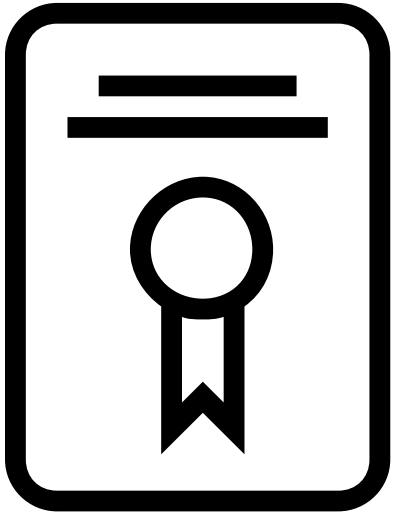
Titles You License – Software Models

- A representation of a licensed version of the software
- Product content supports creation
- Discovery maps identify matching Discovery Models
- Serves as a central point for SAM processes and software request

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What You Purchase – Software Entitlement

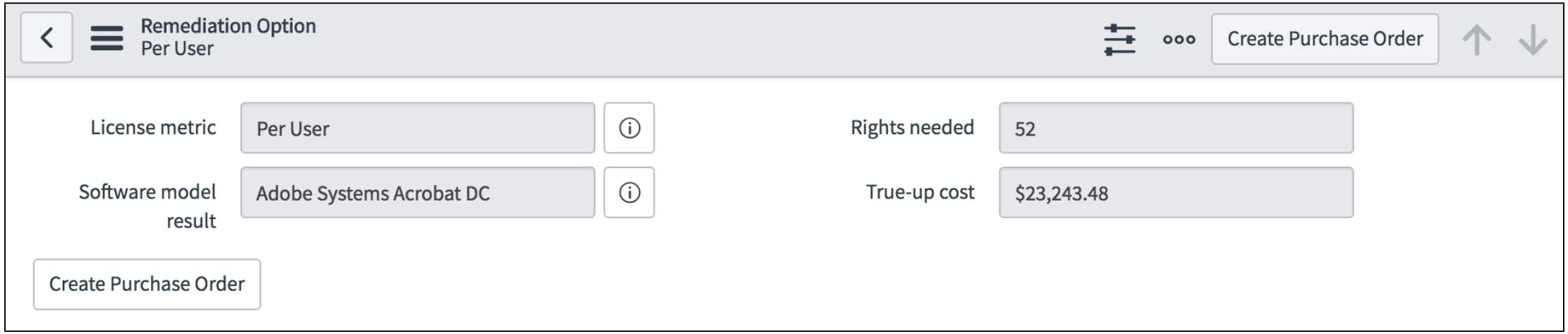
- Formerly called Software License
- Represents a point-in-time purchase of Rights to use software
- Publisher part number facilitates creation
  - Automatically creates Software Model if one does not exist
- Used for Full and Upgrade licenses
- Identifies the metric used to determine the number of rights used
- Average cost per Right is used for reconciliation cost calculations
- Track individual license keys



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When You Need More – Remediation

