

# ServiceNow CMDB & Asset Management

A Strategic Approach to Visibility and Value

Jim Claussen, Chris Padmore, Christine Morris | December 4, 2024



# Agenda

## Welcome & Introduction

- Why Asset Management in ServiceNow?
- How to Manage the Full Asset Lifecycle
- How are CMDB & Asset Management Related?
- Benefits of a Mature Asset Management with a Strong CMDB
- Q&A





# Cask NX is with clients for what comes next – on the platform and in their business.



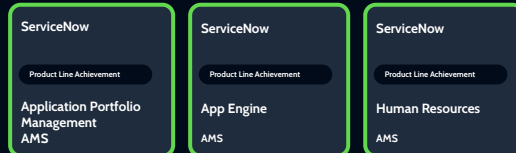
Customer  
Satisfaction Rating



Certifications &  
Accreditations



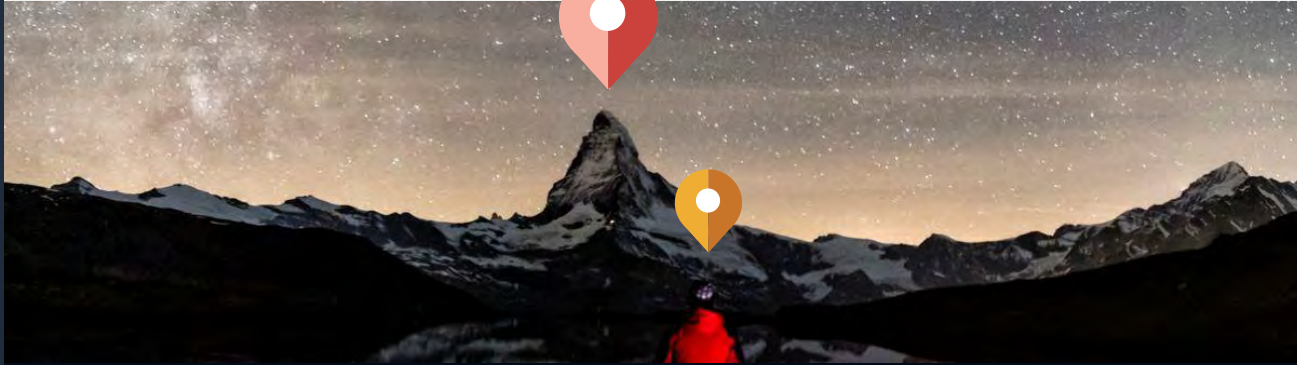
8 VALIDATED PRACTICES (Most of any Pure-Play Partner in AMS)



+3 PRODUCT LINE ACHIEVEMENTS



Cask NX is the only pure play ServiceNow partner with dedicated, fully certified practices across the platform.



IT SERVICE  
MANAGEMENT



IT OPERATIONS  
MANAGEMENT



IT ASSET  
MANAGEMENT



STRATEGIC  
PORTFOLIO  
MANAGEMENT



EMPLOYEE  
WORKFLOW



CUSTOMER  
WORKFLOW



SECURITY  
& RISK



APP ENGINE

## STRATEGY

Strategic Roadmapping

Advisory Consulting

Platform Strategy &  
Governance

Demand Management

## TRANSFORMATION

App Modernization

UX & UI Design

Product Management

Org Change Management

Testing & Quality Engineering

Program & Project Management

Agile Transformation w/SAFe

## IMPLEMENTATION & APP DEVELOPMENT

Product Implementation

Platform Engineering

Data Management &  
Integrations

App Development

## OPERATIONS & ENHANCEMENT

Continuous Cloud Innovation

Platform Architecture &  
Engineering

Functional Process Execution

Cask Reserve



# Introductions



**Christine Morris**  
Director, Platform & Service  
Management  
Cask



**Jim Claussen**  
Solutions Architect, ITAM  
Cask



**Chris Padmore**  
Solutions Architect,  
ITOM Practice Lead  
Cask

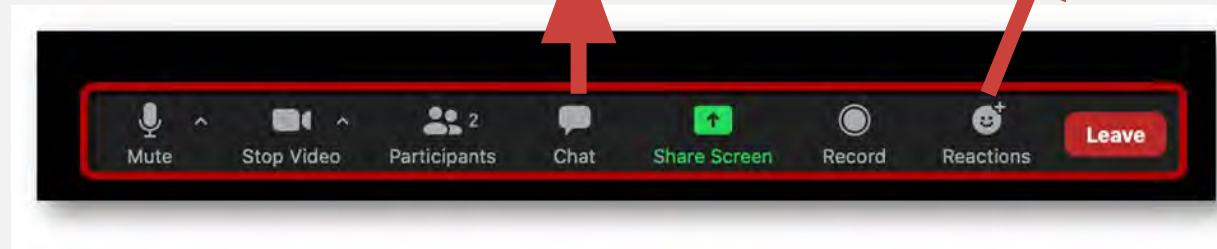
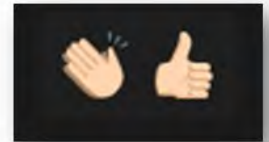
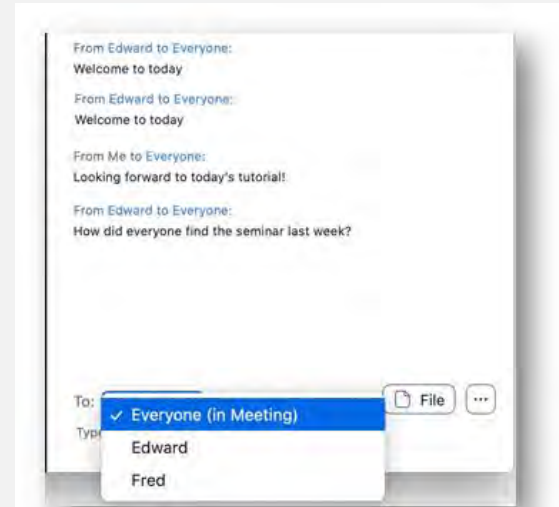
# Join the Conversation: Using Zoom

**Turn on Video** – Let's get interactive and enjoy ourselves

**Unmute** – Click the microphone icon to unmute and participate

**Chat** – Message everyone or just one person

**Get Help** – Use Chat



# Catch Up with Parts 1-4 of our CMDB MasterClass Series!



## CMDB MASTERCLASS: PART 1

### Unlock the Power of Your Platform with a Strong CMDB Foundation

Join us to understand why a well-structured, well-governed CMDB is essential for leveraging the full potential of your platform and how you can create, remediate and maintain your own CMDB as a source of trusted data.



## CMDB MASTERCLASS: PART 2

### Maximize Your Platform's Potential with Effective CMDB Data Loading and IRE Strategies

Join us to explore why efficient data loading and the Identification and Reconciliation Engine (IRE) are crucial for harnessing the full capabilities of your platform.



## CMDB MASTERCLASS: PART 3

### Aligning Your CMDB to the CSDM Framework to Support Your Portfolio of IT Services

Join us for part 3 of our CMDB MasterClass Series, an insightful webinar where we will introduce the Common Service Data Model (CSDM) and demonstrate its crucial role in managing IT services more effectively.



