



Use Case:

SAM Overview

UCN001_0002

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1. Preparation

1.1. Outcome

Take command of your software assets.

Software can represent over 20% of IT budgets, and managing it is complicated. Dynamic environments and increasingly complex licensing schemes prohibit visibility into use and entitlement. Legacy point tools require fragile integrations that must be monitored, managed, and maintained. The result is an inefficient IT patchwork that ineffectively addresses the software visibility issue.

Take control of licenses by procuring, managing, and optimizing the software needed to align with the business using Software Asset Management (SAM). Embedding SAM natively into everyday IT management is a proven game changer. Get even more value out of existing Now Platform investments and intuitive workflows to modernize and simplify how work gets done

1.2. Characters

Name	User Role/ Personal	Login ID	Password
Admin	System Admin		
Casey Kuhn	Software Asset Manager		
Joe Employee	End User, Requestor		

1.3. Products and Platform Features

List each of the products and platform features highlighted in the narrative.

Name	Description	Documentation or Video	SKU
SAM-Pro	Microsoft True-Up SAM Dashboards		SAM-Pro

1.4. Steps before delivering a SAM demo

Before we get started, let's refresh the SAM compliance positions.

- Logon as **Casey Kuhn**.
- We've created a list of **Favorites** for Casey Kuhn.
- Click **SAM Demo Prep** from the Favorites.
- Click **Historical Results** from the Favorites.
- Confirm **Reconciliation Results** job is complete.


Number	Last reconciled	Plan for	Publishers	Group	Subgroup	Status	Progress
RR000007	2019-08-27 15:01:01	All Publishers	None	None	None	Completed	100%
RR000008	2019-08-27 15:51:20	All Publishers	None	None	None	Completed	100%
RR000003	2019-08-27 13:12:51	All Publishers	None	None	None	Completed	100%
RR000009	2019-08-28 08:48:41	All Publishers	None	None	None	Completed	100%
RR000002	2019-08-27 09:27:57	All Publishers	None	None	None	Completed	100%
RR000001	2019-08-27 04:21:51	All Publishers	None	None	None	Completed	100%
RR000005	2019-08-27 14:40:12	All Publishers	None	None	None	Completed	100%
RR000006	2019-08-27 14:41:04	All Publishers	None	None	None	Completed	100%
RR000004	2019-08-27 13:27:57	All Publishers	None	None	None	Completed	100%


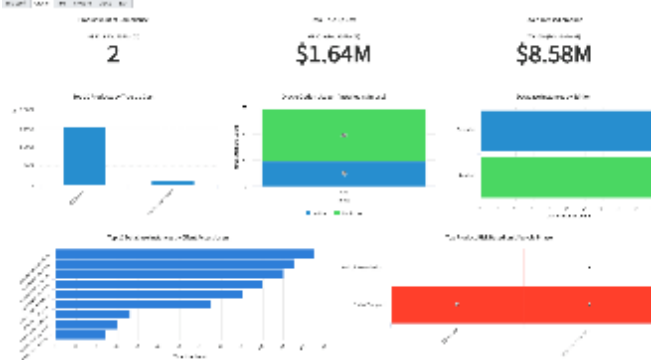
2. Use Case: SAM Overview

Use case description: SAM-Pro dashboards leverage Performance Analytics. Customers can create and customize the dashboards and KPIs to manage SAM metrics.

Persona: Casey Kuhn – SAM Admin

Demonstration Steps:

Topic	Narrative	Navigation Notes
Overview	<p>Let's go through a few of the key SAM dashboards.</p> <p>Removal Summary Dashboard</p> <p>This dashboard is focused on the harvesting (uninstall) process</p>  <p>The screenshot shows a dashboard with several key performance indicators (KPIs) and a bar chart. The KPIs include:</p> <ul style="list-style-type: none"> 17k (likely total software) 4 (likely software in progress) 15 (likely software to be harvested) 7 (likely software harvested) 0 (likely software to be removed) 0 (likely software to be blacklisted) <p>The bar chart shows a single bar with a value of 15, representing software to be harvested. The chart is titled 'SOFTWARE TO BE HARVESTED'.</p> <p>Customers can tag (blacklist) a Software Mode. We can hook this into the reclamation/harvesting process.</p> <p>This is a great way to keep unauthorized software (Games, BitTorrent etc.) out of your environment!</p>	<p>Click on Overview from your Favorites</p> <p>Click on Removal Summary.</p>

