SAM as a Service

End to end SAM, delivered by KPMG, powered by ServiceNow

Thousands of organisations use ServiceNow to control and manage a range of business activities and since the launch of ServiceNow Jakarta Software Asset Management (SAM) has become a core part of the ServiceNow suite. If you've already invested in ServiceNow, or if you're looking to get started, we can help you reduce software licensing costs by implementing and operating ServiceNow's SAM Professional.

Software is too expensive to waste…

Software licensing can represent up to 22% of company IT spend[1], but many organisations can't answer even the most basic questions about their software assets:

- What assets they own?
- Whether they have the right licenses in place? and,
- How much do they cost?

And, because most companies don't focus on their licensing arrangements, many face large and unplanned expense to address non-compliance .

You need the right combination of governance, people, processes, and technology for your Software Asset Management (SAM) to deliver tangible business benefits.

Optimise your software assets with clearly defined, repeatable, and automated SAM processes.

… and unmanaged software introduces risk.

A clear view of your software assets will put you in a stronger position to address risks and to capitalise on opportunities:

- **Reduce** risk and cost of software **non-compliance**
- Use accurate information to **calculate future demand**
- **Negotiate more favourable contracts** with an enhanced understanding of your software use and business needs,
- **Identify software vulnerable to exploitation,** for example software that's aging, unpatched, or end of life
- **Improve business continuity planning** though knowledge of specific machine builds and inter-dependencies.
- Demonstrate **controls and processes required to support regulatory obligations** like GDPR and SOX
- **Inform strategic initiatives** such as M&A activities, cloud transformation, or product rationalisation.

A tailored, step by step, approach:

Maturity Assessment	ServiceNow SAM Implementation	Configuration	Compliance & Value Extraction	SAM as a Service
• We assess your current maturity levels for SAM, referring to ISO19770 • Our professionals work with you to develop and define your SAM strategy • For selected software vendors, we prepare a baseline licence position & risk assessment to support the current and target state.	• Address defined business outcomes • Customise our standard implementation plan to suit you • Add in specialist modules to address specific needs • A shoulder to shoulder approach with you, ServiceNow, and KPMG	• Manage data consolidation and data cleansing • Make sure your reporting is fit for purpose • Use KPMG's expert licensing knowledge to apply license use rights • Manage on-prem and Cloud environments.	• Design repeatable, robust processes so you can create license positions for your strategic vendors • **Find and exploit cost savings**	• Make management ongoing and continuous • Advise on future purchasing • Alert you to software needs and opportunities

Source: [1] IT Key Metrics Data 2018: Executive Summary, Gartner, December 2017

Why ServiceNow?

ServiceNow is an established leader in software asset management tooling. Their technology helps enterprises gain visibility of and control over their IT assets. Specifically, ServiceNow's *SAM Professional* module helps organisations to reduce ongoing software costs and maintain continuous license compliance.

- SAM Professional delivers a complete suite of software licensing capabilities out of the box, covering key strategic vendors like IBM, Oracle, Microsoft, SAP, and Adobe.
- Inventory can be collected through existing data sources like SCCM via pre-built plugins or through ServiceNow's agentless Discovery capabilities.
- Software & Hardware data is normalised in accordance with naming conventions from ServiceNow's content libraries.
- Detect and manage SaaS software spend and prepare usage analysis with SaaS license management capabilities.
- Contemporary data visualisation and management reporting to show your compliance position and cost saving opportunities to put you in control.

Why KPMG's SAM Team?

There is no SAM tool, or combination of SAM tools, capable of performing all of the activities required of SAM. Your investment in technology needs to be backed up with suitable governance, people, and processes.

'SAM as a Service' from KPMG provides an effective long-term solution for SAM supported by robust management information and savings that are properly quantified against finance standards.
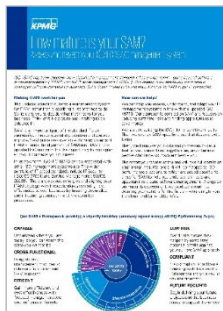
We'll help you leverage your instances of ServiceNow's SAM Professional by providing a wide range of services designed to ensure that you get the best value from your software contracts:

- Continuous reporting on software compliance
- Identification of opportunities to make financial savings
- Robust measurement and accounting of Hard & Soft savings
- Support with vendor audits and license management
- Support in contract negotiation and vendor management coupled with advice on future purchasing requirements, and
- Advice on transitioning software from on-prem to cloud

Things to think about	Yes	No
Have you implemented, or are you thinking about implementing, ServiceNow?		
Do you have SAM tools that provide Trustworthy data across all of your strategic software vendors?		
Are your software licence entitlements collated and clearly documented in a single repository?		
Do your SAM processes provide a controls system to prevent wasted expense and compliance risk?		
Can you monitor compliance in real-time?		

Did you respond 'No' to any of these questions? Would you like to turn them into 'yes'?

Our end to end SAM service combines elements from a large portfolio of SAM services, all designed to help you connect your SAM capability across your IT and business functions. Our expert SAM consultants are on hand now to help you achieve and exceed your SAM ambitions. Get in touch to discuss more ways we can support your journey, such as:

SAM Maturity Assessment

ISO 19770 has been updated. Now classified as a management standard, it has a wider remit – going beyond software asset management ('SAM') into full IT asset management ('ITAM'). We can help you assess, understand, and adapt your IT management systems in line with the updated ISO 19770.

SAP Software Optimisation

Validating user reporting before it is submitted to SAP can allow significant licensing optimisation. We can provide the know-how required to critically analyse the quality of the data you are submitting for audit, and understand risks and opportunities ahead of submission. Only pay for users who need SAP, and only pay for the correct level of usage.

Contact us

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