## CMDB MASTERCLASS: PART 4

### Maximize Your IT Potential: Discovery Meets CMDB

In this electrifying webinar, we'll take you through the ins and outs of ServiceNow Discovery, revealing how it works like a backstage crew—quietly, but masterfully—bringing the power of the platform into full view.

Find recordings, resources & more here! <https://casknx.com/cmdb-masterclass-intro/>

Asset management  
core in ITSM

Hardware Asset  
Management (HAM)

**Are you using  
ServiceNow to manage  
your assets today?**

**What are you using?**

**Are you integrated with  
your procurement  
system?**

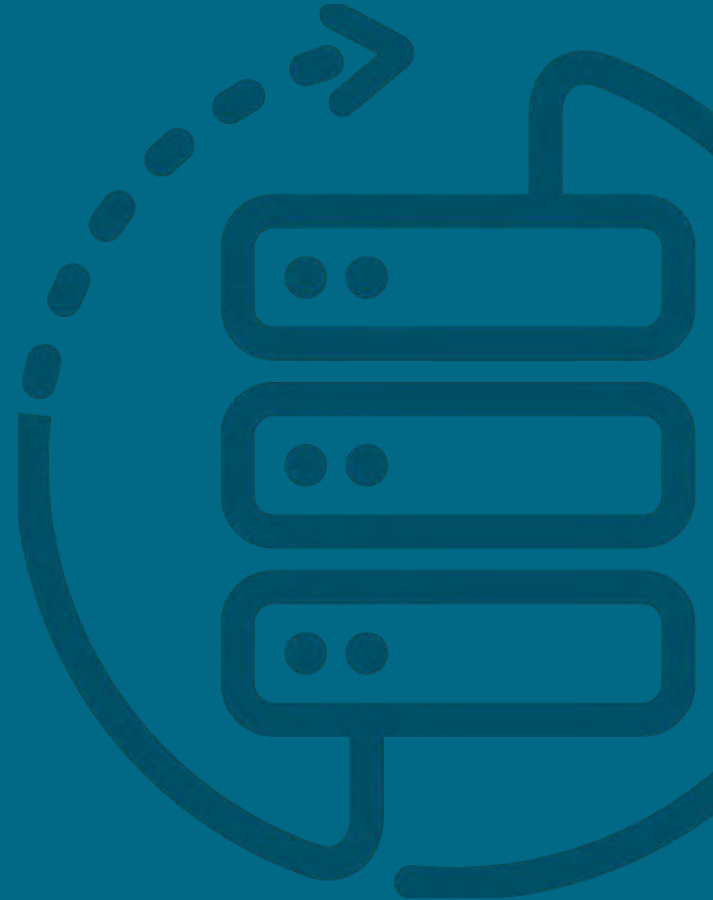
Respond in chat

Software Asset  
Management (SAM)

Other?



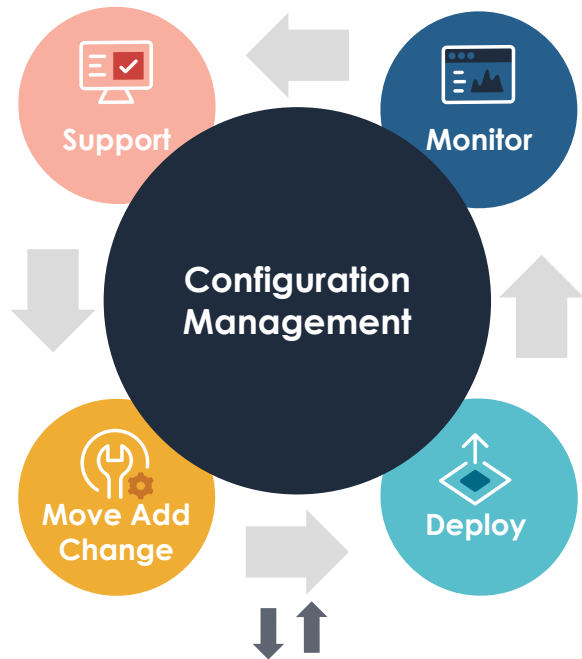
# What is Asset Management and Why Use ServiceNow?



# Asset Management vs Configuration Management

## IT Asset Management is not Configuration Management

An “**Asset**” is something that has intrinsic value to a person or an enterprise. A “**Configuration Item**” is an entity or thing you want to track that is required to deliver a service. An **Asset** is often a **Configuration Item**, but Configuration Items are not necessarily **Assets**.



**Asset Management** focuses on the financial & contractual aspects of a physical IT component throughout its entire life cycle



# What is...



## HAM

Hardware Asset Management (HAM) is a set of business practices that join financial, contractual and inventory functions to supports the lifecycle management and strategic decision making for an IT environment.

### Goals of Asset Management:

- Control inventory that is purchased and used.
- Reduce the cost of purchasing and managing assets.
- Manage the asset life cycle from planning to disposal
- Achieve compliance with relevant standards and regulations.
- Improve service to end users.
- Create standards and processes for managing assets



## SAM

Software Asset Management (SAM) is a set of business practices that integrates financial, contractual, and inventory functions to support the lifecycle management and strategic decision-making for software assets within an IT environment.

Organizations often lack visibility & control of software license processes through their life cycle

- What software do you own?
- Are you buying what you need?
- Are you using what you have?

A background image showing three business professionals in a meeting. A man in a blue blazer and glasses stands, looking down at a laptop. A man in a light blue shirt sits, looking up at the standing man. A woman in a dark blazer stands to the right, looking on. The scene is dimly lit with warm, bokeh-style light spots in the background.

Organizations waste millions of dollars  
on stand-alone asset management tools  
and limited, short-sighted processes..

30%

Of organization  
assets get lost

24%

Of clients have not  
verified their assets in  
the last five years

Gartner, October 2023

Gartner 2023 "Create an Asset Management Practice as the First Step to Reducing Cost and Audit Risk

# Value of SAM: \$185B software wasted annually

Table 1. Worldwide IT Spending Forecast (Billions of U.S. Dollars)

	2018 Spending	2018 Growth (%)	2019 Spending	2019 Growth (%)	2020 Spending	2020 Growth (%)
Data Center Systems	210	15.7	203	-3.5	208	2.8
Enterprise Software	419	13.5	457	9.0		
Devices	712	5.9	682	-4.3		
IT Services	993	6.7	1,031	3.8	1,088	5.5
Communications Services	1,380	-0.1	1,365	-1.0	1,386	1.5
<b>Overall IT</b>	<b>3,716</b>	<b>5.1</b>	<b>3,740</b>	<b>0.6</b>	<b>3,878</b>	<b>3.5</b>

Source: Gartner (July 2019)

**\$152B**  
wasted Software

**\$507B**

Table 1. Worldwide Public Cloud Service Revenue Forecast (Billions of U.S. Dollars)

	2018	2019	2020	2021	2022
Cloud Business Process Services (BPaaS)	45.8	49.3	53.1	57.0	61.1
Cloud Application Infrastructure Services (PaaS)	15.6	19.0	22.5	26.5	31.8
Cloud Application Services (SaaS)	80.0	91.9	104.1	117.5	143.7
Cloud Management and Security Services	20.9	22.2	24.1	26.0	27.9
Cloud Infrastructure	30.5	38.9	49.1	61.9	76.6
<b>Market</b>	<b>182.4</b>	<b>214.3</b>	<b>249.8</b>	<b>289.1</b>	<b>331.2</b>

Source: Gartner (April 2019)

**\$33B**  
wasted SaaS



GARTNER

Organizations can save up to 30% in software costs within the first year of implementing a SAM solution



# What Does Asset Management Solve For?

Sound Familiar?

