

Ft. Lee Tech Day

Take Control of your Assets

Hardware and Software Asset Management

Tony Funkhouser

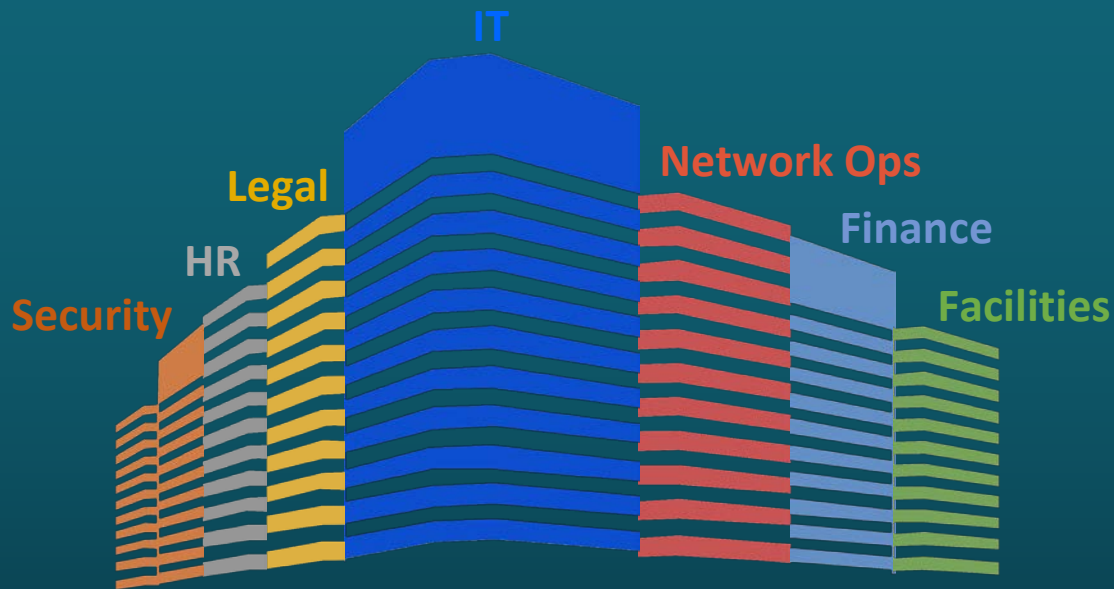
Sr. Solution Advisory Consultant – Federal

06 April 2018



What is ServiceNow?

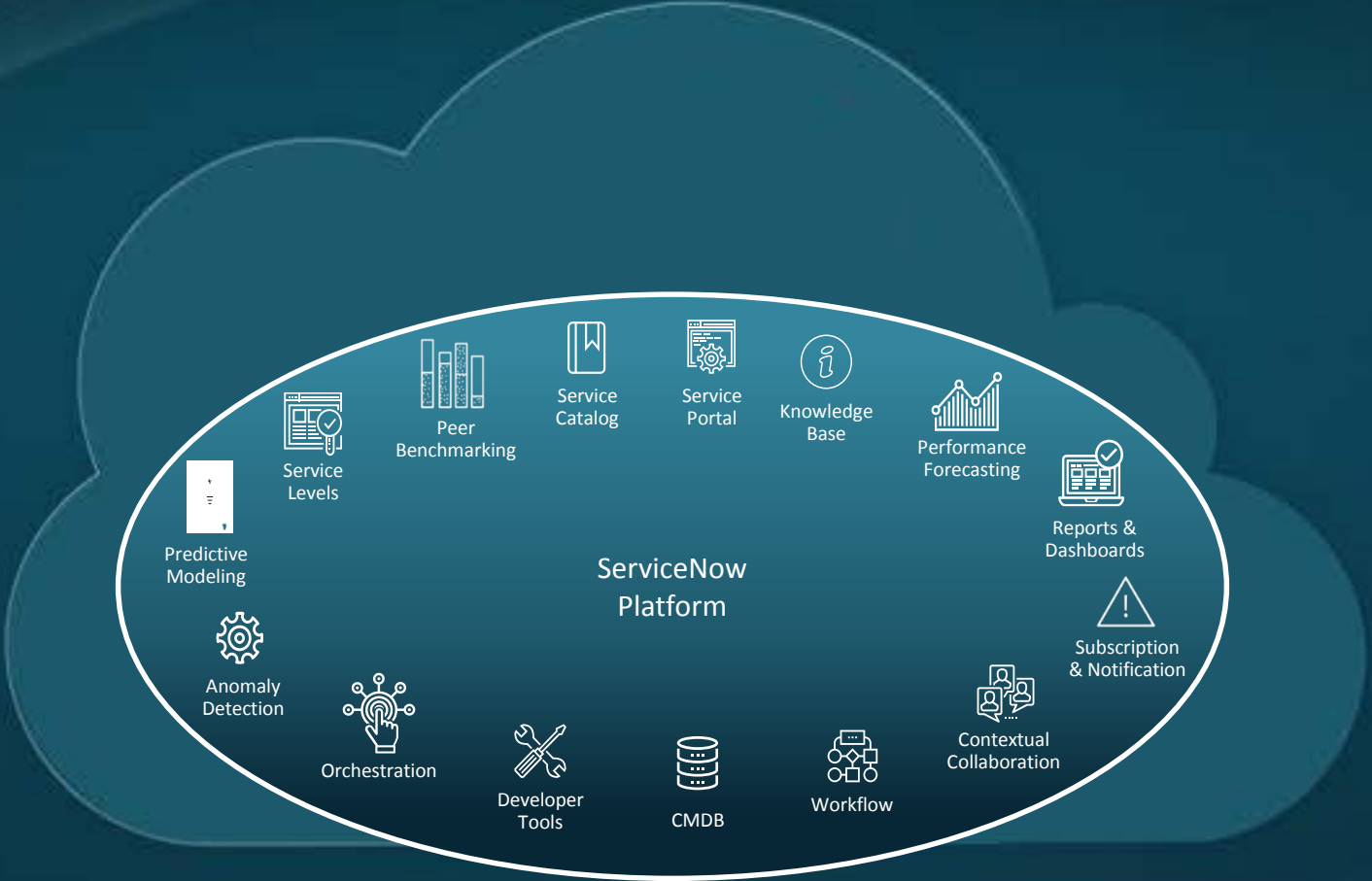
- A unified workflow and service automation platform...
- that defines, structures and automates the flow of business processes and tasks...
- for every department and division across the enterprise – IT, Cyber, Human Resources, Operations, Project Management, Finance, Legal, Facilities, Field Service...
- and more.



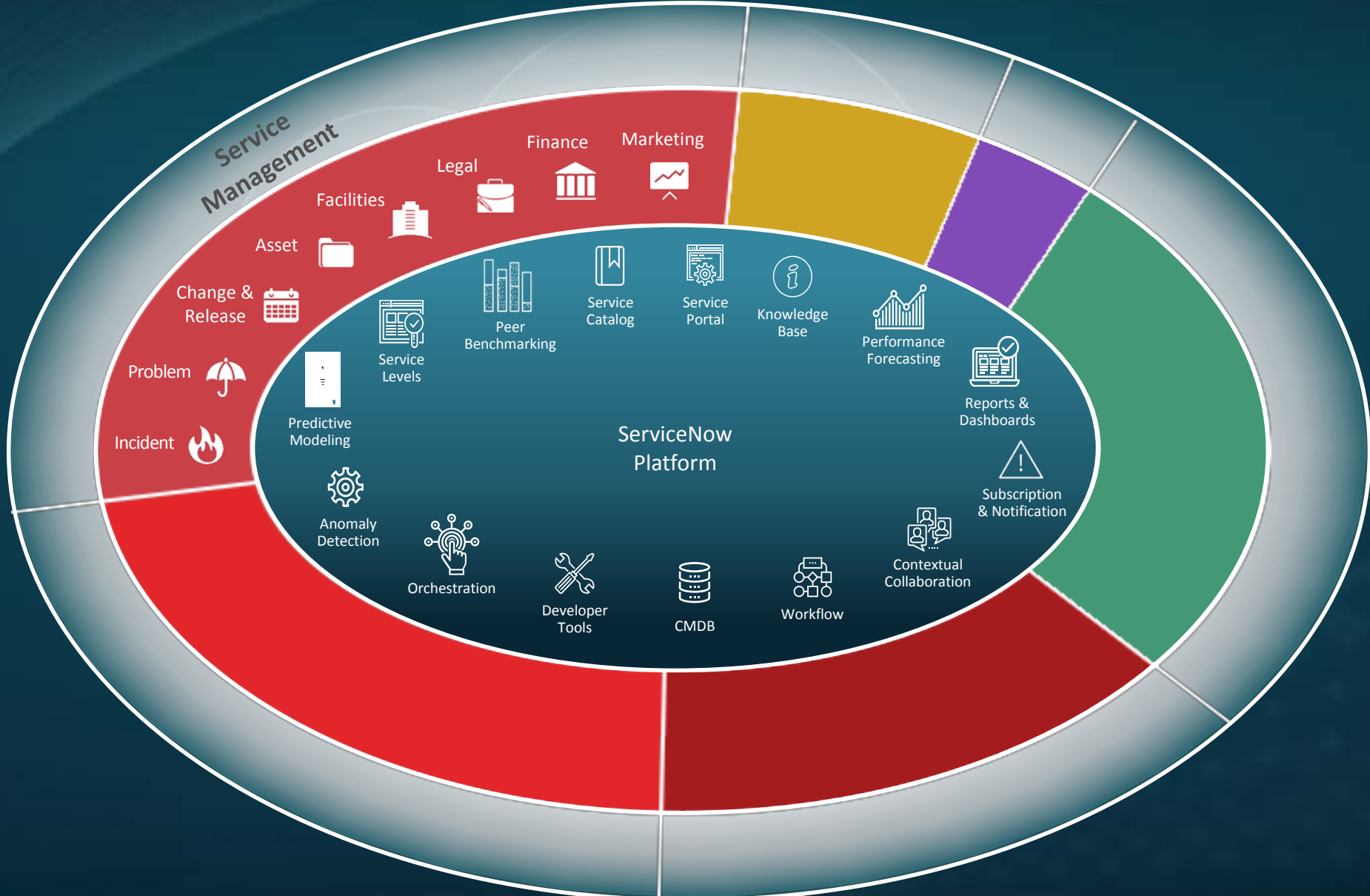
- ✗ Siloed, Disparate Systems
- ✗ Multiple Touchpoints
- ✗ Multiple Code Bases
- ✗ Multiple Data Models
- ✗ Multiple Integrations
- ✗ Multiple Databases and Infrastructure Needs
- ✗ Multiple Workflow Engines

- ✓ Single System of Engagement
- ✓ Single System of Action
- ✓ Single Code Base
- ✓ Single Data Model
- ✓ Single Integrated System
- ✓ Single Tiered Infrastructure
- ✓ Single, Consolidated Workflow Engine

