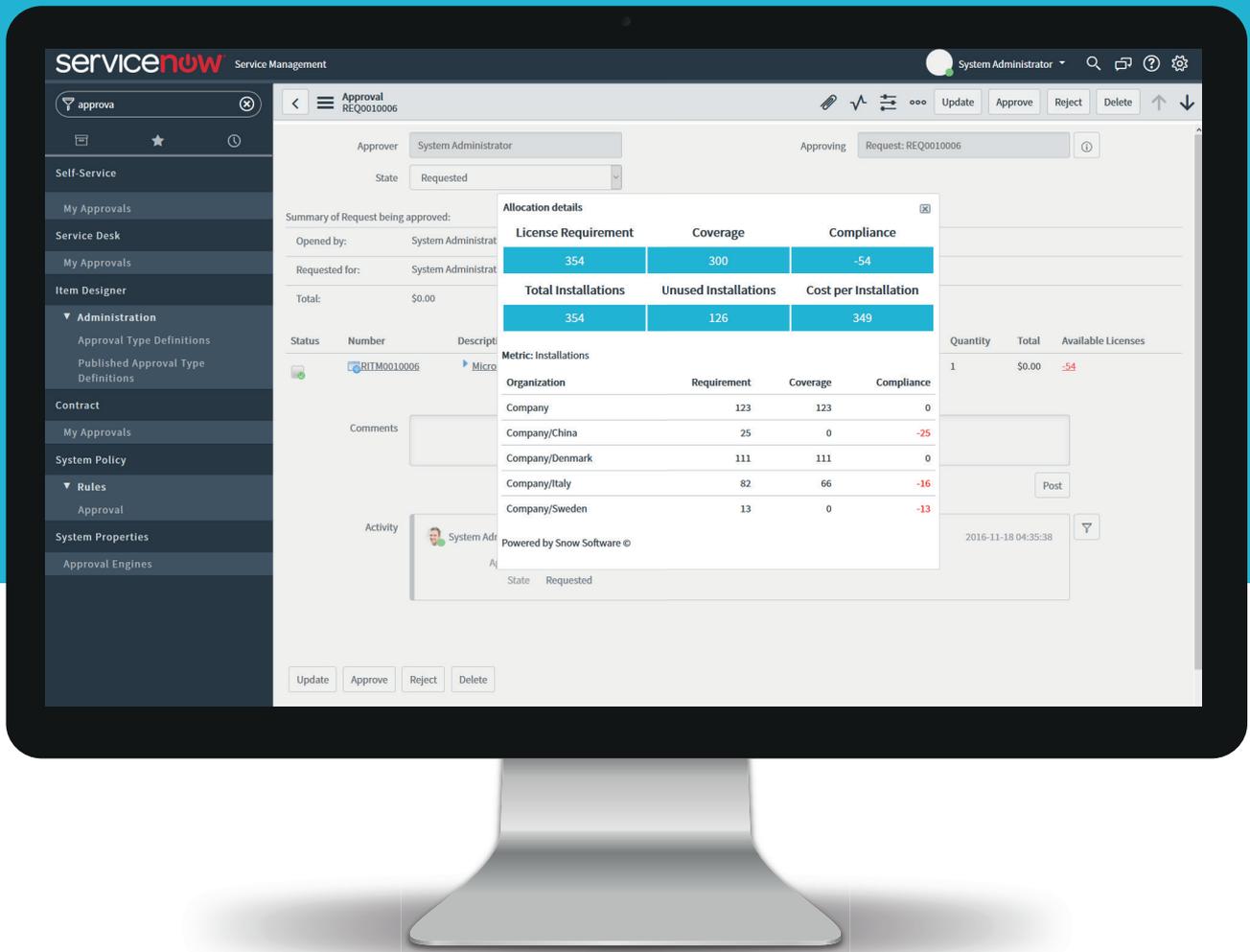# SNOW FOR SERVICENOW

SUPERCHARGED ITSM

servicenow®
CERTIFIED INTEGRATION

Snow for ServiceNow enables organizations to leverage Software Asset Management (SAM) intelligence created in Snow License Manager by automatically populating the CMDB with cleansed and normalized data. The result is a consistent software model which improves the data quality for numerous processes such as populating the Product Catalog, the Service Catalog, Service Management and Procurement.

The software inventory is established through Snow's unique Software Recognition Service, which, recognizes more than 420,000 software titles from over 69,000 manufacturers including vendor name, application name, and version.

A detailed and accurate CMDB that reflects the organization is reality thanks to automatic population. Cut out manual work, cut out years of effort, cut out human error, cut out reticence to keep records up to date. Instead, maximize investment already made in IT tools, remove risk, and create insight to ensure optimized spend, compliance, and business agility.