"I can't get any useful data out of my asset systems"

"Our CMDB and Asset systems are completely separate"

"It's too hard to capture costs and charge them back"

"Half the data is in spreadsheets so processes are all manual"

# Why is manual asset management a **struggle**?

Disconnected  
Tool



Tool **gaps** are filled by manual processes from purchase to disposal

Manual  
Processes



Human **error** from repetitive tasks, slow service to end users

Increased  
cost & risk



Unknown installed inventory, purchase sprawl, and **compliance** exposure

# Why ServiceNow Asset Management?

Connect the enterprise  
with a single platform



Get **people** to success faster using  
one cloud platform with native  
automation and AI

Automate the IT life cycle  
with workflow



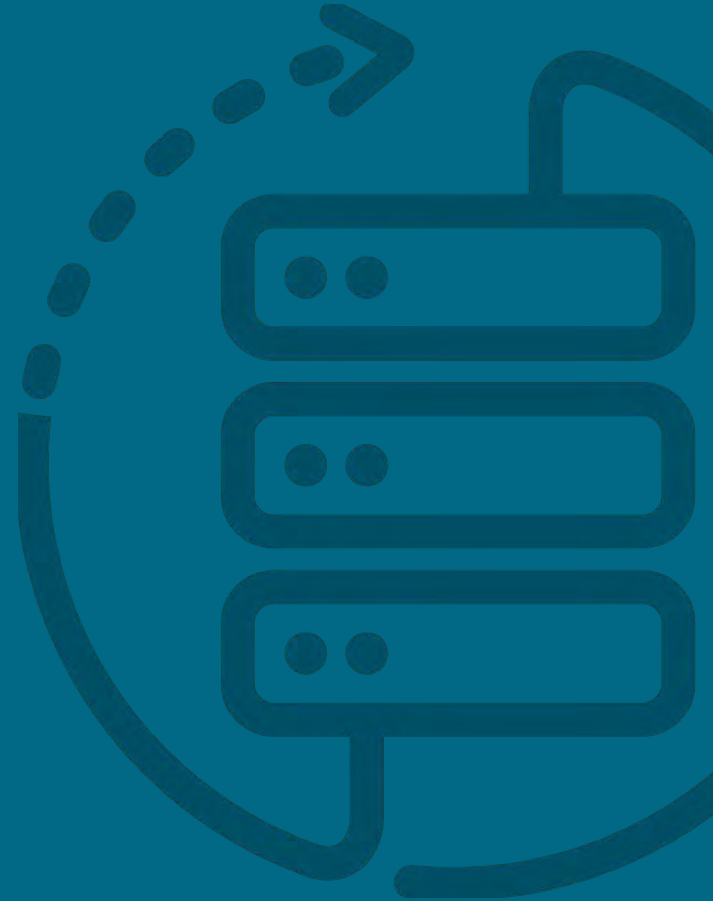
Scale **processes** with existing  
headcount using digital workflows

Reduce cost and risk  
in your business



Maximize the business value of  
your **technology** assets while  
protecting the company

# Managing the Full Asset Lifecycle in ServiceNow



# Managing the Full Asset Lifecycle

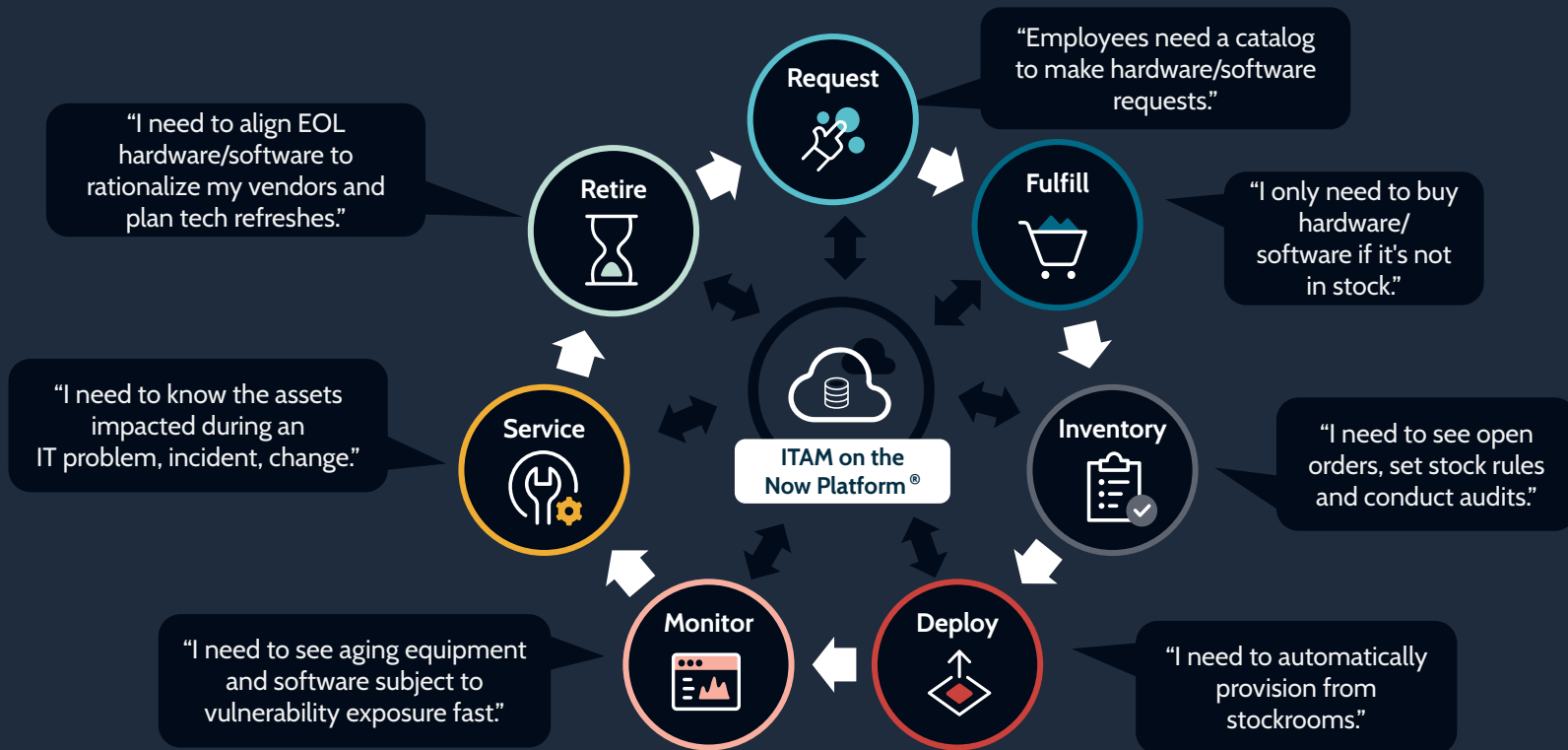
ITAM is all about managing the complete lifecycle of your asset estate. Reliably track hardware and software ownership, deployment, and usage to identify significant cost savings and minimize financial and reputational risk.