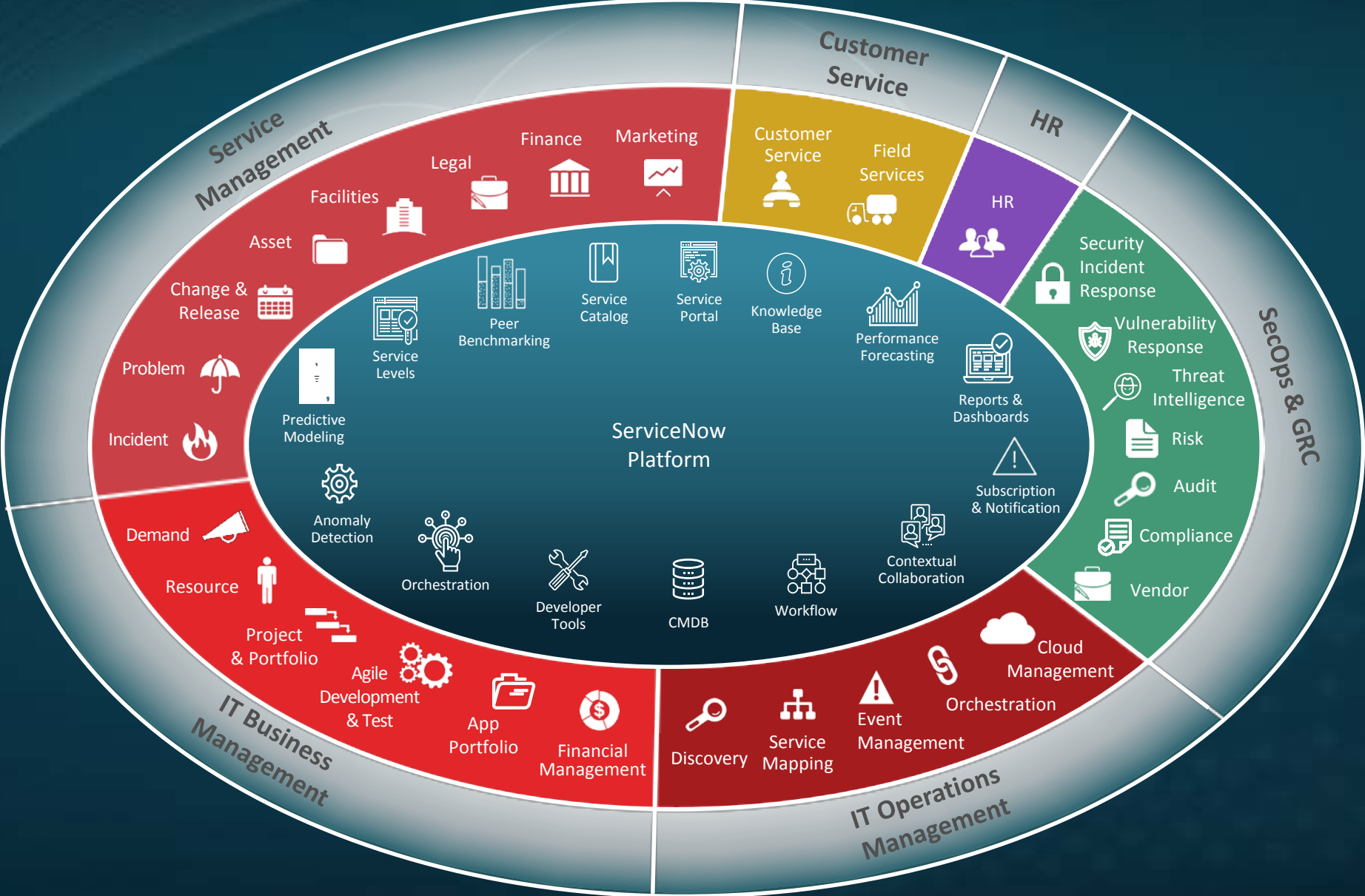
Platform to Enable Service Orientation



Platform to Enable Service Orientation



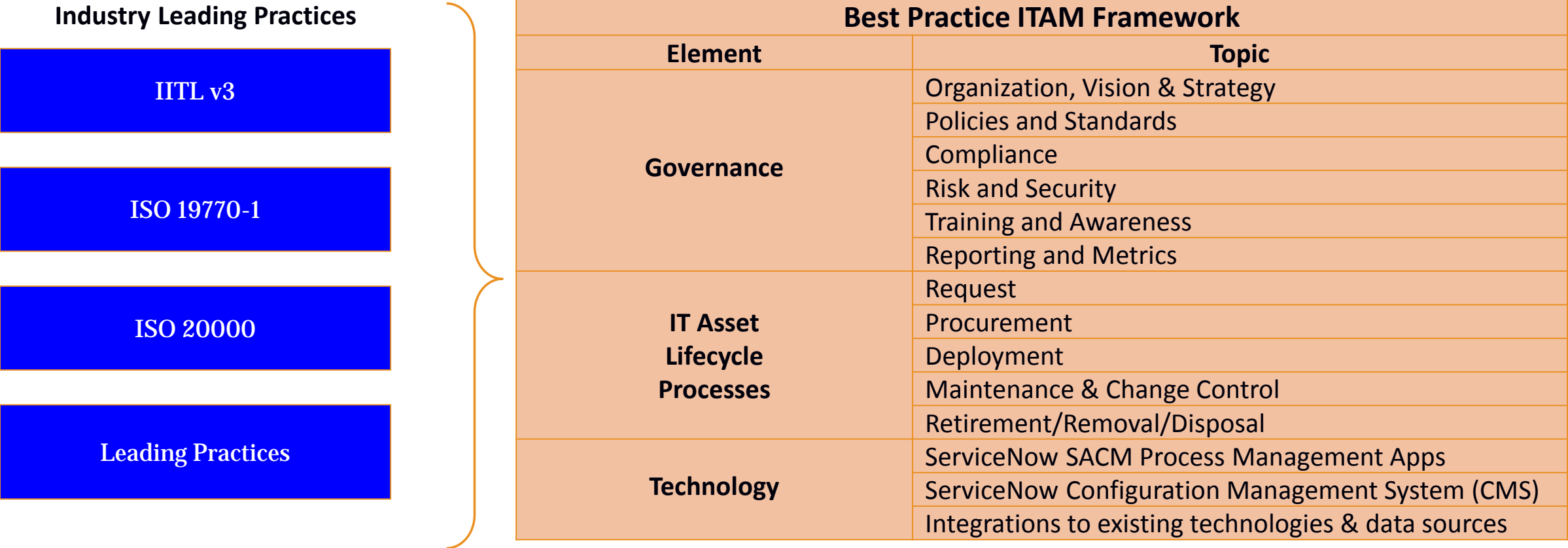
Platform to Enable Service Orientation



Service Asset and Configuration Management (SACM) Framework

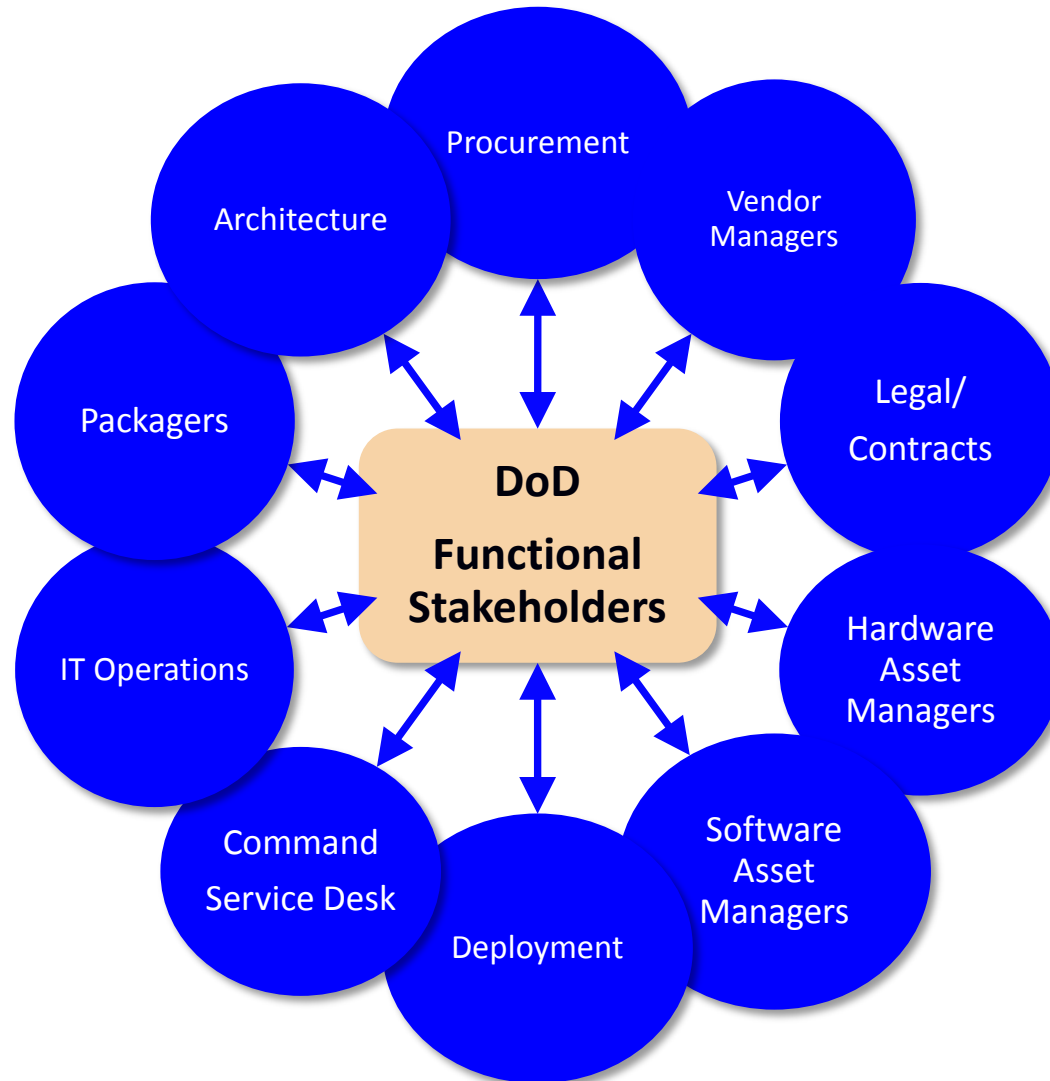
To realize our DoD customer’s high level strategic objectives, it is recommended that the ITAM Program be built against a framework that incorporates elements from the following standards, guidance and industry-leading best practices.

ServiceNow’s ITIL v3-based SACM Process Management Applications and CMS functions support this best practice framework



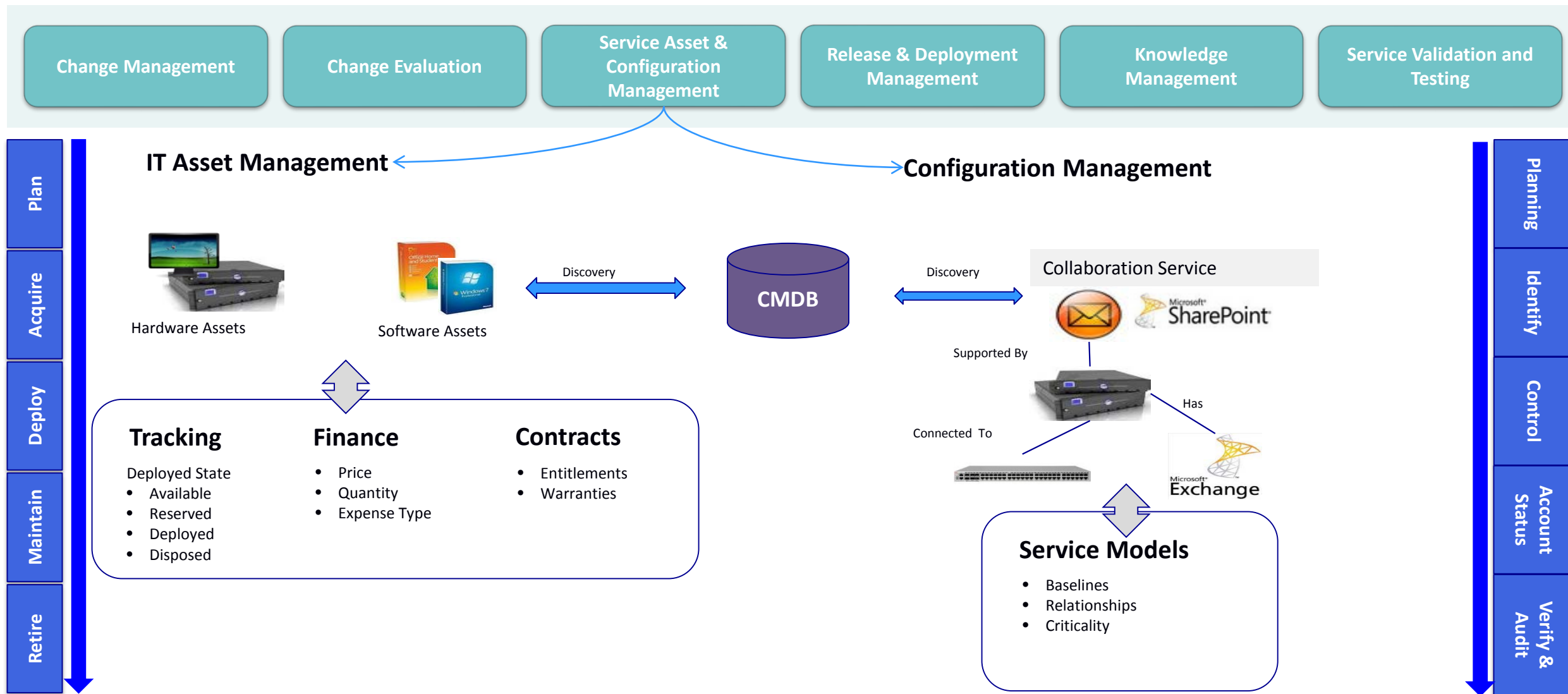
Enterprise SACM Process Definition and Agreement

Active Cross-Functional Participation is Key



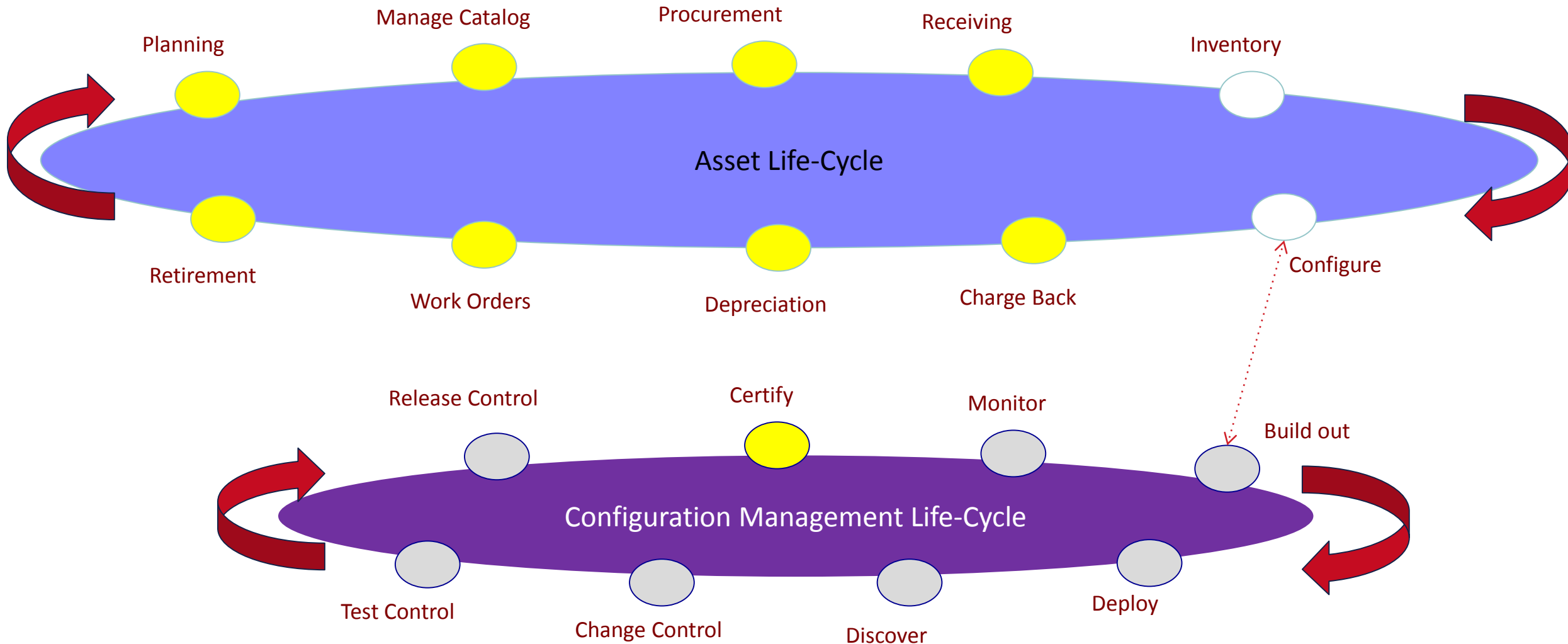
ITIL v3 based Service Asset & Configuration Management (SACM)