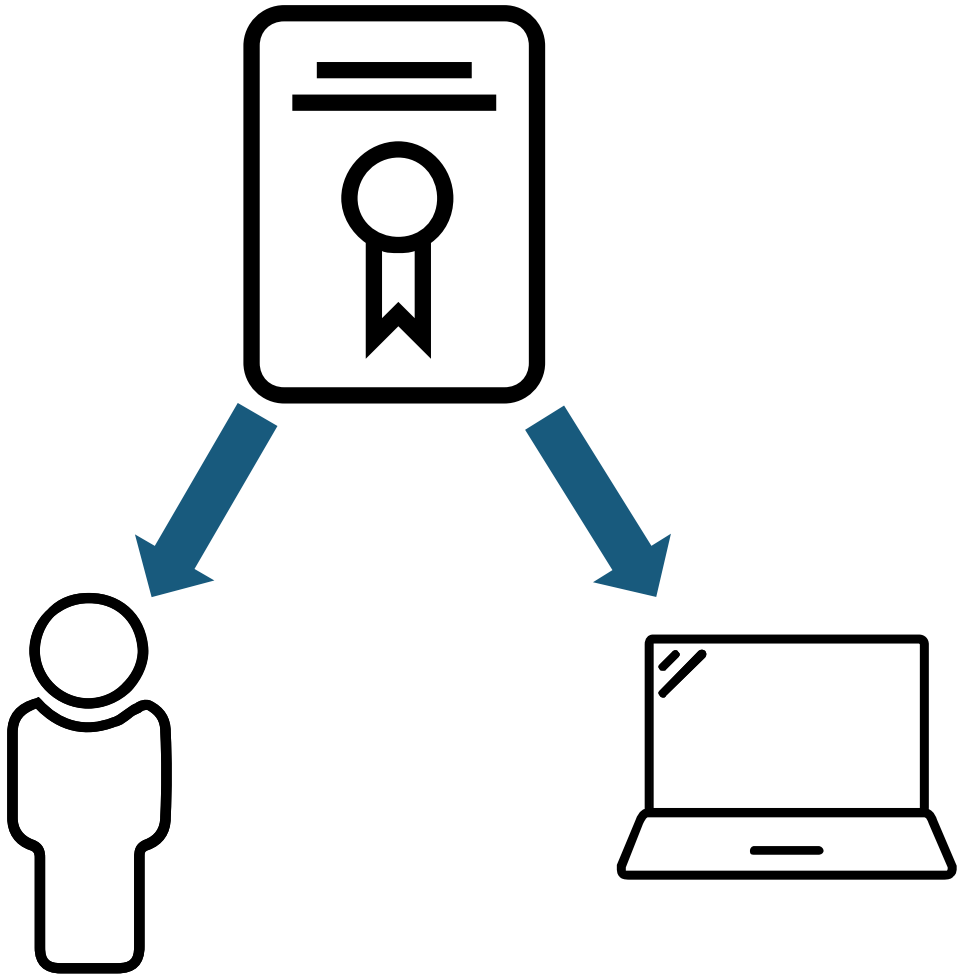
- Software Model Results present remediation options
- Different options available for different metrics
- Create Purchase Order for additional Rights required
- Set PO Line Item cost to the cost per Right



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Who Should Have It – Software Allocation

- Allocate Rights based on selected metric
  - Device
  - User
- Can allocate more than one Right per device or user
- Match to individual license keys