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Snow for ServiceNow

Snow for ServiceNow combines the leading solutions for SAM and IT Service Management (ITSM) to deliver value that is much greater than the sum of their parts.

It populates the CMDB with cleansed and normalized asset data about users, software titles, and hardware from across the organization's network – gathered by Snow Inventory, or third party connectors. Snow License Manager provides SAM intelligence, such as what software users have installed on their devices, what software is in use, license compliance, and cost per business unit.

ServiceNow delivers services and innovative business solutions to manage infrastructure, enabling organizations to provide employees with consumer-like, self-service experience for tasks such as software requests, password reset, and troubleshooting.

At the heart of ITSM, lies the CMDB, which stores data about IT assets as well as contextual information about those assets, facilitating support for internal users and customers. Somewhere around 85% of CMDB implementations fail because relevant data is not available, maintenance is often manual and as such costly, and the task to keep data actual is time-consuming.

Snow for ServiceNow pumps life into the CMDB by providing relevant data automatically, removing error-prone and time-consuming manual tasks to keep the CMDB data up-to-date with changes in the organization.

Snow for ServiceNow leverages automation – a crucial business enabler that enables resources to focus on core tasks, which in turn improves productivity and user satisfaction.
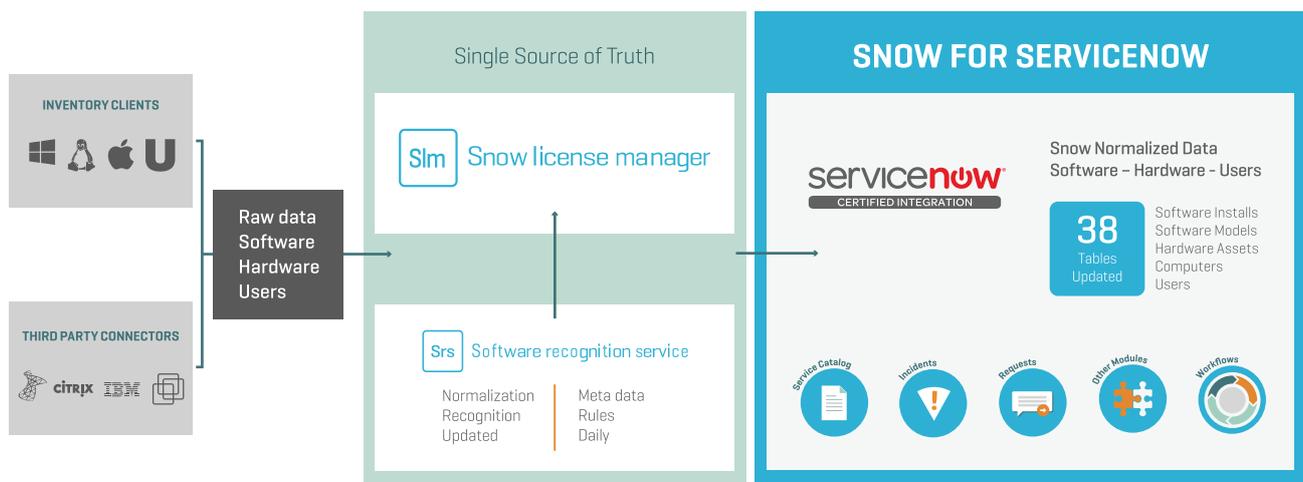
BENEFITS OF SNOW FOR SERVICENOW

- **Accurate inventory of assets:** consistent naming of hardware and software products, to improve the value of the CMDB
- **Automatic population of databases:** removes manual input errors and dramatically reduces the time to create and maintain IT asset information
- **Improved user satisfaction:** accelerates problem resolution of user issues by up to 25%
- **SAM intelligence brought into ITSM:** enables smarter self-service processes, facilitates decision making across the business
- **Ease of use:** Provides a single-pane-of-glass view for all assets

KEY FEATURES AND BUSINESS BENEFITS

LEVERAGE DATA

Snow for ServiceNow leverages Snow's standardized approaches to naming, asset identification, and data cleansing to provide ServiceNow with an accurate representation of the assets within a company structure. Through automatic population of the CMDB, Snow for ServiceNow solves the time and cost issues associated with manual maintenance of business intelligence, improving data quality for processes such as Product Catalog, Service Catalog, Service Management and Procurement.

MAXIMIZE AUTOMATION

Ever-growing numbers of devices and information streams, rapid rate of change, and massive technology evolution make for complex business environments. Modern users and customers are tech savvy and have high expectations in terms of empowerment and productivity. To deliver within such an environment, business support systems need be efficient, streamlined, and fast – which means maximizing automation. Support systems for Software Asset Management and IT Asset Management (ITAM) make ideal candidates for enabling process automation.