SACM Process Model



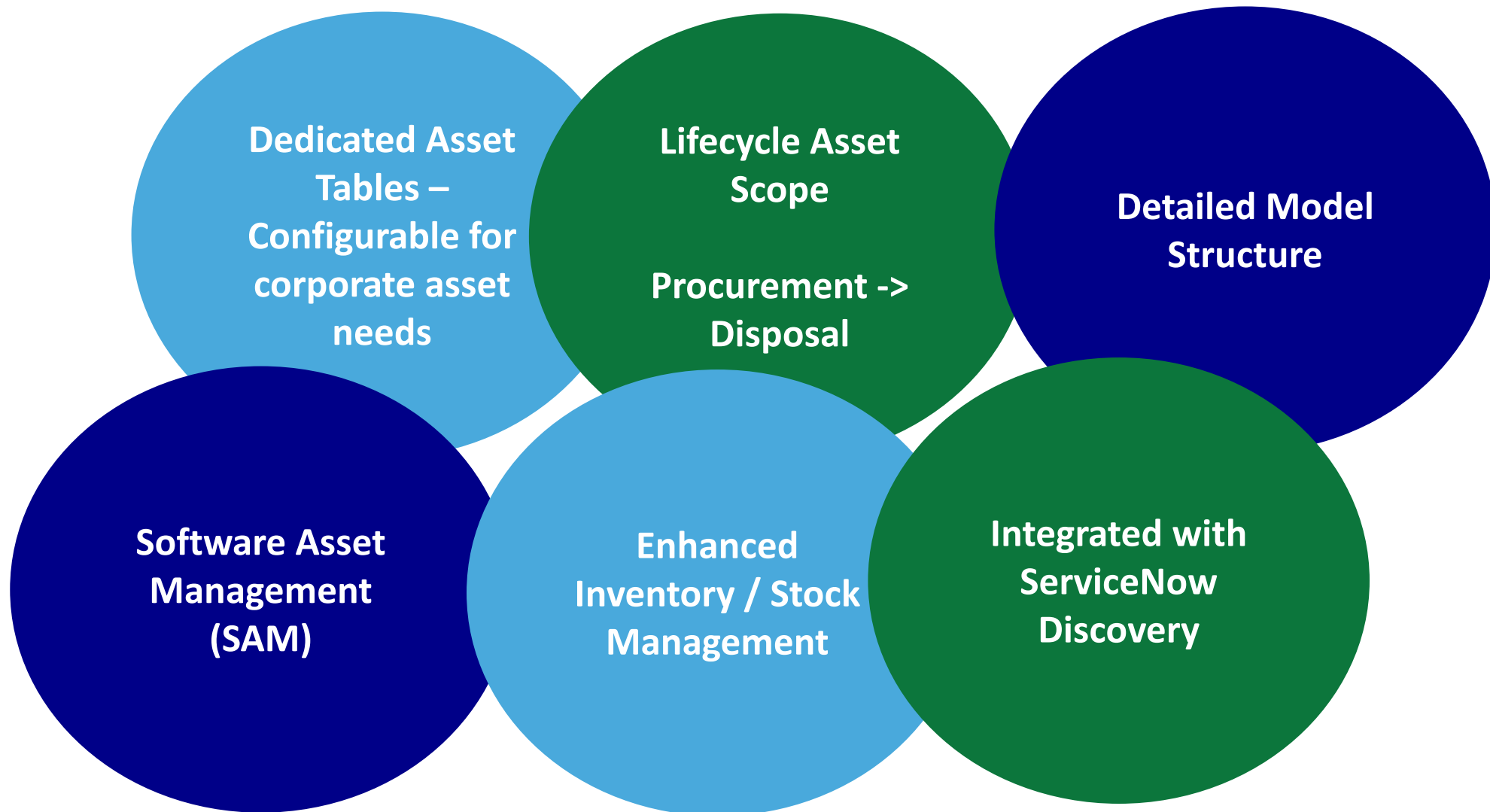
ServiceNow's SACM Process and Functional Flow

Accelerating time-to-value



ServiceNow Asset Management Application

Designed to Enable an Enterprise IT Asset Management Program



ServiceNow Configuration & Asset Management

As defined by ITIL v3, Configuration Items (CIs) are about managing service events such as Incidents and Changes

Fully Integrated:
Single point of input for Discovery that informs both the CMDB and the Asset Management Repository

Assets manage business functionality such as cost management, legal rights & obligations, software compliance and the management of spare parts

Unique in the industry

ServiceNow has a complete architecture to support ITAM functionality

ServiceNow Asset Tracking vs. Asset Management

Start with populating your Asset Inventory for an initial Asset Tracking capability and then begin enabling and configuring the additional ServiceNow Asset Management processes and functions when you are ready to support and manage an Enterprise IT Asset Management Program

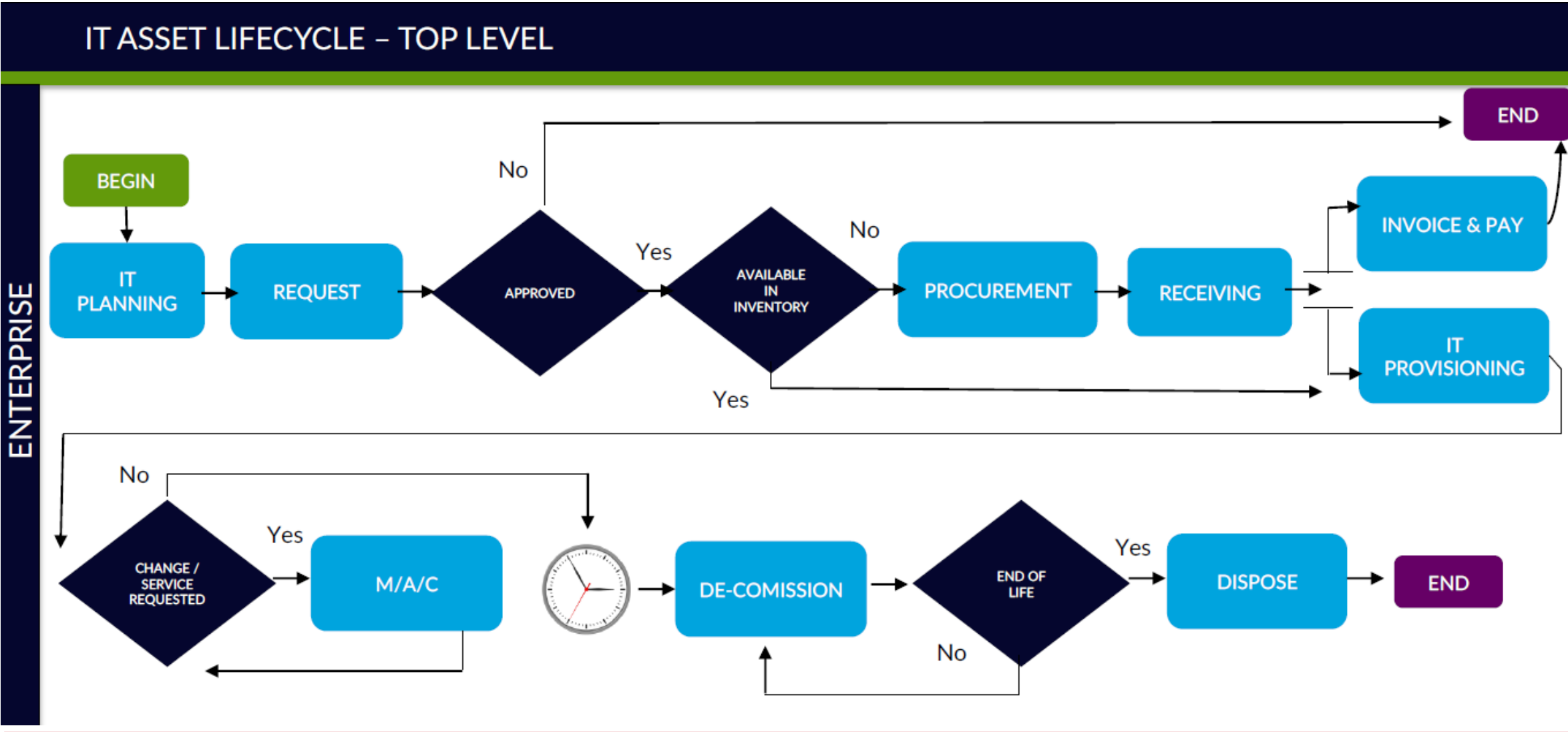
| Asset Inventory / Tracking Management |
|--|
| Focus on IT Asset Quantities and Counts |
| Adheres to DoD Asset Policies |
| Follows Asset Lifecycle and Changes (i.e. IMAC) |
| <ul style="list-style-type: none">✓ Procurement through Receiving Processes✓ Movement against locations✓ Changes to ownership or assignment of responsibility✓ Audit and Verification✓ (May include Asset Utilization) |
| Looks at DoD Assets as individual items |

| Asset Management as a Practice |
|--|
| Focus on DoD Asset Financials/TCO, Contracts, Software License Entitlements |
| Defines DoD Asset Policies and Standards |
| Defines Lifecycle Management of assets from Acquisition through Retirement/Disposal |
| <ul style="list-style-type: none">✓ Request Management✓ IT Asset Portfolio Management✓ Deployment Management✓ Inventory Management✓ Refresh Management✓ Decommission Management |
| Looks at DoD Assets as a Portfolio |

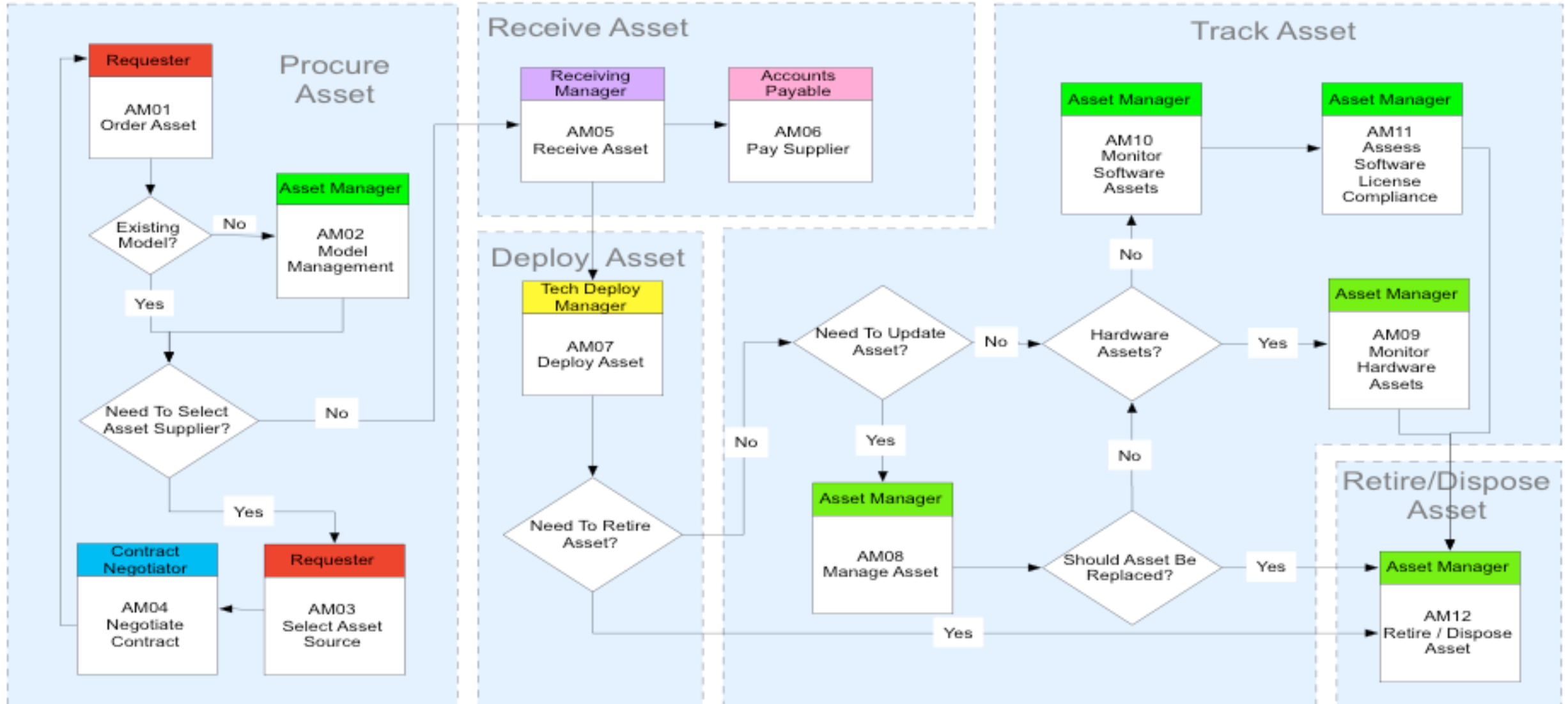
Sample Requirements for Asset Tracking

| Requirement | Description |
|--|--|
| Asset Tracking – All assets can be accounted for or located upon request | All assets can be location and identified upon request with minimal effort (including giving detailed total counts) |
| Asset Tracking – Asset attribute information is maintained | Asset status, location, configurations, utilization, owner/user, etc. are maintained in real time |
| Asset Tracking – There are standard Inventory Management (auto-discovery) tools defined for each Asset Type | Standardized tools are defined for the auto-discovery of asset attribute information for every in scope Asset Type |
| Asset Tracking – There are dedicated resources assigned to manage Inventory Management tools and their agents on an ongoing basis | Inventory Management agents are managed ongoing to ensure they are accurately collecting and reporting information back to the Asset Management Database |
| Asset Tracking – All assets are uniquely identified and tracked by that identifier | All assets are tracked via a unique identified such as serial number, asset tag, service number, etc. |
| Asset Tracking – Utilization information is collected for all assets | Asset utilization information is collected at all times and used for Contract Negotiations, Procurement and redistribution decisions, and asset refresh planning |

End-to End Asset Lifecycle Management



AM00 - Asset Management High Level Process



ServiceNow Procurement Application

Procurement managers can use the ServiceNow Procurement application to create purchase orders and to obtain items for fulfilling service catalog requests. Purchase orders are documents specifying the items, quantities, and prices for products to be purchased.