<p>Microsoft Tab</p>	<p>Microsoft Dashboard</p> <p>We already covered this dashboard in Scenario 1.</p> 	<p>Click on Publisher Overview from your Favorites.</p> <p>Click on the Microsoft tab.</p>
<p>Oracle Tab</p>	<p>Oracle Dashboard</p> <p>This dashboard shows the different Editions of Oracle DB along with compliance positions and information on Oracle Options/Packs.</p>  <p>Here is a snip from the 2019 Oracle Price List.</p> <p>These Options/Packs are not cheap!</p>	<p>Click on the Oracle tab.</p>

	Oracle Database			
	Named User Plus	Subscribed License & Support	Processor License	Reference License (Licenses & Support)
Database Products				
Oracle Database				
Enterprise Edition	200	11,229	17,000	3,800.00
Standard Edition	400	202,229	47,000	14,400.00
Standard Edition One	100	92,229	-	-
Max Per Core	200	44	90,000	2,800.00
Oracle Database Options				
Multitenant	300	11,229	17,000	3,800.00
Real Application Clusters	100	82,229	28,000	9,800.00
Real Application Clusters Two Node	300	41,559	40,000	3,000.00
Active Data Guard	200	50,229	11,000	2,500.00
Partitioning	400	100,229	11,000	2,500.00
Real Application Testing	200	80,859	11,000	2,800.00
Advanced Compression	200	80,859	11,000	2,800.00
Advanced Security	300	44,559	40,000	3,000.00
Oracle Security	200	40,559	41,000	2,800.00
Database Vault	200	50,229	11,000	2,500.00
OLAP	100	82,229	28,000	9,800.00
Advanced Analytics	100	82,229	28,000	9,800.00
Analytics and Reporting	300	11,559	17,000	3,800.00
Oracle Tuning Application Test Database Guide	400	92,229	28,000	9,800.00
Database In-Memory	400	92,229	22,000	5,800.00
Oracle Data Masking	300	11,229	40,000	3,800.00
Oracle Database Data Masking	3,000	280,229	80,000	17,800.00
Oracle Data Masking	300	110,559	40,000	9,800.00
Oracle Data Masking	300	110,559	40,000	9,800.00
Oracle Database Management				
Database Patch	100	22,229	5,000	1,800.00
Database Patch	100	22,229	8,000	1,800.00
Database Remote Management Patch	200	40,559	10,000	2,800.00
Database Patch and Security Patch	200	50,229	11,000	2,500.00
Database Patch and Security Patch for Oracle Database	100	22,229	5,000	1,800.00

A great way to save money with Oracle licensing is to **uninstall** the Options/Packs that are not being used.

Note that we also bring in the **Oracle core factor table** as part of the normalization process. This is used in the compliance calculations for Oracle processor-based licensing

We can also track the total # of **Uses** accessing the Oracle DB instances. This is important when working with **Named User Plus** licensing.


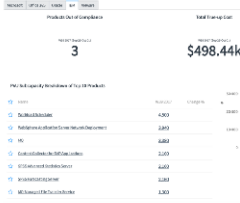

IBM Tab

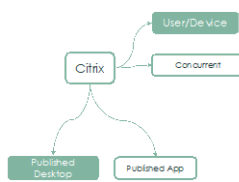
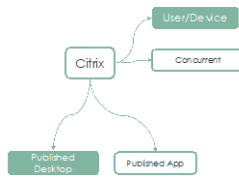
IBM Dashboard

ServiceNow provides integrations with **IBM License Metric Tool (ILMT)** and **BigFix** for collecting PVU/RVU data for IBM products.

We also manage the **IBM PVU tables** as part of the normalization process. This is used in processor-based calculations and is included with the **IBM Publisher Pack**.

Click on the **IBM** tab.

	<h3>IBM Publisher Pack</h3> <p>Integrate ILMT 9.x and BigFix Inventory to ServiceNow and reconcile peak PVU utilization with</p>  <div style="display: flex; justify-content: space-between;"> <div data-bbox="486 454 614 504"> <p>Discovery 30 min discovery data</p> </div> <div data-bbox="710 454 909 604"> <p>Sub Capacity - ELP PVU/RVU License Usage / Server Peak Usage over time Normalized IBM Software Inventory Effective License Position for IBM Report & Dashboard</p> </div> <div data-bbox="933 369 1173 571">  </div> </div>	
<p>Citrix Tab</p>	<h3>Citrix Dashboard</h3> <p>We support both XenApp and XenDesktop licensing.</p> <p>Note that Discovery is required to scan the Citrix server and collect the inventory/usage data.</p> <p>We've also added the ability to collect Potential Access, which is used to calculate compliance for certain Citrix products.</p>  <p>Below are 2 snips with additional background on Citrix.</p>	<p>Click on the Citrix tab.</p>