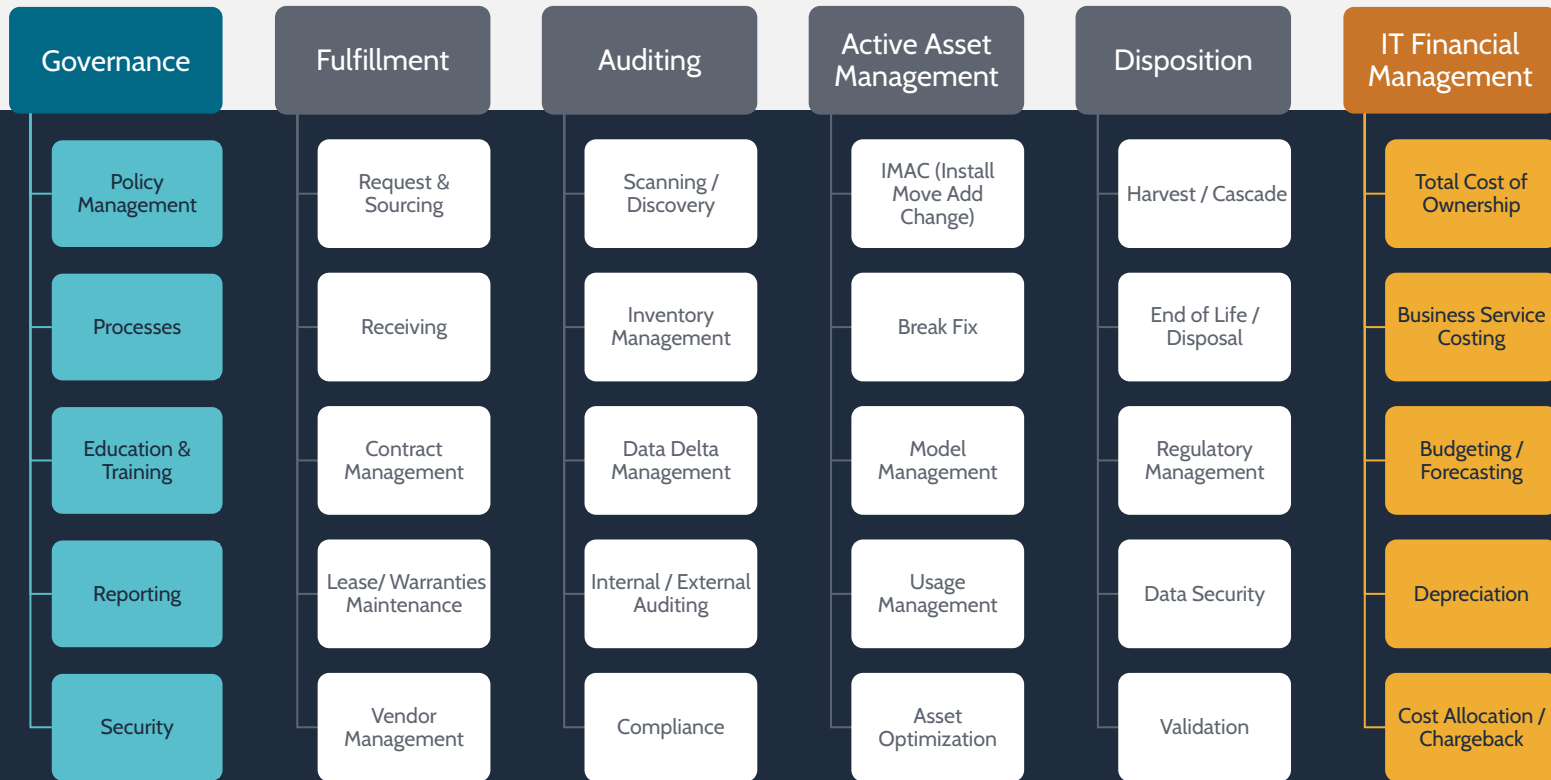


# Deliver ITAM with prescriptive workflows

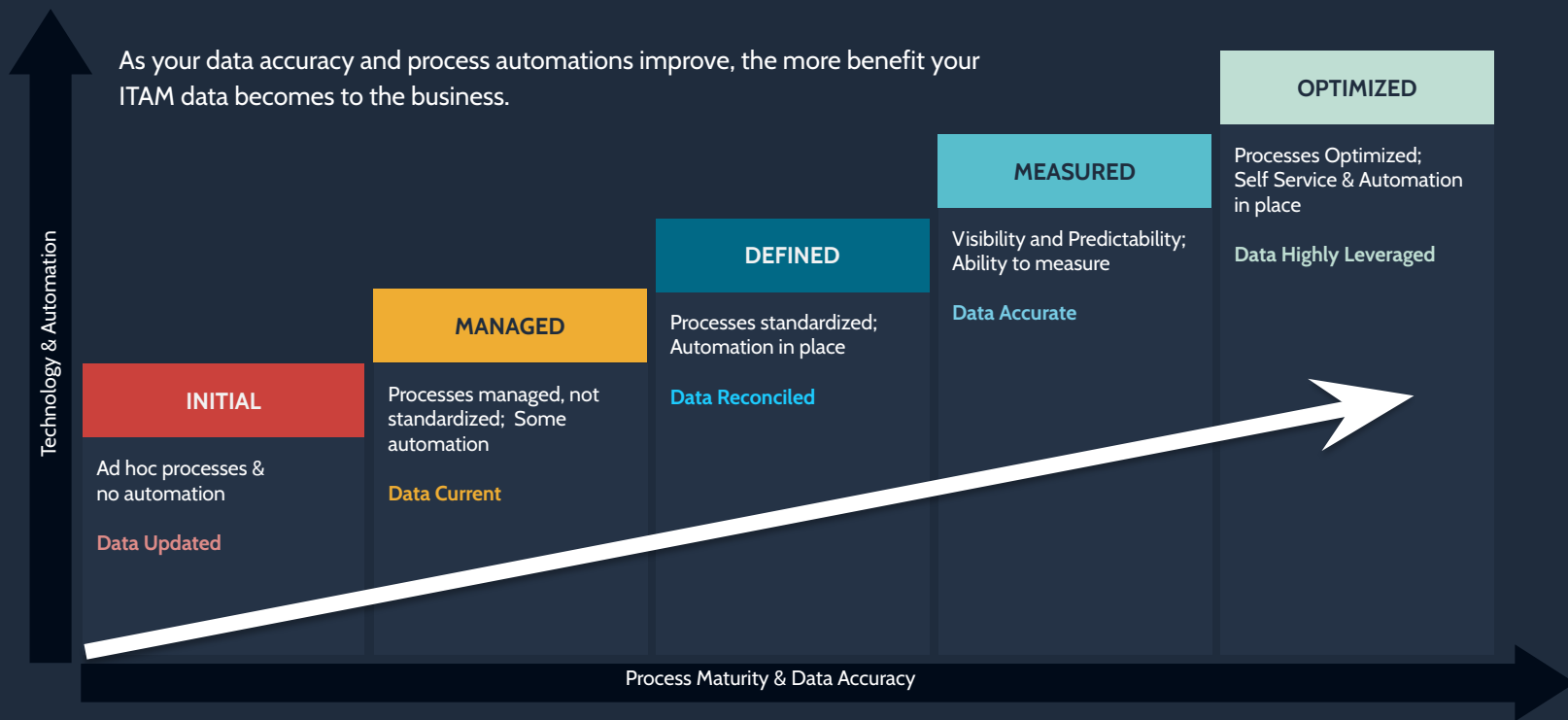
Connect teams and automate the full technology lifecycle