PROCUREMENT APPLICATION FEATURES INCLUDE:

Service Catalog
Request Tacking

Purchase order
creation &
management

Transfer order
creation &
management

Asset receiving

Asset Identification Process

The Asset Identification Key Process Area encompasses the activities that uniquely identify and validate the physical presence of IT (hardware or software assets)

THE ASSET ID AREA INCLUDES PROCESS DEFINITION FOR:

Receiving and Acceptance including policies and business rules for asset identification, acceptance, de-duplication, rejection, asset record creation and/or updates

Coordinating a Physical Inventory Process

IT Provisioning and the automated discovery of deployed hardware and software

Tracking of lifecycle updates through Install/Move/Add/Change and Reclaim/Recycle/Retire stages of the asset's lifecycle

ServiceNow Automated Discovery Solution – 1st Phase of ITAM

Third-Party Discovery Solution Integration (i.e. BigFix (TEM), BMC ADDM, HP Universal Discovery, SCCM, Altiris etc.)

ServiceNow Discovery – Enterprise Classification

Agentless

Windows, UNIX,
Linux

Printers,
Network,
Equipment,
Servers, UPS

Virtualization

What is ServiceNow Discovery?

ServiceNow Discovery is an agentless method of populating your CMDB with all in-scope physical hardware, software and virtual assets

Utilizing a specific step or phased process, ServiceNow will remotely discover your Windows and Unix computers/servers, network devices, powering and printing equipment.

With ServiceNow Discovery, you can map very specific Application to Host and Application to Application dependencies

ServiceNow Discovery Technology

The ServiceNow automated discovery solution utilizes industry established ports and protocols to identify and record all in-scope service assets within your enterprise.

Capture an extensive level of Asset/CI attribute information using the most common of communication protocols:

**DNS/WINS
Resolution per IP
Address**

**SNMP for
Network, printers
and powering
devices**

**SSH for Unix &
Linux based
Computers**

**WMI for Windows
Systems including
PowerShell
Discovery**

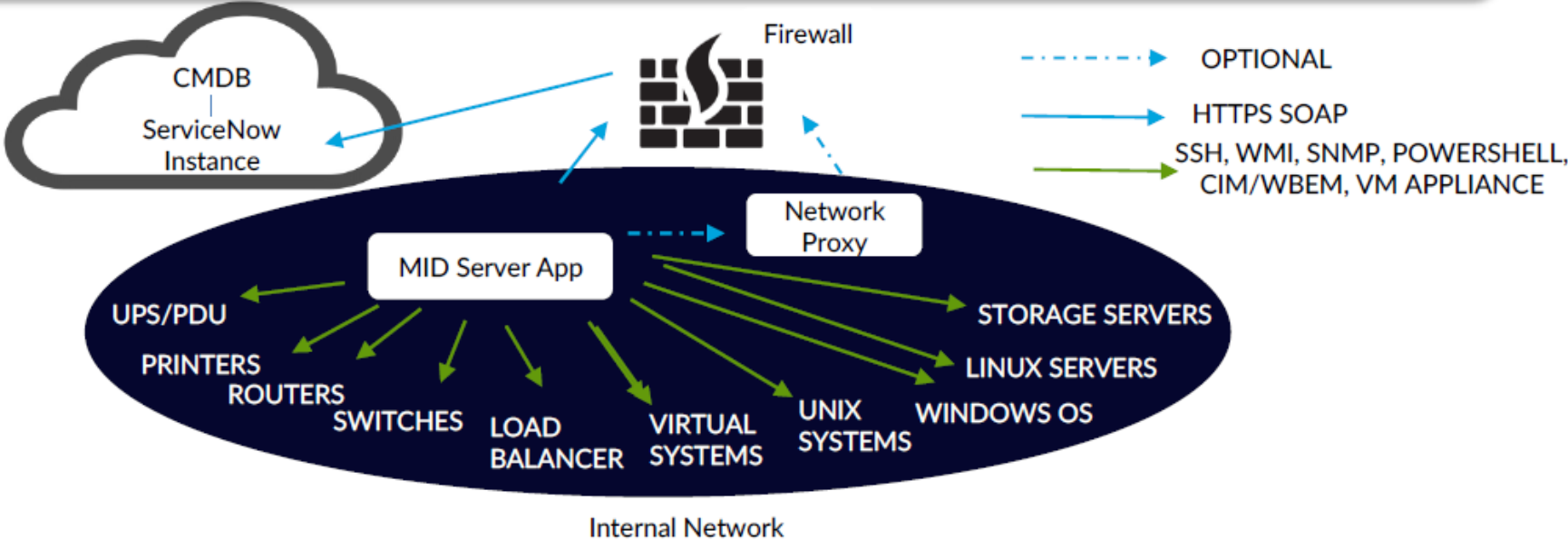
**CIM for Storage
Servers**

No secret protocols, no agents to deploy...just as your system admins manage your infrastructure assets today, is how ServiceNow Discovers them.

ServiceNow MidServer – Logical Architecture

To gather your important data and providing for industry standard security requirements a MIDServer application will be deployed within your infrastructure for the agent less, behind the firewall “look” into your secure environment

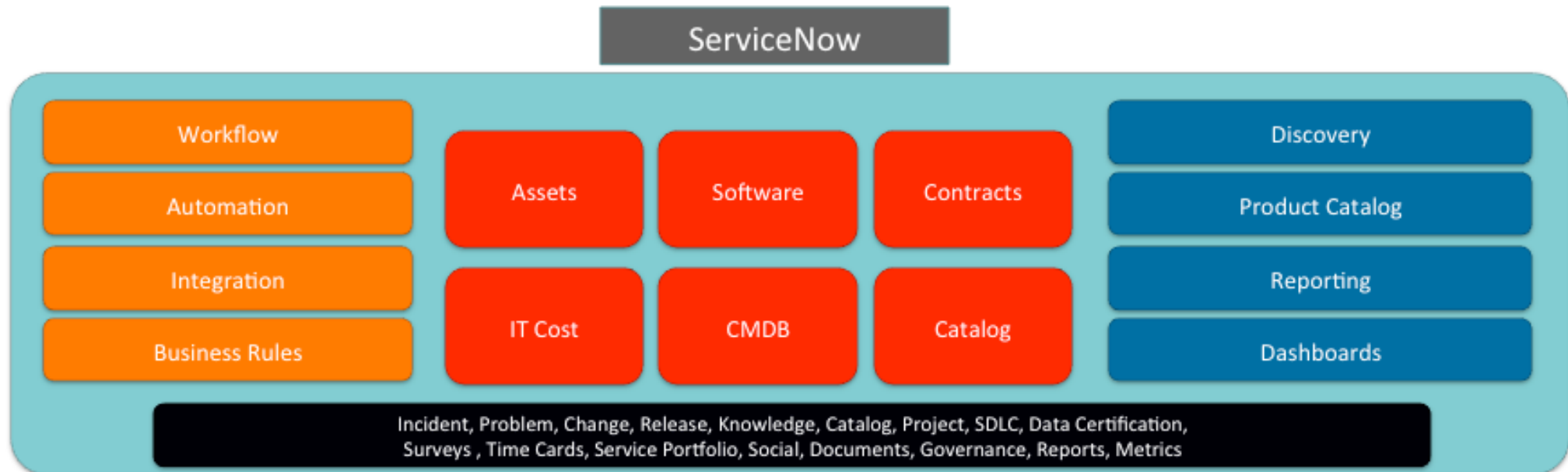
Secure **outbound only** 128bit SSL communication to your specific ServiceNow applications, complying with strict Corporate and Regulatory standards



ServiceNow SACM Solution Applications and Functions

ITIL v3 Configuration Management System (CMS)

- Service Orientated Portfolios based on mature SACM processes and functions
- A Single and Combined Production Asset Inventory and CMDB
- One Workflow & Orchestration engine for SACM process automation
- A single integration point for all approved asset data sources and CMDB Federation support
- Discovery that directly updates Asset and CI records in the CMDB for real-time views
- Asset and CMDB life-cycles are married together
- Actionable Self-Service Portal and Service Catalog function integrated with Asset Request Fulfillment
- All your data is already cross related and in one place



Software Licensing Complexity Drives Higher Risk and Cost



**Uncertain
Compliance
Position**



**Underutilized
License
Capacity**

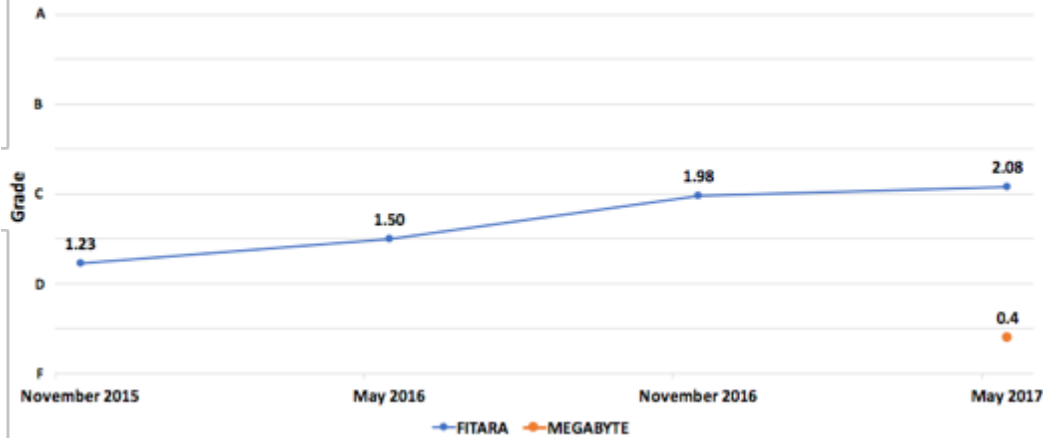


**Missed
Opportunities
with Traditional
Tools**

Regulatory Compliance / Vendor Audits Disrupt Federal Resources and Funding for Other Projects

MEGABYTE ACT

Average Agency FITARA & MEGABYTE Grades



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



IT Asset Management | Software Asset Management | Software Licensing | USA Conference

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

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Home > Technology Industry > Software Licensing

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



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

“The likelihood of an organization experiencing two or more audits annually is as high as 68%.”