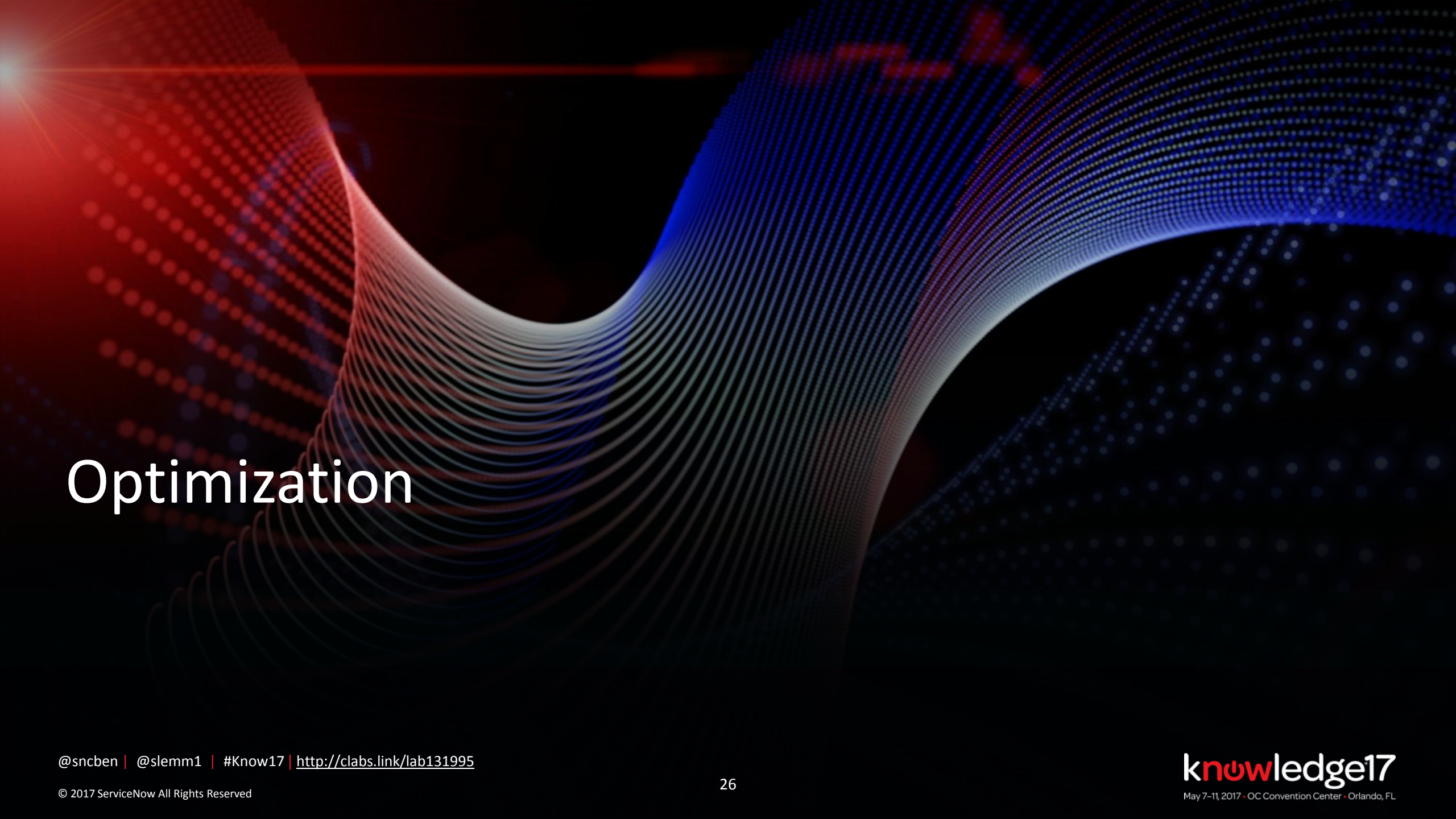


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Lab 2

- 2.1 Reconciliation
  - Reconcile Software
  - Purchase Entitlement
  - Reconcile by Publisher
- 2.2 Entitlement Metrics
  - Per User Entitlement
  - Set Metric Attribute
- 2.3 Entitlement Allocation
  - Software Entitlement Allocation

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Who Uses It – Software Usage

- Requires data from third-party source
  - Plugin available for Microsoft System Center Configuration Manager 2012 usage data
  - Other sources leverage Import Sets
- Captures
  - Monthly aggregations of usage data
  - Usage count
  - Seconds used
  - Device
  - User
  - Software

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Free Up Rights – Reclamation

- Identifies unused and little used software installations
- Reclamation Rules identify thresholds
- Reclamation Candidates are tasks to track the removal of the software
- Automatically remove through Client Software Distribution

