



# Snow for ServiceNow

## Supercharged ITSM

Snow for ServiceNow enables organizations to leverage Software Asset Management (SAM) intelligence created in Snow by automatically populating the CMDB with cleansed and normalized data. The result is a consistent software model which improves the data quality needed to support numerous ITSM practices such as populating the Product Catalog, Support Help Desk functions and business processes.

The software inventory is established through Snow's industry leading Data Intelligence Service (DIS), which recognizes more than 686,000 software titles from over 100,000 manufacturers including vendor name, application name, and version.

## servicenow®

IT services manager can now access a detailed and accurate CMDB that reflects the organization's technology landscape. Cut out manual work, human error, and delays 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.

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

Snow Adoption Tracker or third party connectors pull in data across the enterprise's end user computers and installed software, normalize the data, and then pass the cleansed data into ServiceNow's platform via a connector. Snow provides the following asset data intelligence: what software users have installed on their devices, what software is in use, license compliance, and total cost of ownership per business unit. Without a clean CMDB, it is nearly impossible for the office of the CIO to take on more strategic initiatives and efficiently manage operations.

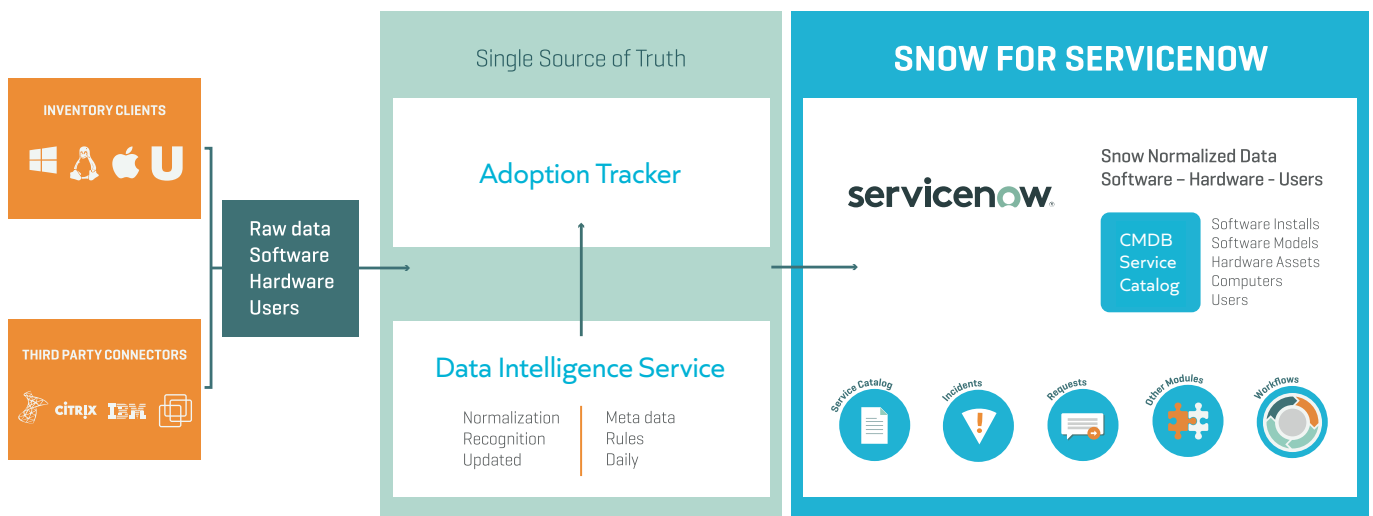


ServiceNow delivers services and innovative business solutions to manage infrastructure, enabling organizations to provide employees with consumer-like, self-service experience for tasks such as software requests, password reset, and troubleshooting.

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. Around 85% of CMDB implementations fail because relevant data is not available, maintenance is often manual and as such costly, and maintaining current data is time-consuming.

Snow for ServiceNow pumps life into the CMDB by automatically providing relevant data, 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, which is crucial to enabling technicians to focus on core tasks, which in turn improves productivity and user satisfaction. The autonomous flow of cleansed data greatly 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%

### Technology Intelligence brought into ITSM:

Integrating license availability, enables smarter self-service processes, facilitates decision making across the business

### Ease of use:

Provides a single-pane-of-glass view for all assets

The screenshot shows the 'Approval [SnowApproval view]' interface for 'Microsoft Visio 2016'. It displays a summary table and a detailed table of license requirements, coverage, and compliance across various organizational units.