InfoV

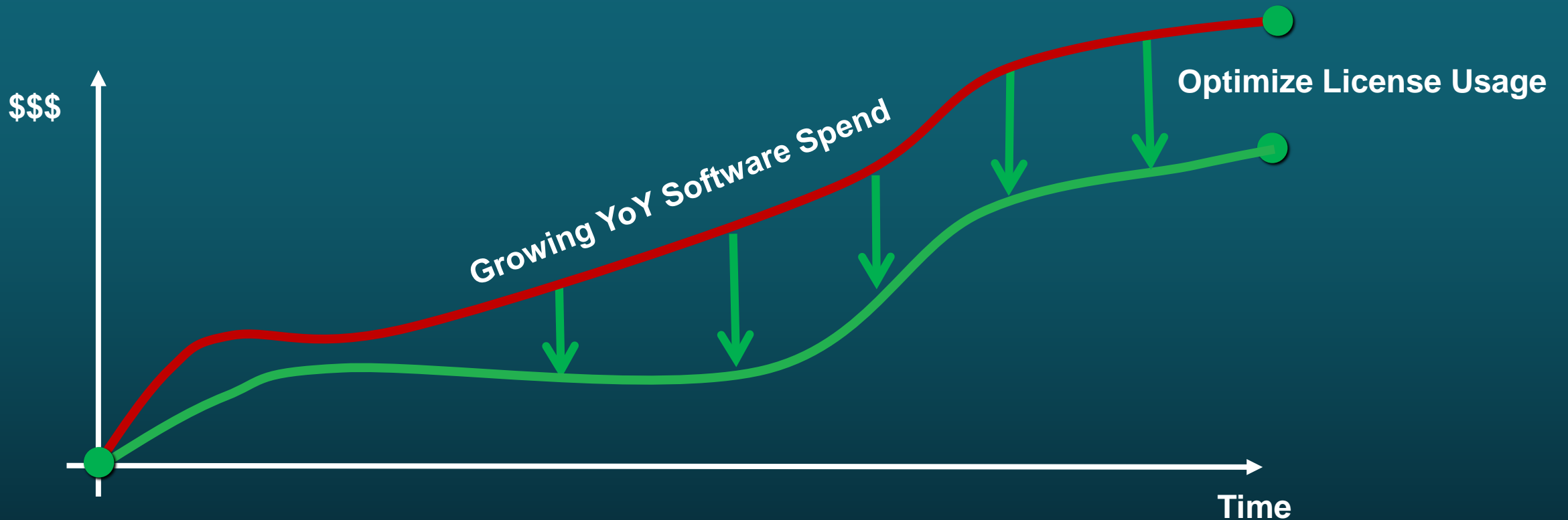
Home > Software

Softwa

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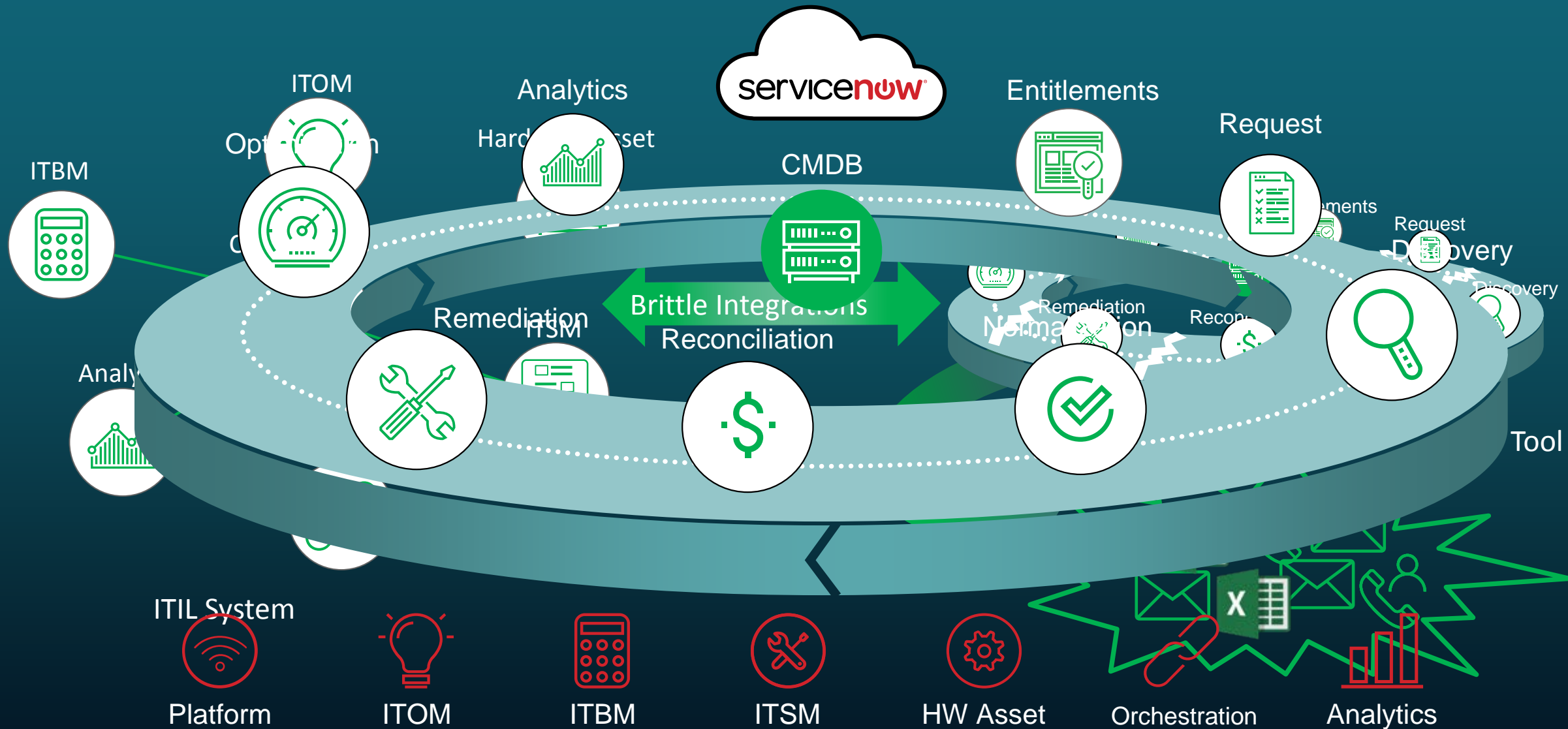
Are you positively impacting software spend?



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



Traditional A/S&N Workflows Leave Opportunities Untapped



Why is SAM so difficult?

SIMPLE LICENSE

- Buy One, Install One

COMPLEX LICENSE

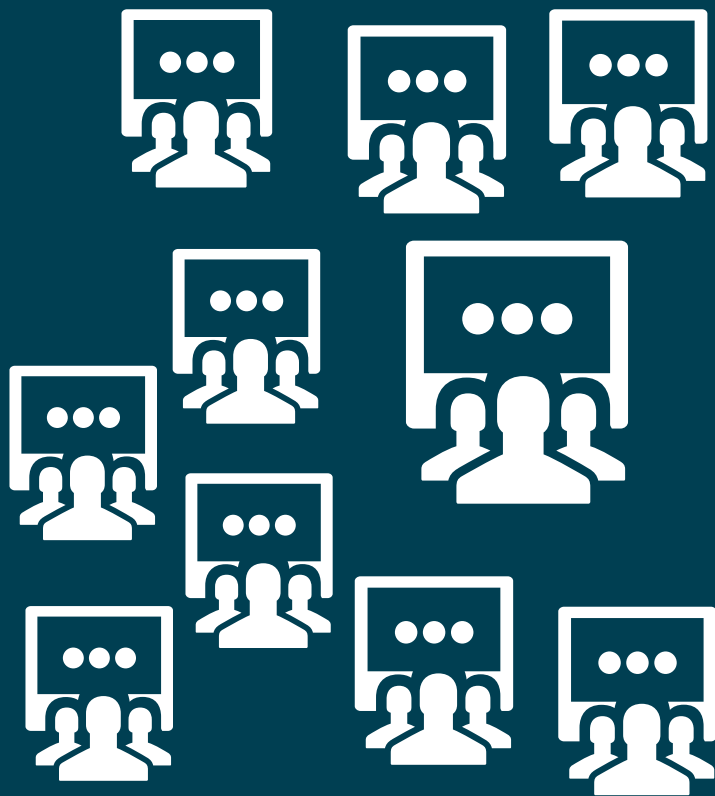
- Processor Value Unit (PVU)
- Client Access License (CAL)
- Core Based

LICENSE VARIANTS

- Multi Use License
- Multi Version License
- Downgrade Rights
- Downgrade Path

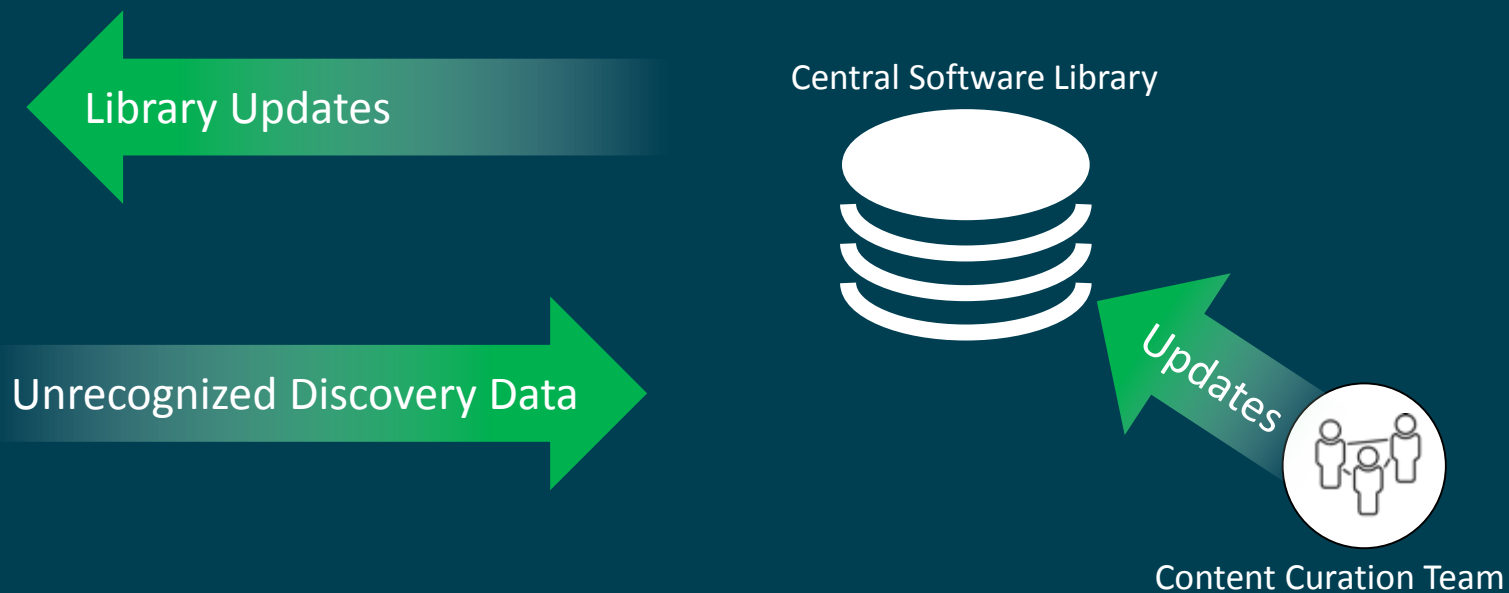
Customer Instances

Local Library and Normalization

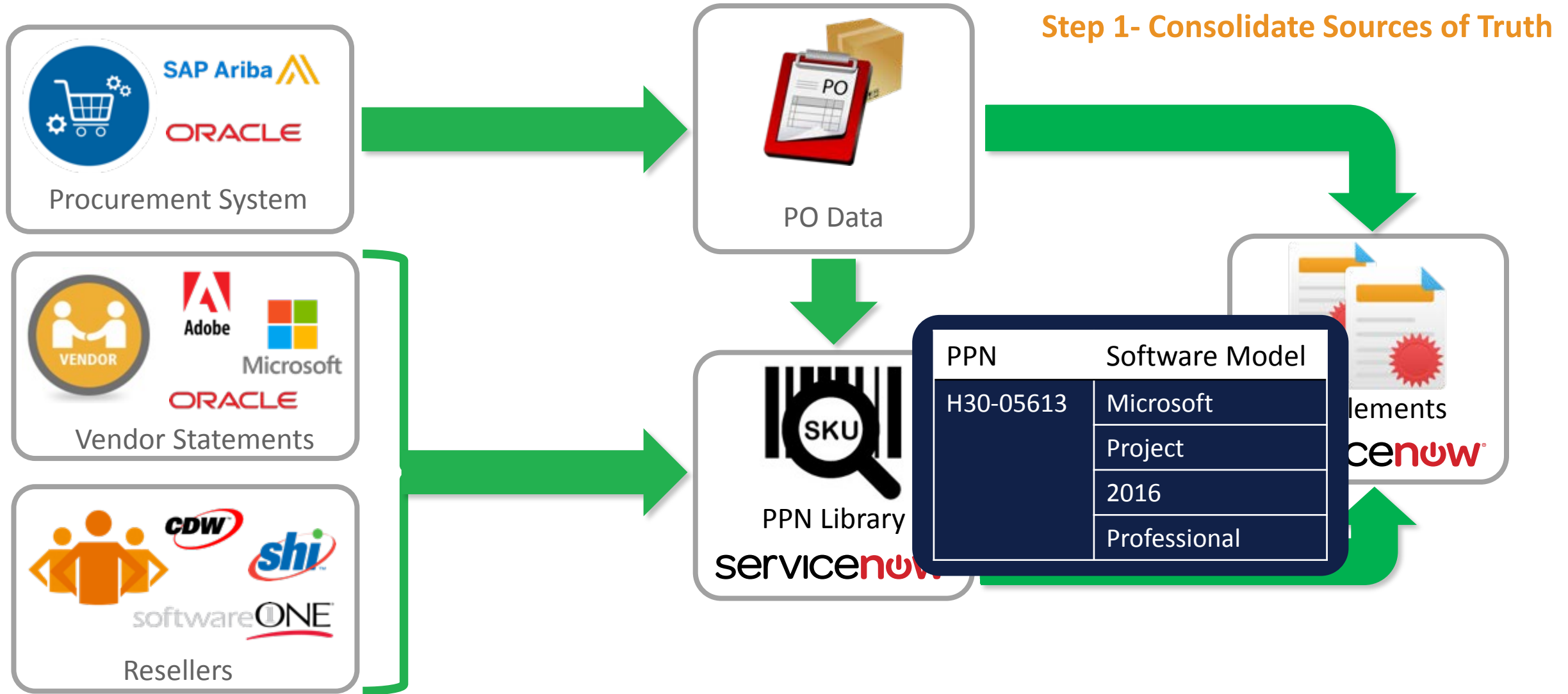


Central Data Service

Central Software Library



Software Entitlements – Define what you own



Logos used are trademarks or registered trademarks of their respective holders and not ServiceNow.