TIME SAVING

Snow and ServiceNow combined with automation raises the task of software requests to the next level. Approvals can be automated by leveraging license availability. Users can track their requests and be automatically notified when their requests have been approved. The result: software requests can be processed in a matter of minutes, instead of the weeks they can take when they are processed manually.

BEST-IN-CLASS SOLUTIONS

The synergies between IT Service Management and Software Asset Management are strong. SAM and ITSM are, however, distinct disciplines with different priorities and varying requirements. Building a bridge between them enables each discipline to deliver best in class solutions, while leveraging relevant intelligence from the other.

USER SATISFACTION

Snow provides ServiceNow with insight. By providing the service ticket resolution process with accurate runtime environment information – installed software versions, hardware, and user roles – service tickets can be resolved more efficiently, and in some cases, up to 25% faster – improving user satisfaction.

ACCURATE INFORMATION

Adding intelligence like real-time license availability (retrieved from SAM) shortens the time to process user requests for software. IT Financial Management (ITFM) can be enriched with software usage information available in SAM to enable costs to be accurately billed to the appropriate internal business unit. SAM can provide ITSM with accurate information about a user's environment, the software installed and the hardware it's running on – enabling enriched user support.

SAM INTELLIGENCE

Snow provides ServiceNow with an automatically updated library for product use rights, a built-in reconciliation engine, and compliance calculations covering all forms of software, including mobile devices, servers, datacenter, and cloud. Self-service processes can leverage this SAM intelligence. For example, compliance calculations and cost information can be included in approval steps, facilitating decision making, and rapid closure of user requests for software and hardware assets.

ENRICHED RESOLUTION

ServiceNow can maintain resolutions to known IT issues. By facilitating knowledge sharing, ServiceNow minimizes resolution times. To determine which solution applies, service desk personnel often require additional information such as the software version a user is running, a description of the hardware environment the software is running in, and the policies governing access. By automatically populating the CMDB with data leveraged from SAM, Snow for ServiceNow provides the service desk with enriched ticket data.

BUSINESS ADVANTAGE

The synergies between IT Service Management and Software Asset Management are strong. SAM and ITSM are, however, distinct disciplines with different priorities and varying requirements. Building a bridge between them enables each discipline to deliver best in class solutions, while leveraging relevant intelligence from the other.
Snow for ServiceNow enables the service desk to work in their system of choice depending on the task at hand.

ANALYST VIEW

> *Federate other data — for example, keeping financial data in an IT financial management (ITFM) tool; software license information with a software asset management (SAM) or IT asset management (ITAM) tool; and incident tickets with the IT service desk.*

Source: Gartner: Hype Cycle for ITSM 2.0, 2016. Published: 04 August 2016.
Analyst(s): John Rivard | Ed Holub – IT Service View CMDB analysis by: Hank Marquis

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SNOW SAM PLATFORM

Slm **Snow license manager**

With millions of licenses sold, Snow License Manager is the world's leading SAM solution.

Inv **Snow inventory**

The true multi-platform audit solution designed to find devices, audit software installs and track usage.

Srs **Software recognition service**

Recognize commercially-licensable applications across the network.

Sic **Snow integration connectors**

Integrate Snow's SAM platform with existing Inventory, ITAM and Service Management solutions.

Om **Oracle management option**

Cut the costs of managing complex Oracle licenses.

Sos **Snow optimizer for SAP® software**

Manage SAP licensing to optimize one of the enterprise's largest software costs.

Vm **Virtualization management**

Identify and manage virtual assets across the network.

Ap **Snow automation platform**

Define and implement automated process to support software optimization.

Sdm **Snow device manager**

A complete enterprise mobility management solution that handles the full lifecycle of mobile devices.

ABOUT SNOW SOFTWARE

Snow Software's Mission: To stop organizations paying too much for the software they consume.

Whether it's through lack of control, lack of understanding or lack of compliance, Snow Software believes that most organizations today end up paying too high a price for their software.

To address this, Snow Software provides Software Asset Management (SAM) solutions designed to ensure that the $326 billion spent every year on enterprise software is money well spent – ensuring organizations have the appropriate licenses for the software they use – not too many, not too few.

Today, more than 6,000 organizations around the world rely on Snow Software's on-premise and cloud-based SAM platforms to manage software licensing across more than eleven million devices, from mobile to desktop, datacenter to the cloud.

Headquartered in Stockholm, Sweden, Snow Software is the largest dedicated developer of Software Asset Management solutions, with more local offices and regional support centers than any other vendor.

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