License Requirement	Coverage	Compliance
1008	850	-158
<b>Total Installations</b>	<b>Unused Installations</b>	<b>Cost per Installation</b>
1008	947	500

Organization	Requirement	Coverage	Compliance
CORP/AMER/Brazil/Operations	57	57	0
CORP/AMER/Mexico/Operations	156	156	0
CORP/AMER/United States/Development	4	4	0
CORP/AMER/United States/Operations	383	383	0
CORP/APAC/Australia/Operations	3	3	0
CORP/APAC/Hong Kong/Operations	38	38	0
CORP/APAC/New Zealand/Operations	41	41	0
CORP/APAC/Singapore/Operations	21	1	-20
CORP/EMEA/Belgium/Operations	3	0	-3
CORP/EMEA/Denmark/Operations	6	0	-6
CORP/EMEA/Finland/Operations	4	4	0
CORP/EMEA/France/Development	1	0	-1
CORP/EMEA/France/Operations	7	7	0
CORP/EMEA/Germany/Operations	88	0	-88

# Key Features And Business Benefits

## Clean, Normalized CMDB 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.

## Automation

Ever-growing numbers of devices and information streams, rapid rate of change, and massive technology evolution make for complex business environments. IT Service and Asset Managers have high expectations in terms of productivity and fast and accurate MTTR (Mean Time To Resolution). 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 process requests in a matter of minutes, instead of weeks when done manually. By accessing license availability, IT managers can track and be notified when their requests have been approved.

## Best-in-Class Solutions

Snow Software and ServiceNow are recognized by industry analyst Gartner, as best-of-breed Software Asset Management and IT Service Management solutions. With the integrated bridge between them, IT operations can tackle the most complex technology challenges for the business.

## 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 shortens the time to process user requests for software. Snow's software usage information enables more accurate IT Financial Management (ITFM) data to charge back respective internal business units. SAM provides ITSM with accurate information about a user's deployed software and hardware with enriched asset data.

## SAM Intelligence

Snow provides ServiceNow with a dynamically 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 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

By facilitating knowledge sharing, ServiceNow minimizes resolution times (MTTR). To determine which solution applies, service desk managers 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. In using two best-in-class solutions, the ITSM and SAM managers gain system-wide efficiency, visibility, and technology intelligence to drive first-class operations.

Snow for ServiceNow enables the service desk to work in their system of choice depending on the task at hand.

**“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



# Snow Technology Intelligence

## Fundamentals for a clean CMDB

### ADOPTION TRACKER

With millions of licenses sold and Gartner's Customer Choice 2020 recognition (4.7 stars), Snow Software is the world's leading SAM solution. Snow gathers detailed inventory information for users, software, and hardware across end user devices, datacenter, mobile, SaaS, and public cloud.

### DATA INTELLIGENCE SERVICE

Recognizes and normalizes more than 686,000 licensable applications

### ITSM ENHANCER

Integrate Snow's SAM platform to improve the CMDB and Service Desk, ITAM and Service Management solutions

## Other Products for Robust Technology Intelligence

### SPEND OPTIMIZER

Optimize Spend and Rationalize Apps

### SNOW OPTIMIZER FOR SAP® SOFTWARE

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

### ORACLE MANAGEMENT OPTION

Cut the costs of managing complex Oracle licenses

### COMMANDER

Identify and manage virtual assets across the public, private, hybrid cloud environment

### PRODUCTIVITY OPTIMIZER

Define and implement IT workflow automation for curating an app store and reharvesting software

### RISK MONITOR

Discover vulnerabilities and personally identifiable information (PII) risks

## About Snow Software

Snow Software is changing the way organizations understand and manage their technology consumption. Our technology intelligence platform provides comprehensive visibility and contextual insight across software, SaaS, hardware and cloud. With Snow, IT leaders can effectively optimize resources, enhance performance and enable operational agility in a hybrid world.

To learn more, visit [www.snowsoftware.com](http://www.snowsoftware.com).

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