Identify Software that is in use

Step 2- Automated Discovery / Normalized Inventory



| Discovery Data | Normalized Product |
|-----------------------|--------------------|
| Microsoft Corporation | Microsoft |
| Visio | Visio |
| 15.0.4841.1000 | 2013 |

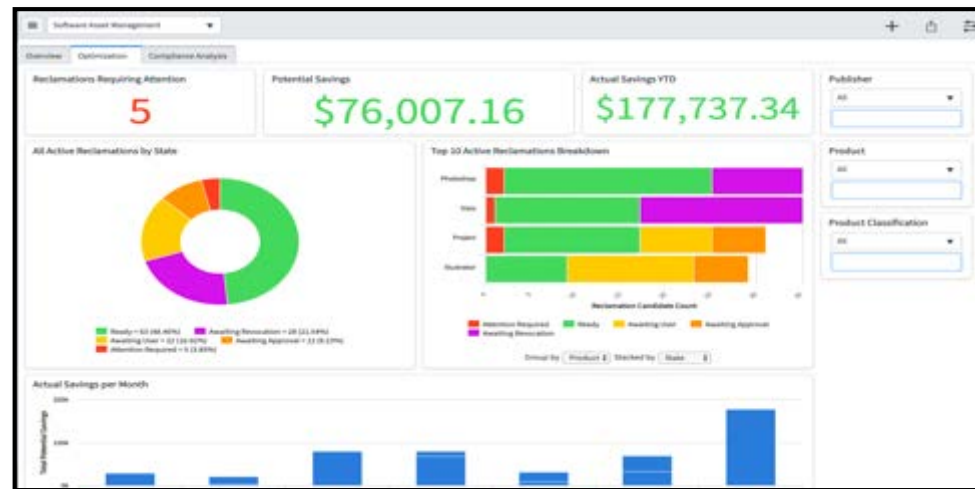
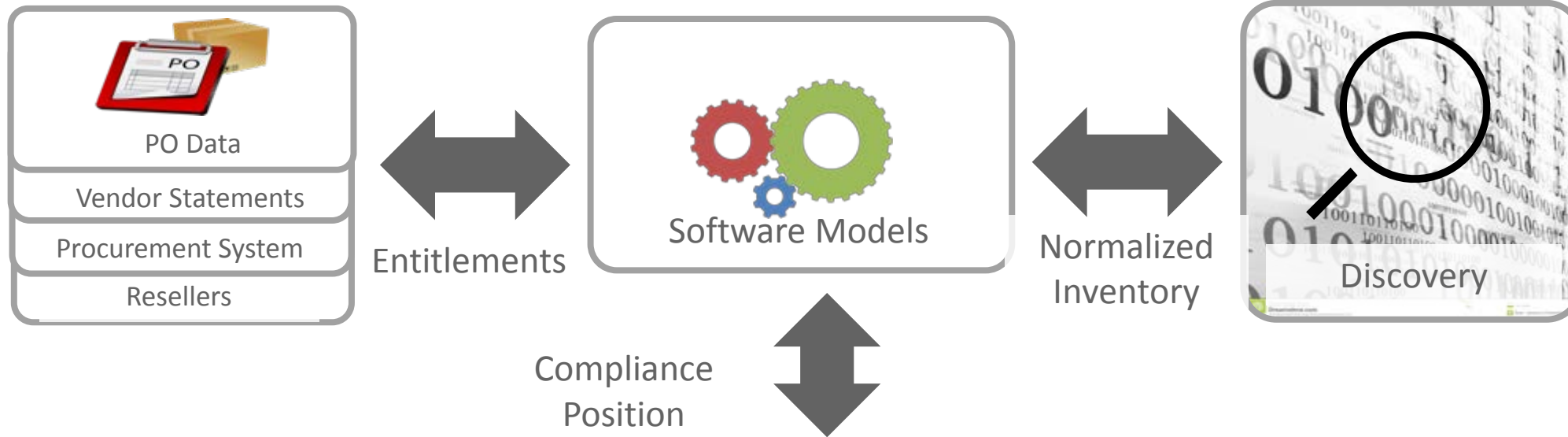


Introduced in SAM Professional

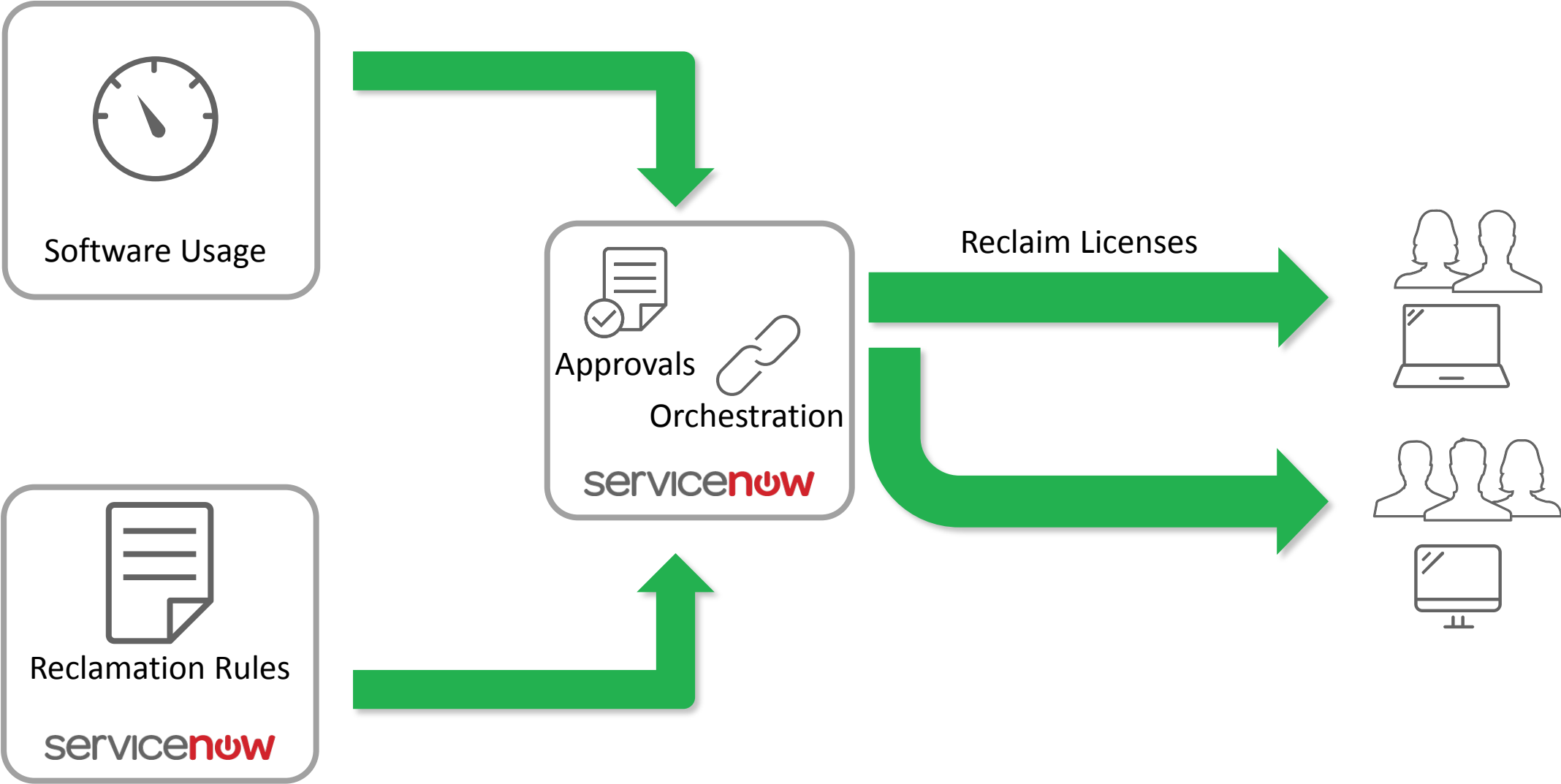
- ✓ 9,500+ Publishers
- ✓ 95,000+ Software Models
- ✓ 1 million+ Normalization Rules
- ✓ Crowdsourcing model for continuous improvement

Logos used are trademarks or registered trademarks of their respective holders and not ServiceNow.

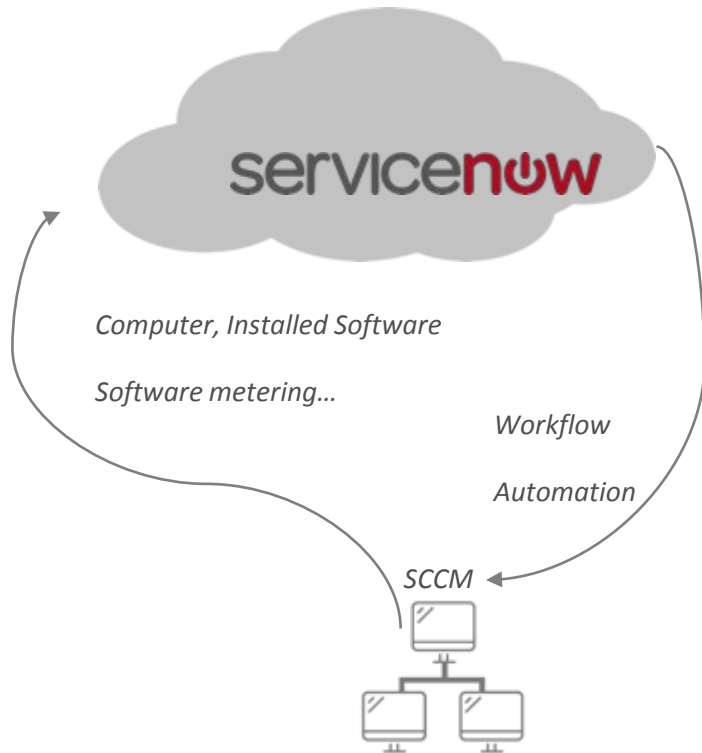
Compliance Position



Realize Savings from Underutilized Licenses



Software Usage Optimization using SCCM

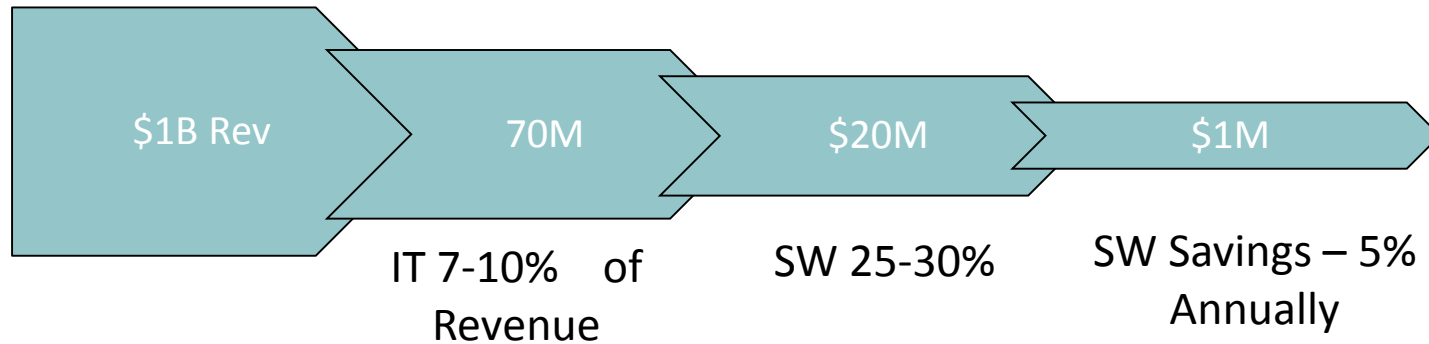


- Import discovered Inventory data from SCCM (2012 | 2016) for software compliance and optimization.
- Built in workflow automation to support software reclamation for unused software's.

| Configuration Item | User | Publisher | Product | Month | Year | Total seconds used |
|-----------------------------|-----------------|---------------|----------|-------|------|--------------------|
| Precision T5500 Workstation | Zackary Mockus | Adobe Systems | InDesign | March | 2017 | 28,800 |
| MacBook Pro 17" | Felipe Mahone | Adobe Systems | InDesign | March | 2017 | 57,600 |
| MacBook Air 13" | Gayla Geimer | Adobe Systems | InDesign | March | 2017 | 122,400 |
| MacBook Air 13" | Robbie Deshay | Adobe Systems | InDesign | March | 2017 | 720 |
| MacBook Air 13" | Annabelle Coger | Adobe Systems | InDesign | March | 2017 | 57,600 |

Why SAM with ServiceNow?

