



# SAM for ServiceNow™

World-class licensing and SAM expertise to ensure your ServiceNow SAM deployment is a success.



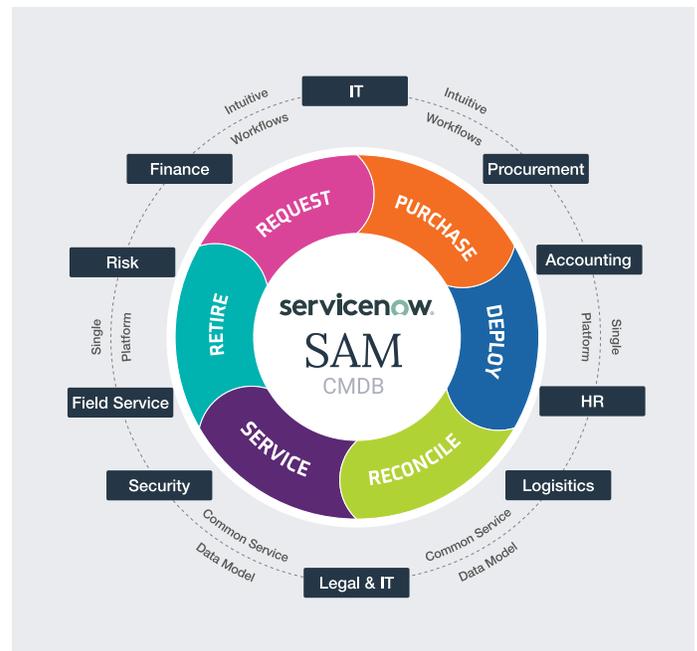
You've made a commitment to the ServiceNow platform and its ability to optimize workflows across your organization, including your software estate. So, what's missing?



SaaS applications might be easy to configure in SAM Pro with prebuilt connectors. But they only represent 20% of your software spend. 80% of your spend is with your top 7 complex publishers like Oracle, Adobe, VMware, IBM, SAP, and Microsoft. Getting full value from your SAM Pro investment is something that is challenging for many customers, and most ServiceNow deployment partners simply don't have expertise to support your top 7 complex publishers.

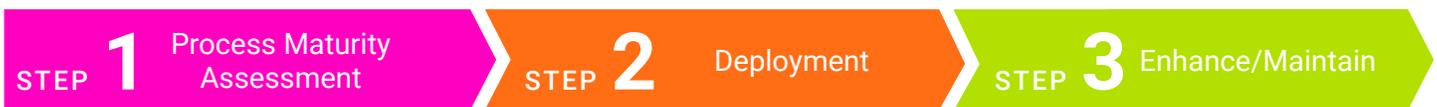
It's also widely reported that for every \$1B of revenue, an organization can save \$3 million in the first year of a SAM deployment, and \$500K each year thereafter. Not to mention the significant reduction in audit risk due to entitlement non-compliance.

With a world-class team of in-house licensing experts and a global team of ITAM experts with in-depth knowledge of all the major publishers, SHI is uniquely positioned to help you realize the value of your ServiceNow SAM Pro investment and gain that valuable ROI.



## 3 Steps to SAM Deployment Success

SHI's 3-step approach is designed around equal parts people, process, and technology.



## Step 1 - Process Maturity Assessment

*Understand current SAM processes and the SAM lifecycle and measure against best practices according to ISO 19770 standard.*

Each customer's ITAM process is unique and must be clearly understood prior to implementing SAM Pro. Process optimization can only be achieved once we understand how it is being done today. This is precisely why SHI starts every SAM Pro engagement with a Process Maturity Assessment (PMA).

Our process consultants can reach this level of understanding quickly with our Process Maturity Assessment. We also work with you to develop an Organizational Change Management (OCM) plan.

But driving real business outcomes from your investment is very dependent on the CMDB. Your CMDB may require remediation prior to the start of the SAM Pro deployment, so reviewing your CMDB data is also a critical part of the Process Maturity Assessment.

By defining the process and workflows to efficiently run a SAM program long term and overlaying it with the proper team and technology needed to maintain it, our customers gain the fastest ROI possible and are set up for long-term success.

## Step 2 - Deployment

This step kicks off with a workshop where we review the results of the Process Maturity Assessment and the Organizational Change Management (OCM) plan developed in step 1.

The outcome of this step is a real-time Optimized License Position (OLP) for the in-scope publishers.

## Step 3 - Enhance and Maintain

The SAM process owner, using internal and external resources, continues to add publishers and optimize enterprise-wide processes and collaboration.

### Activities Include:

- Inclusion of additional publishers/titles
- ITAM governance
- Roadmap execution
- Savings documentation
- Continuous improvement as part of a SAM Managed Service or project-based engagement that would add publishers to your ServiceNow deployment
- Ongoing organizational change management

## SHI's SAM for ServiceNow Benefits

- World-class licensing expertise.
- Full range of customizable SAM Managed Services with dedicated expertise for all your strategic spends.
- If needed for an audit defense during the SAM Pro implementation, SHI can deploy our proprietary toolset and deliver an Optimized License Position (OLP) report in less than 60 days.
- Long tail vendor contract and licensing support available.

## Why SHI

Our licensing experts hold certifications in more than 20 of the top publishers in the market today and can support any publisher or title as part of a SAM Managed Service.

And SHI is uniquely positioned to help our customers get full value from all their software spend—from the largest publishers to all those smaller transactions that make up the long tail.

Get set up for long-term SAM deployment success with the right processes, workflows, and technology – and an expert team needed to maintain it.

For more information, visit [SHI.com/ITAM](https://SHI.com/ITAM) or contact [ITAM@SHI.com](mailto:ITAM@SHI.com).