	<p>Background</p> <p>Enhancement 1</p> <p>Within Citrix environments, Citrix admins have the ability to publish applications and desktops. Respectively known as:</p> <ul style="list-style-type: none"> - Published Apps (formerly XenApp) - Published Desktop (formerly XenDesktop) <p>These products can be licensed using one of the following license metrics:</p> <ul style="list-style-type: none"> - Concurrent Users - Per User/Device <p>In London, with Citrix publisher pack v6 we supported the "Concurrent Users" license metric.</p> <p>In NY, we are adding support for "Per User/Device" metric</p> <p>now</p>  <p>Background</p> <p>Enhancement 2</p> <p>In virtualized environments like Citrix, any user or device which has potential access to an application should be licensed irrespective of actual usage.</p> <p>In London release, we had support for applications delivered via published apps framework and only considered the actual usage of app.</p> <p>In NY release, we are enhancing to support applications delivered via Published Desktops and taking potential access into consideration to produce license metric results</p> <p>now</p> 	
<p>SAP</p>	<p>SAP Dashboard</p> <p>SAP is one of the more challenging Publishers from a SAM perspective.</p> <p>With SAP, we provide a way to manage Named User assignments and optimize the way the licenses are consumed.</p> <p>Customers purchase different types of Named User licenses, for example</p> <ul style="list-style-type: none"> - Professional - Limited Professional - Employee <p>Each of these licenses has a different price point.</p> <p>SAP Users are assigned a Named User license type.</p> <p>ServiceNow identifies non-compliant scenarios and will also help optimize the Named User assignments based on user attributes.</p>	<p>Click on the SAP tab.</p>

Example:

Bob with the **Professional** license could be switched to the lower cost **Limited Professional** license based on how he uses SAP.

Here is a [link](#) with a nice overview of SAP Named Users.



In New York, we've also added support for **SAP Indirect Access**, a complex metric that can result in expensive audit penalties when out of compliance.

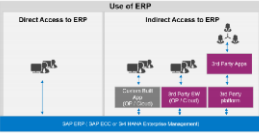

Potential Indirect Access From Transaction Activity

6

We now see a list of the SAP Users that have risk of **Indirect Access**

User ID	User Name	Risk Status
...
...
...
...
...

Click on the **Potential Indirect Access from Transaction Activity** widget on the dashboard.

	<p>Here is some additional info on SAP Indirect Access.</p> <p>Background</p> <ul style="list-style-type: none"> • Today's work environments requires integration between business systems and ERP in order to ensure that business operates smoothly. • Whether purposefully or inadvertently, these types of integration allows multiple users to access a single channel to perform actions in another system for which they would otherwise require a license had they used the other system itself. • SAP is one vendor that audits and penalizes customers for this type of use which is called Indirect Access. The challenge is that only a single Non-Dialog user account is needed to connect the third party system with SAP and SAP and the customer cannot easily or automatically "discover" the number of users who are accessing the environment through this channel.  <p>now</p> <p>KB0015200</p>	
<p>Office 365 & Adobe Cloud</p>	<p>Office 365 / Adobe Cloud Dashboard</p> <p>ServiceNow can integrate directly with the Office 365 and Adobe portals.</p>  <p>We import User subscription data from these portals and the dashboard show us:</p> <ul style="list-style-type: none"> - Active/Inactive subscriptions - Different types of subscriptions - Current subscription spend <p>A best practice is to hook SAM in with your HR (offboarding) process. Now, when Bob leaves the company, an offboarding workflow can fire off and the SAM team deactivates subscriptions, reclaims license keys, etc. as part of the offboarding flow.</p> <p>Remember, Microsoft will charge you for the subscription regardless if it is being used!</p> <p>Congrats, you completed the Use Case.</p>	<p>Click on Office 365 & Adobe Cloud.</p>

Contact

Daniel Kirch

Manager, Value Chain Transformation
T +49 201 455-8906

dkirch@kpmg.com

Dr. Thomas Weinzierl

Assistant Manager, Value Chain Transformation
T +49 40 32015-4748

tweinzierl@kpmg.com

www.kpmg.de

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