- Expand the Power of the Platform - Simplification
- SIGNIFICANT Hard \$ Savings



- Reduction in Risk, Fines, Unplanned Spend, Time Spent
- Business Agility

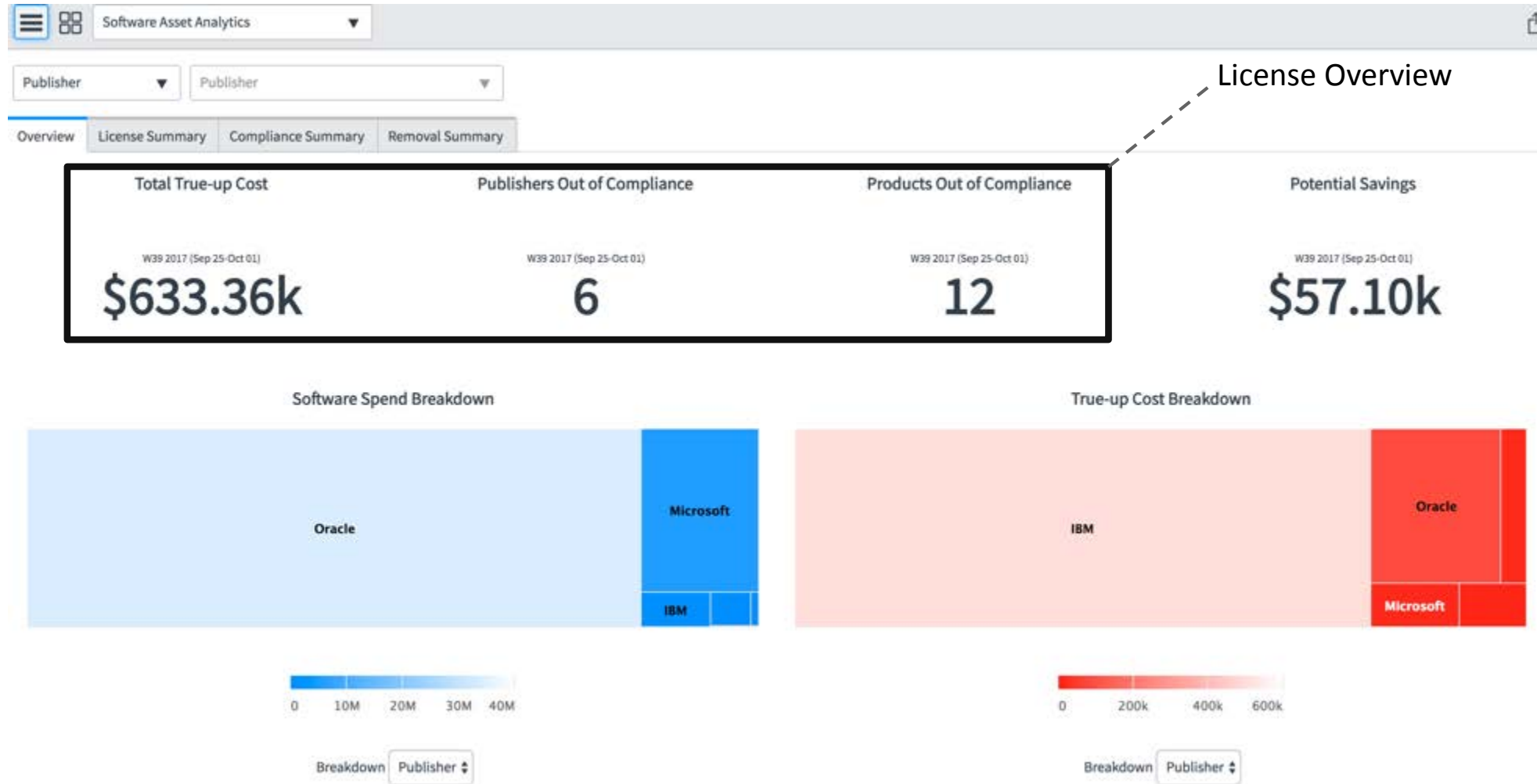
Kingston Enhancements

Always Audit Ready. Optimize License Utilization. Single System of Action

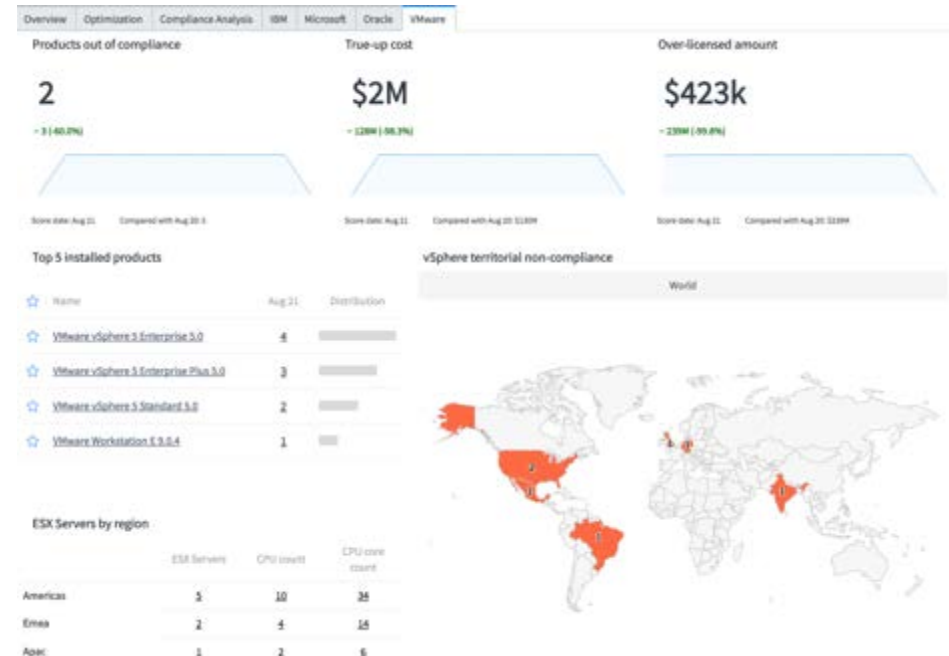
Tony Funkhouser
Advisory Solution Consultant

March 2018

Software Asset Management Dashboard

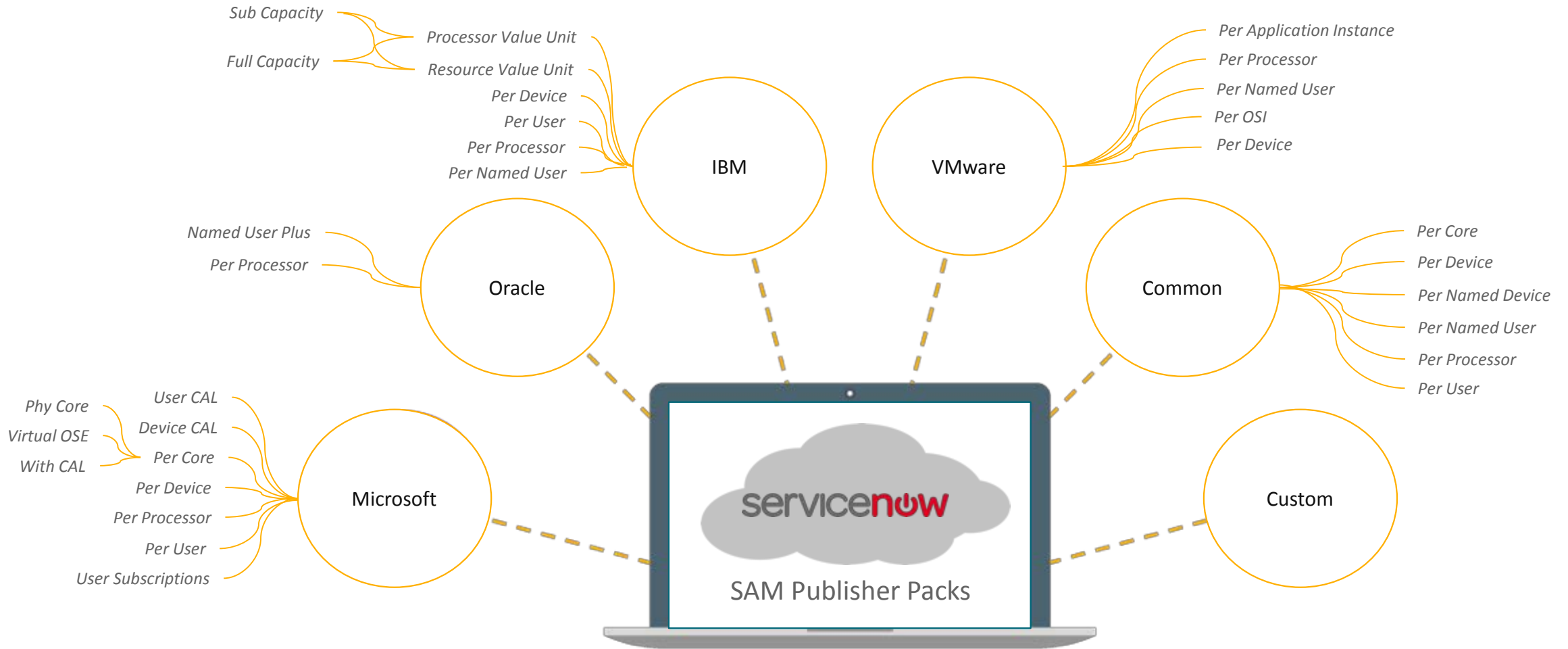


Software Asset Management Dashboard

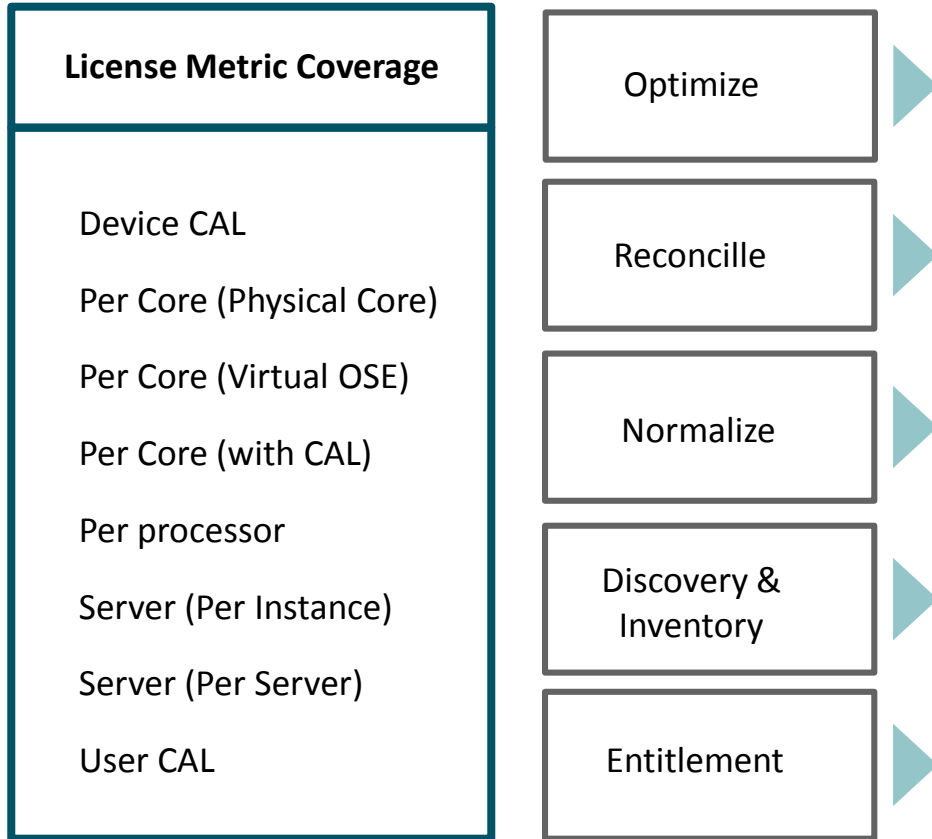


Publisher Packs

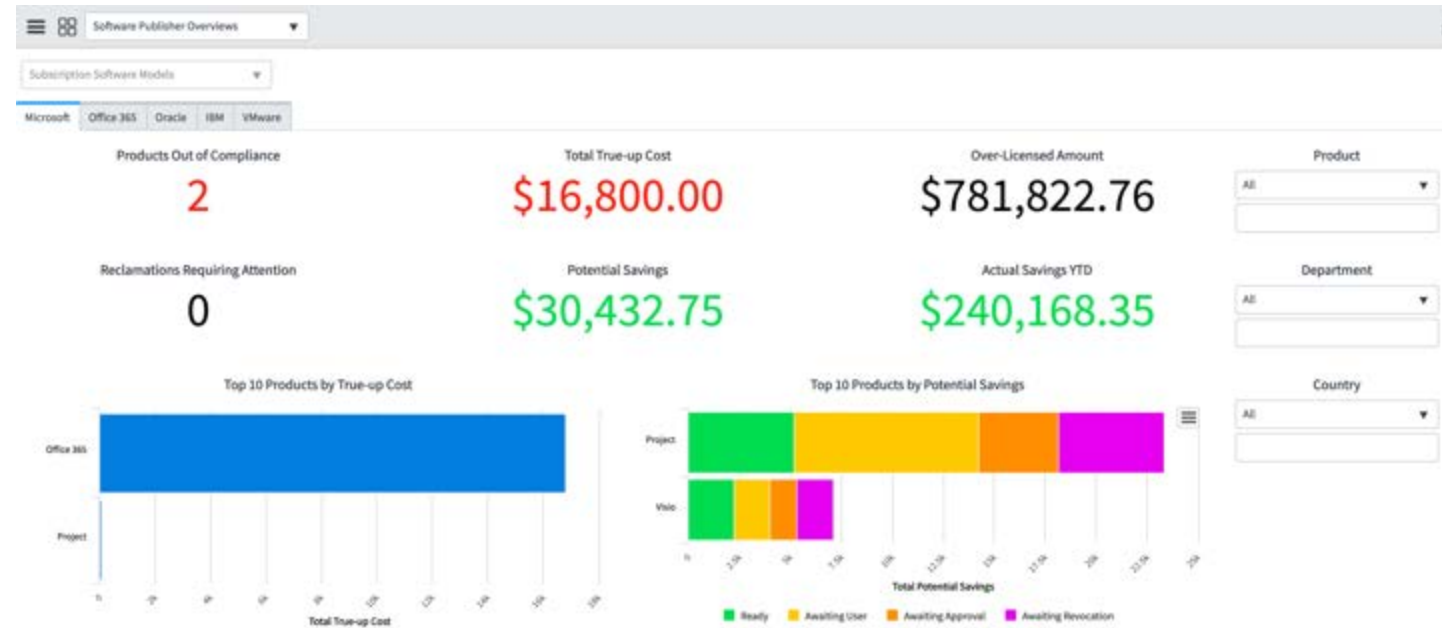
Bootstrap Software Asset Management project with ready to use License metric support for major software publishers.