# Asset Management is a Program



# ITAM Maturity Model - Definitions





# CMDB, HAM, and SAM – Better Together

Having your CMDB, hardware, and software on a single platform increases efficiency in managing your ITAM program

No need to maintain data in multiple siloed systems

Updates to each record instantly reflect on the corresponding records

All records are kept in sync to provide accurate, trustworthy data



# How does having my CMDB, HAM, and SAM programs on a single platform help my organization?

## Areas of optimization

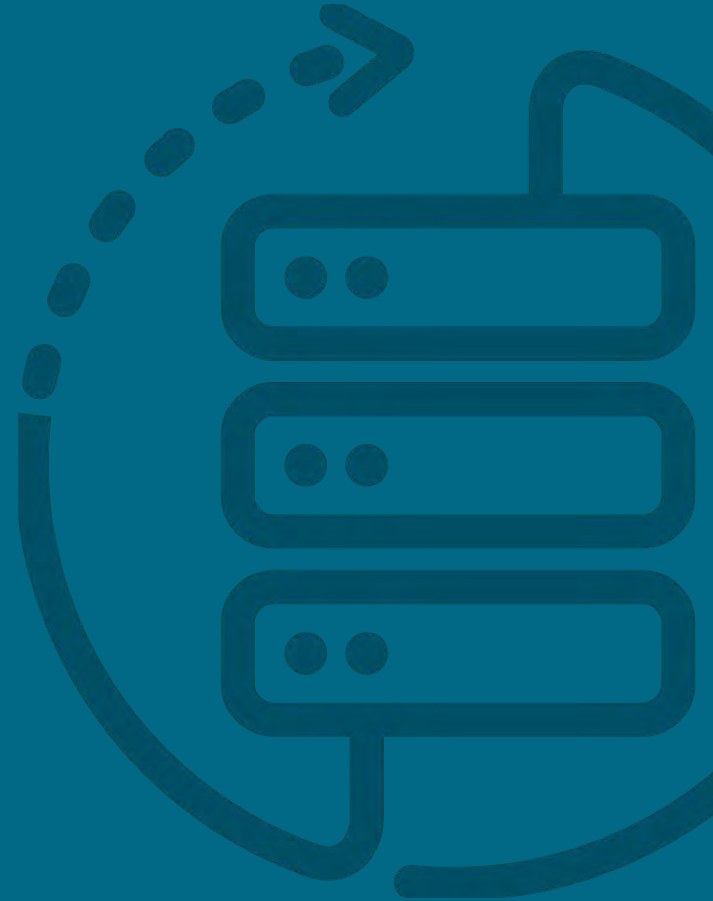
- Keeping assets in use throughout their lifecycle
- Optimizing shelf inventory through visibility
- Increasing negotiation with vendors through accurate forecasting
- Reclaiming unused/under used hardware and software assets
- Preventing lease fees through accurate leased asset tracking
- Identifying overlapping software
- Proactively managing security risk through the identification of end of support software and hardware
- Optimizing both hardware and software management with an accurate CMDB.

## Questions to ask yourself

- What is the Total cost of my organizations IT assets?
- What % of cost for a full management program?
- Can I prove that what I have bought is in use?
- What is the current value of shelf inventory?
- Do I have aging reports on my shelf inventory?
- Can I track usage on software?
- Am I maintaining the same data across multiple systems?
- Can you prove you are following data protection policies?



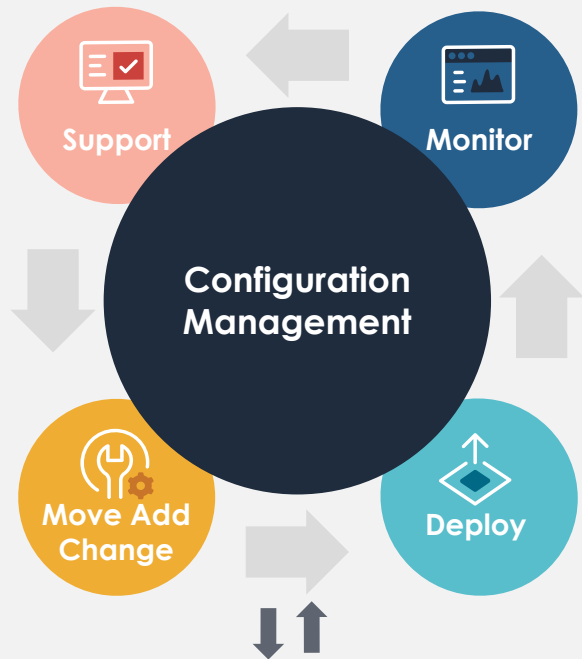
# Asset Management & CMDB - What's the Relationship?



# Asset Management vs. Configuration Management

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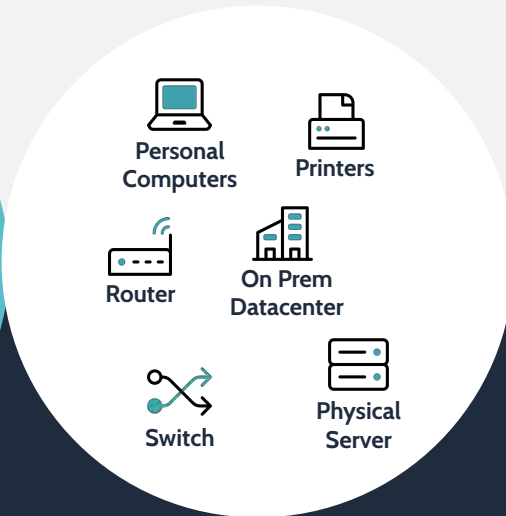
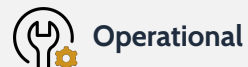