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The Big Picture

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Overview Dashboard

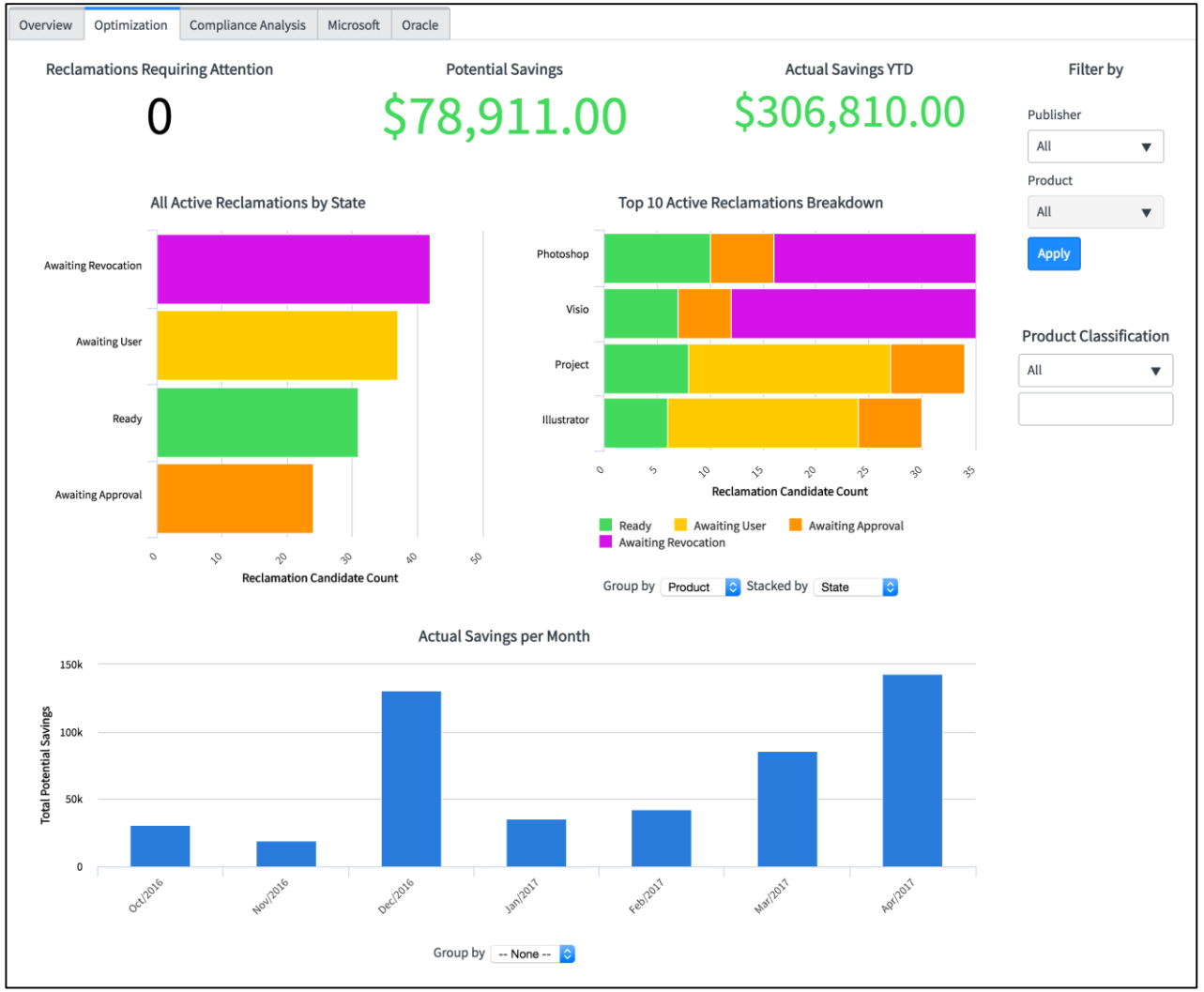
- High-level SAM-related data in a single location
- Filterable by
  - Publisher
  - Product
  - Product Classification
- Compliance Analysis provides trend details



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Optimization Dashboard

- Optimization tracks status of reclamation
- Potential and Actual Savings
- Active Reclamation overview
- Actual savings from reclaimed software



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Lab 3 and 4

- 3.1 Software Usage
  - Software Usage Data
- 3.2 Reclamation
  - Reclamation Rule
  - Set Metric Attribute
- 4.1 Overview Dashboard
  - Overview Dashboard

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Lessons Learned

1. What Software Asset Management is and how SAM Premium Supports it
2. How normalization ensures consistent data
3. How to pinpoint true-up costs
4. How to optimize software usage
5. What information is available on the SAM Dashboard and how to use it

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Top Takeaways

1

Implement Software Asset Management better and more quickly with SAM Premium

2

Ensure compliance without overspending through reconciliation and remediation

3

Optimize license usage through reclamation

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Q & A

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