Microsoft Publisher Pack



- 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



Office 365 Subscription Management

Discover Office 365 subscriptions & Optimize Subscriptions based on Usage

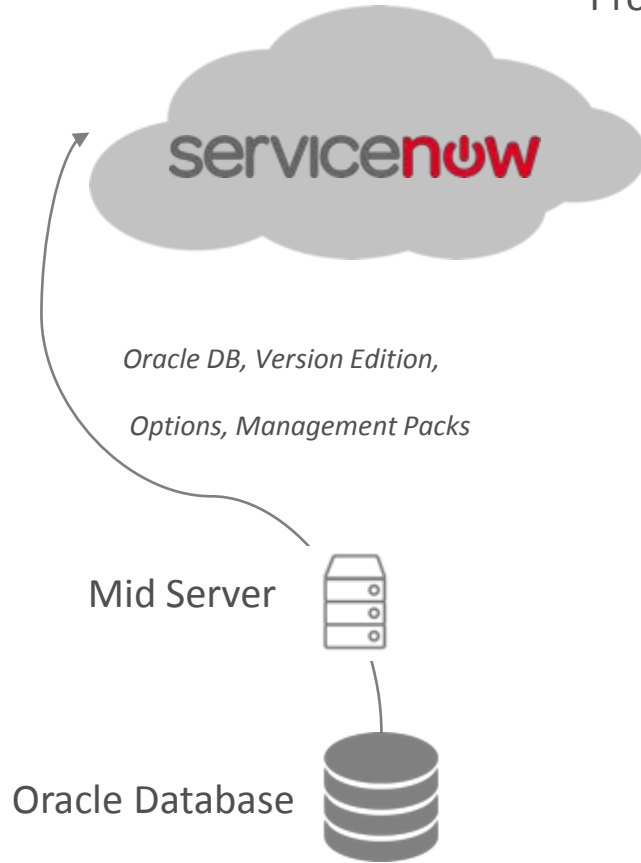


Oracle Publisher Pack

Discover Oracle database, options, and management packs in use

Reconcile your software inventory accurately with built-in Oracle licensing policies Like Named User Plus, Per Processor

- Minimum licensing requirements, pre-multiplexing user counts, processor factors, etc.
- Licensing calculation for virtual and physical servers



Software Model Result
Oracle DB Server Enterprise

Software model: Oracle DB Server Enterprise
Product result: PR0001066
Group: None
Subgroup: None
Latest:

Status: Not Compliant
Agreement type: Generic
Unlicensed installs: 1
True-up cost: \$95,000.00
Over-licensed amount: \$241,500.00

License Metric Results (6) | Remediation Options (4) | Unlicensed Installs (1) | Unlicensed Options (4) | Reclamation Candidates

| Display name | Rights owned | Rights used | Unused rights | Over-licensed amount | Allocated in use | Allocated not in use | Allocations needed | Not allocated | Not allocated in use |
|------------------------------------|--------------|-------------|---------------|----------------------|------------------|----------------------|--------------------|---------------|----------------------|
| Per Processor OLAP | 115 | 112 | 3 | \$69,000.00 | 0 | 0 | 0 | 115 | 112 |
| Per Processor Active Data Guard | 115 | 112 | 3 | \$34,500.00 | 0 | 0 | 0 | 115 | 112 |
| Per Processor Partitioning | 115 | 112 | 3 | \$34,500.00 | 0 | 0 | 0 | 115 | 112 |
| Per Processor | 162 | 148 | 14 | \$0.00 | 72 | 4 | 0 | 86 | 72 |
| Per Processor Advanced Analytics | 120 | 117 | 3 | \$69,000.00 | 20 | 5 | 0 | 95 | 92 |
| Per Processor Advanced Compression | 125 | 122 | 3 | \$34,500.00 | 5 | 10 | 0 | 110 | 107 |

IBM Publisher Pack

Integrate ILMT 9.x to ServiceNow and reconcile peak PVU utilization with IBM entitlements.



Discovery

30 min discovery data

Sub Capacity - ELP

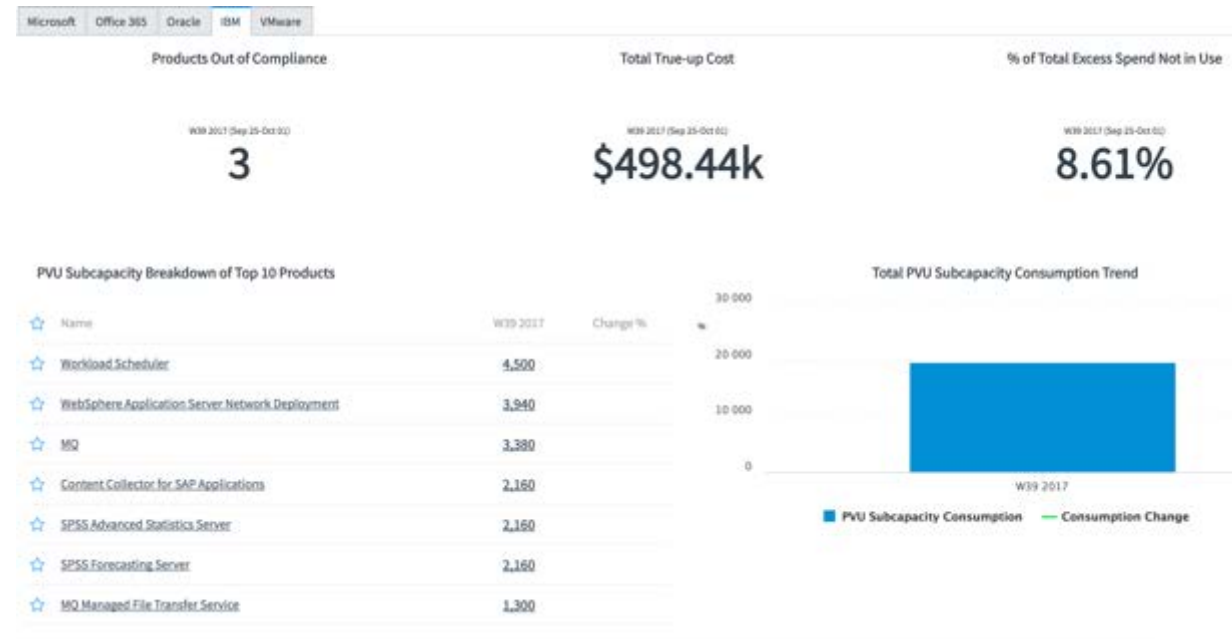
PVU/RVU License Usage / Server

Peak Usage over time

Normalized IBM Software Inventory

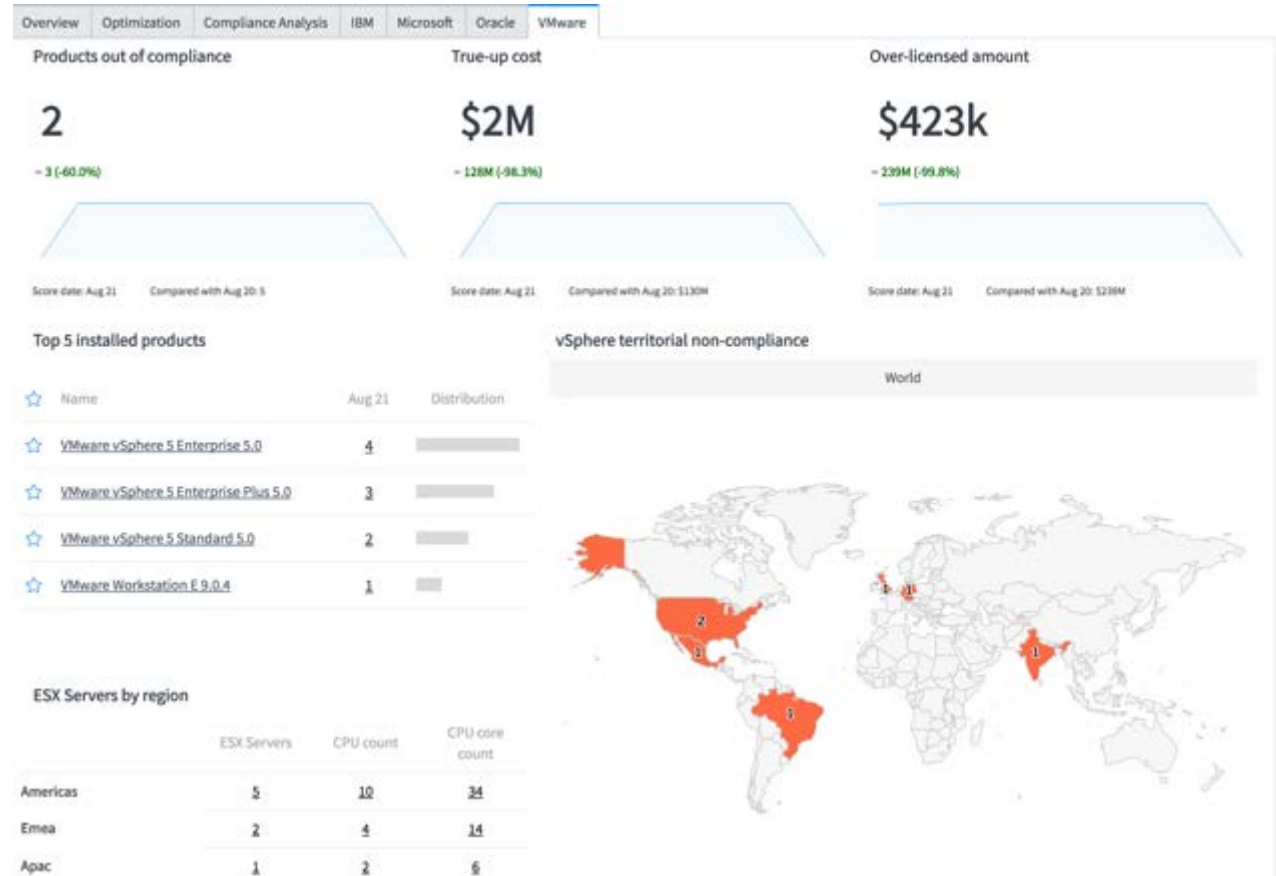
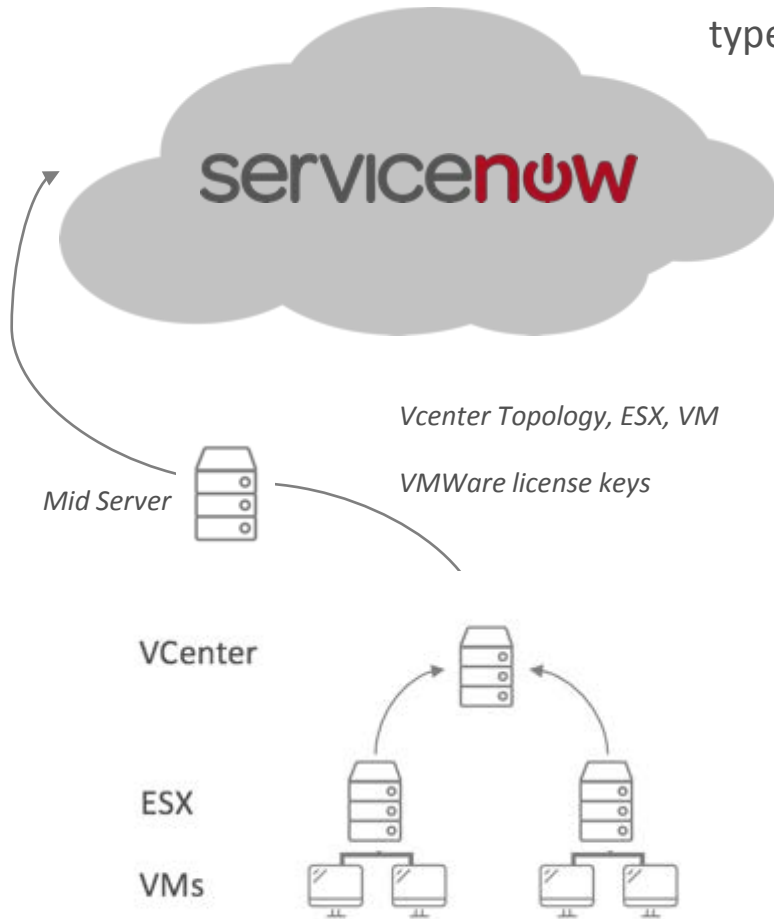
Effective License Position for IBM

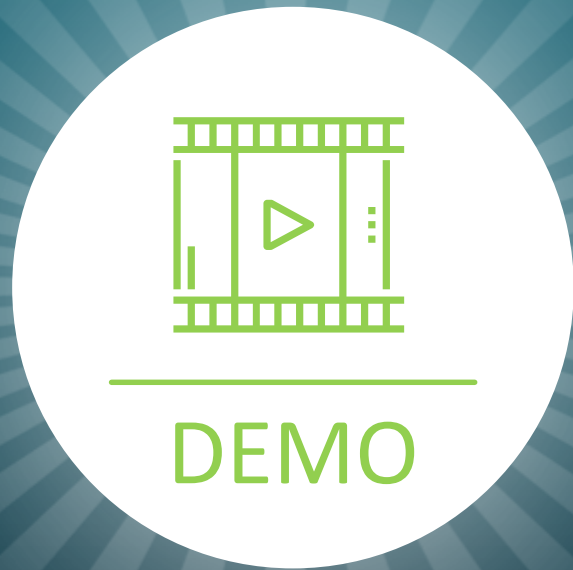
Report & Dashboard



VMWare Publisher Pack

License Compliance for VMWare products. Reconciliation support for major VMWare license types like per processor, per app instance, per OSI & so on.







Thank You!

Questions?