# Assets vs Configuration Items

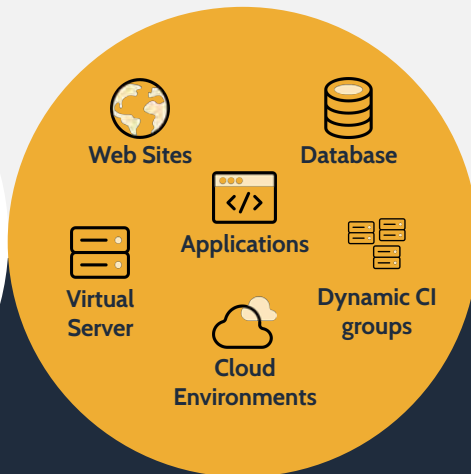


## Assets

An asset has financial value along with depreciation associated to it



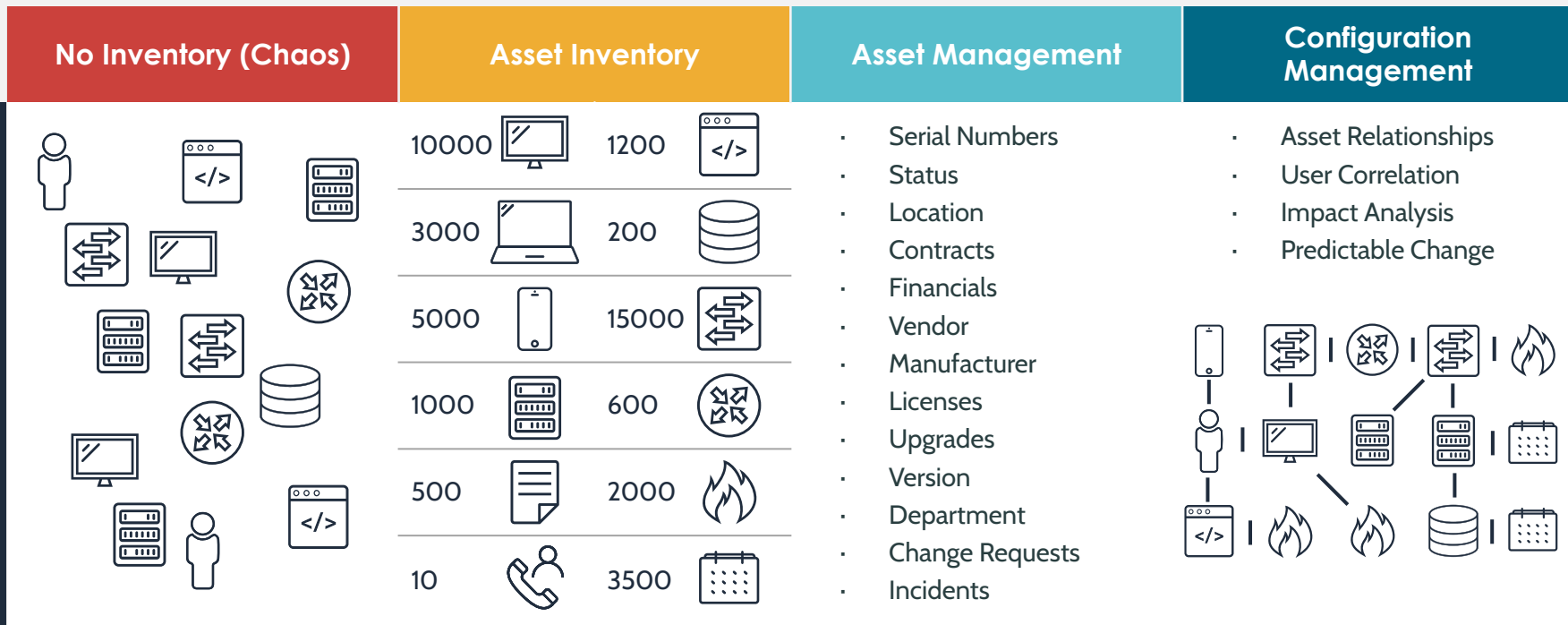
## Assets & CIs



## CIs

A CI may or may not have financial value assigned to it; however, it does not have any depreciation

# Asset to configuration management maturity



# Asset & CI work together

Advanced Shipping  
Notice

Shipping  
Notice

Invoice

Agreement

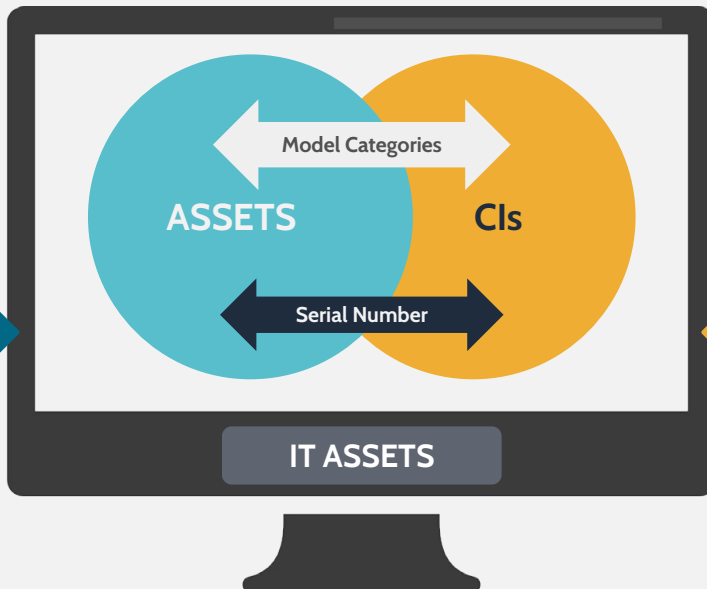
## Asset Classes

Table	Table Name
alm_asset	Assets
alm_hardware	Hardware
alm_license	Software Entitlements
alm_consumable	Consumables

Assigned To Serial Number Last Discovered

### Asset Attributes

Financial	Contract
Depreciation	Ownership
LifeCycle	



ITOM  
Discovery

Microsoft  
System Center  
Configuration Manager

## CI Classes

Table	Table Name
cmdb_ci_hardware	Hardware
cmdb_ci_computer	Computers
cmdb_ci_server	Servers
cmdb_ci_win_server	Windows Server

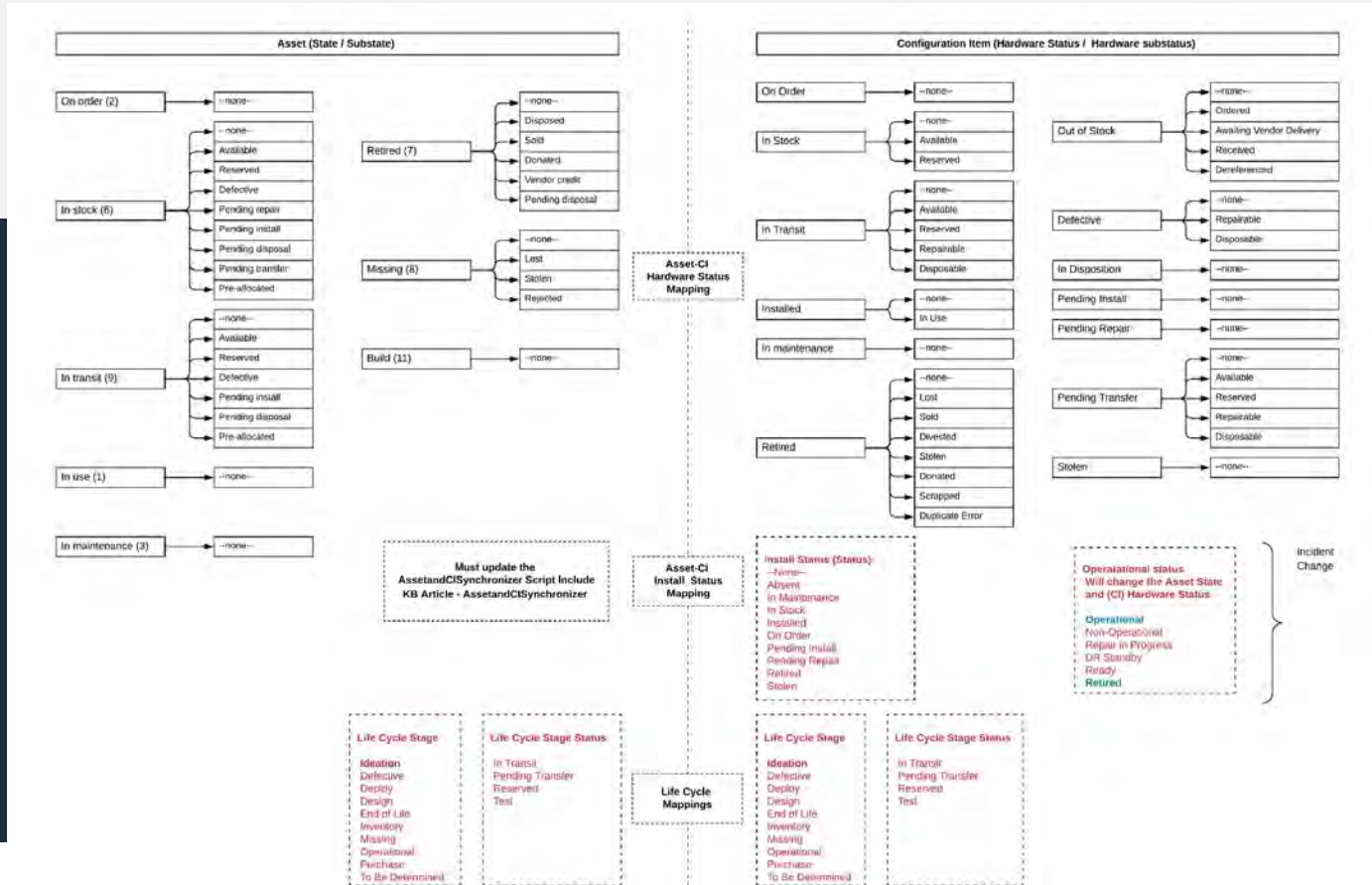
Assigned To Serial Number Last Discovered

### CI Attributes

Hostname	Storage
Operating System	File Systems
Installed Software	Relationships to other CIs
IP(s)	



# Asset-CI State Mappings (Exploded)



# Why are CI's important to HAM?

CI's represent the longest stage of your asset lifecycle, the In Use stage!

## CI's provide information about your hardware assets:

- Who is using it?
- What is the configuration (RAM, CPU, hard drive, etc)?
- What is installed?
- Is it visible and being managed?
- How many Incidents has it caused?

## Potential pitfalls with CMDB implementations:

- Lack of asset processes that manage not only the hardware lifecycle, but also the CI lifecycle - resulting in stale out of date records
- No clear understanding of what attributes should be managed by HAM vs configuration management, resulting in inaccurate or duplicate information
- Undefined data source precedence and not using IRE, resulting in duplicate records

# Why are CI's important to SAM?

If you don't have the CI (Computer, Server, etc.,) in your CMDB, and you are not actively (discovering) keeping the CI record updated, then you will never have an accurate account for the Software in your environment.

NOTE: Remember Software Installations (discovered evidence) is on the CMDB side and not the Asset side.

## POTENTIAL PITFALLS WITH SAM IMPLEMENTATIONS

No way to tell what is active and what is not – inactive devices still count towards license position

CI Decommissioning process not occurring – results in old Software Install information that is no longer present, therefore license position may be higher than expected.

Discovery – missing IP ranges of devices – can't collect software installs on things you can't see

Relationships between Physical Hosts and Virtual Images extremely important to core-based licensed products (Microsoft, Oracle, etc.)



# Use Case: Asset Management

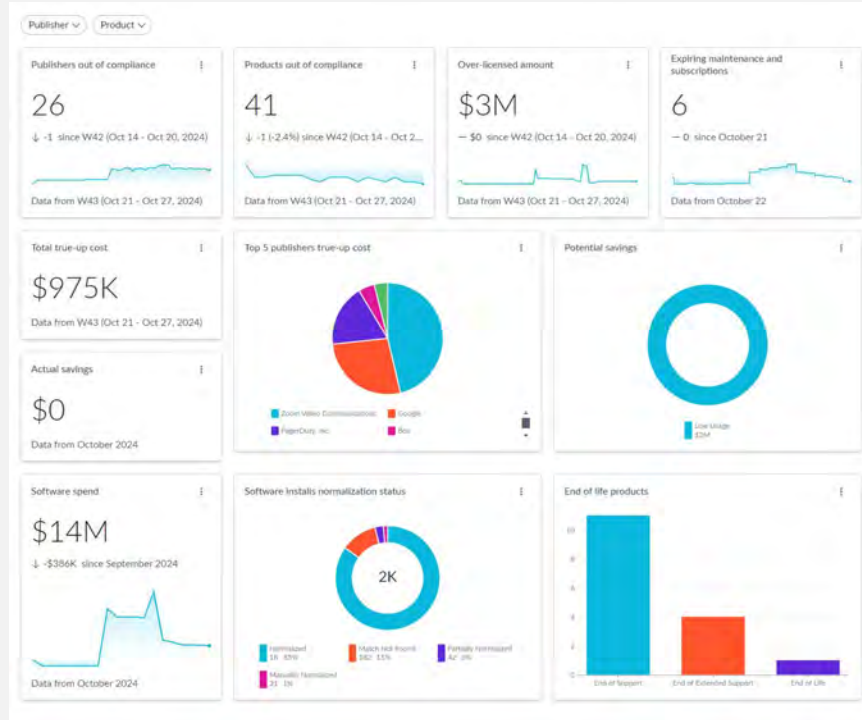
Asset Management needs accurate records of IT hardware and software assets

**SOLUTION:** Automated Discovery creates and keeps accurate asset records

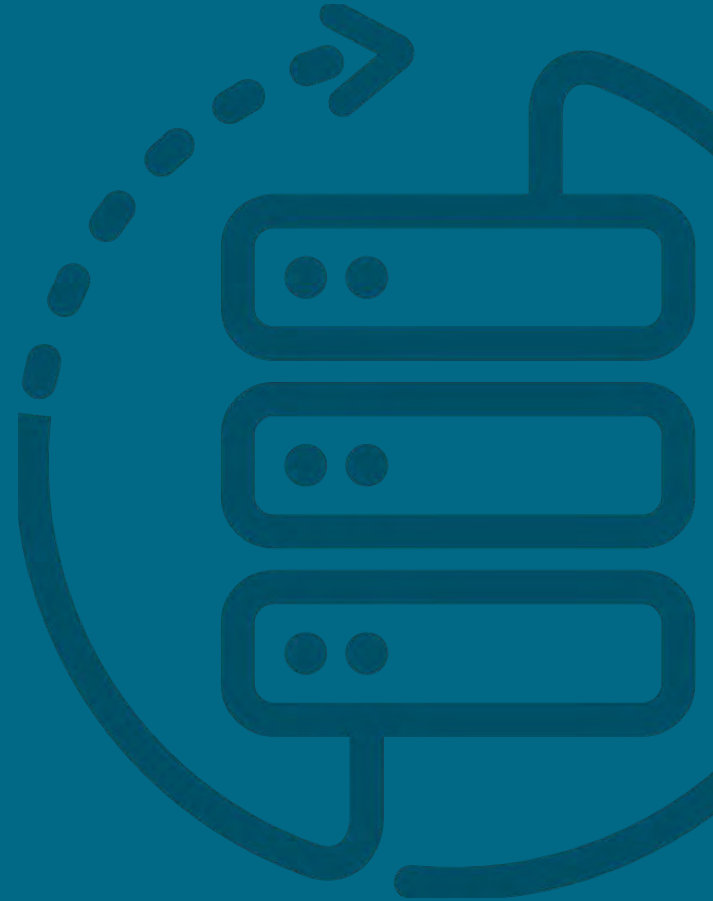
- When Software Asset Management Pro is turned on, asset records are updated
- Discovered details like serial numbers tie assets to CI's

## OUTCOME: Full asset visibility

- Assets can be validated as in production
- Discovery data provides insight into license usage



# Benefits of Mature Asset Management Supported by a Strong CMDB



# Benefits of a Mature Asset Management with a Strong CMDB

## Supporting Audits

- Benefits of regular audits and real-time reporting for data accuracy, compliance, and resource allocation
- HAM Pro + Mobile Agent supports inventory audits & on-site audits; will show gap between expected and reality

## Cost Optimization

- ServiceNow identifies cost-saving opportunities by optimizing asset usage and avoiding redundancies
- Real-time insights available in ServiceNow for resource efficiency and minimizing waste

## Financial Planning and Management

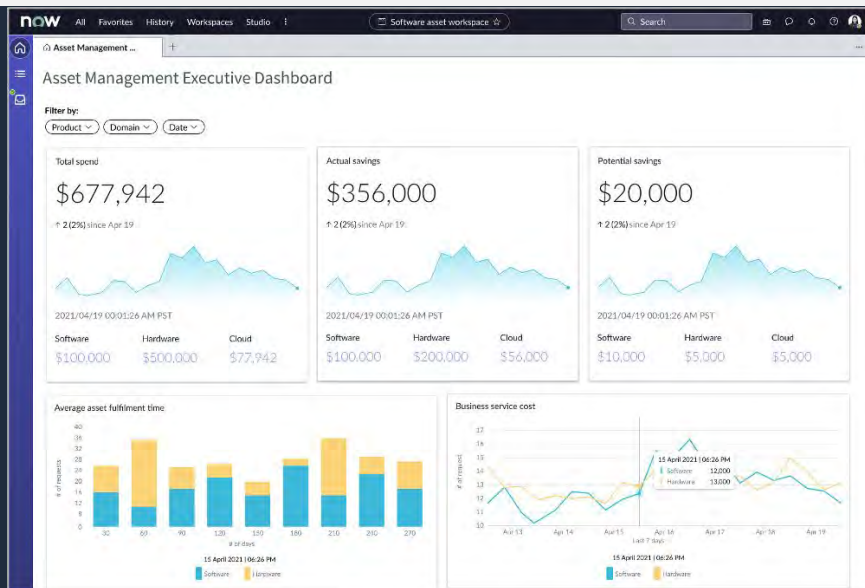
- Standard license deployment + usage
- Asset depreciation in ServiceNow and its impact on financial reporting
- Leveraging asset tracking for better forecasting and budget decisions

## Compliance & Risk

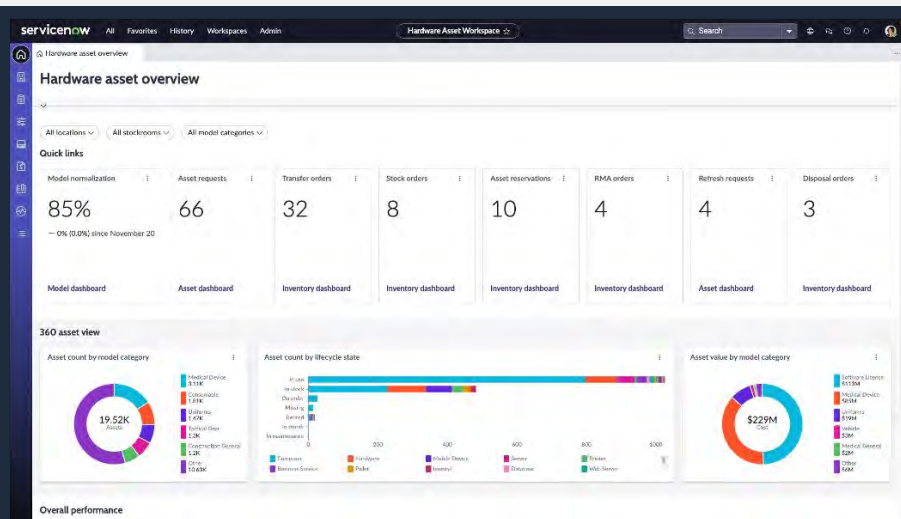
- Are we in compliance with hardware disposal?
- When should devices be replaced/renewed?
- What controls are needed to ensure consistency?

# Communicate ROI and support decision making through Dashboards & Workspaces

## EXECUTIVE DASHBOARD

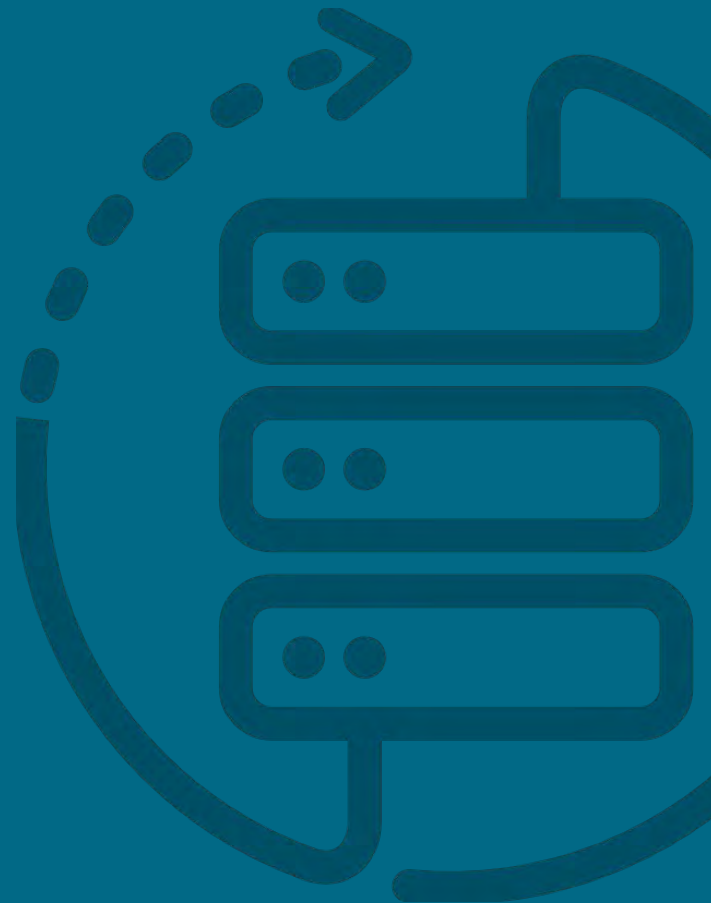


## WORKSPACES





# Summary



# Getting Started Is Easy!

Cask meets you where your CMDB is today

Need a quick CMDB assessment and rapid remediation?



**CMDB**  
LAUNCHPAD

Need help managing your CMDB on an ongoing basis?



**CMDB**  
EXPERT ASSIST

Need to get your CMDB ready to support asset management?



**SAM-READY**  
CMDB

Need to implement CMDB and see value fast?



**CMDB**  
ESSENTIALS

**Tell us what CMDB topics you want to learn more about!**



Look for a survey following this session!

.....



# Thank you!

Questions?

