



# Use Case: SaaS License Management

UCN001\_0007

September 2020

# Table of Contents

<b>1.</b>	<b>Preparation</b>	<b>3</b>
1.1.	Outcome	3
1.2.	Characters	3
1.3.	Products and Platform Features	4
1.4.	Steps before delivering a SAM demo	4
<b>2.</b>	<b>Use Case: SaaS License Management</b>	<b>5</b>

# 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.

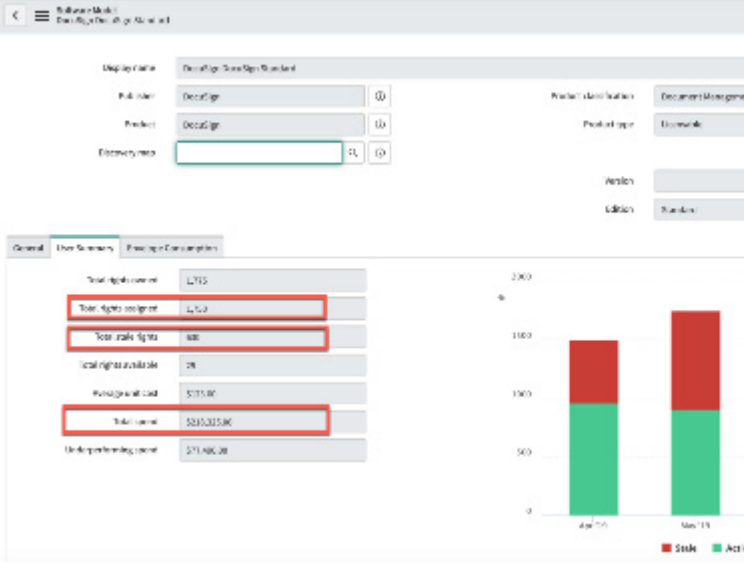
Number	Last reconciled	Run for	Publishers	Group	Subgroup	Status	Progress
RR000007	2019-08-27 15:01:02	All Publishers	None	None	None	Completed	100%
RR000008	2019-08-27 15:51:20	All Publishers	None	None	None	Completed	100%
RR000003	2019-08-27 13:12:50	All Publishers	None	None	None	Completed	100%
RR000009	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: SaaS License Management

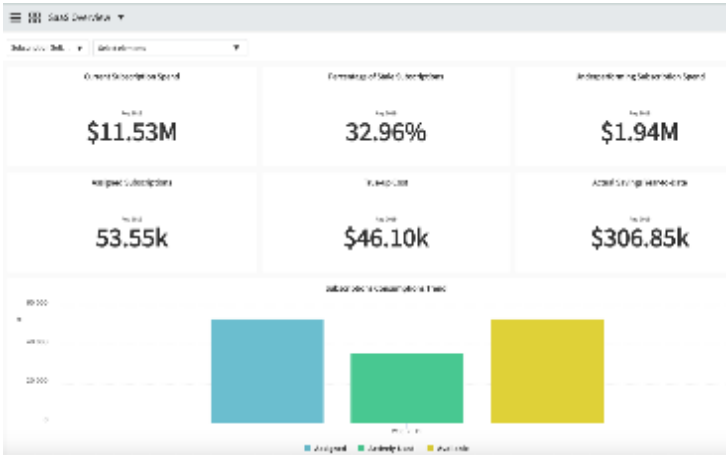
**Use case description:** ServiceNow can manage risk associated with SaaS applications. Identify under-utilized subscriptions and trigger workflows to reclaim the licenses.

**Persona:** Casey Kuhn – SAM Admin

**Demonstration Steps:**

Topic	Narrative	Navigation Notes
<p>SaaS License Management</p>	<p>ServiceNow manages usage for many popular SaaS products including <b>Salesforce, DocuSign, Box, DropBox, Zoom</b> and <b>G-Suite</b> in addition to <b>Office 365</b> and <b>Adobe Cloud</b> which were previously supported.</p> <p>After connecting your SaaS portal/application to ServiceNow, we will ingest data about customer usage of the SaaS products on a daily basis.</p>  <p>Let's take a look at an example for <b>DocuSign</b>.</p> <p>Here we present information about licensing, usage and cost for each application. Once you enter the <b>Software Entitlements</b> from your <b>Contract</b>, you can compare # of subscriptions you purchased against what you have assigned in the <b>Vendor Portal</b>.</p>	<p>Click <b>DocuSign</b> in your Favorites.</p>

	<p>In this case we can see the number entitlements we purchased is <b>1775</b>.</p> <p>Notice we have assigned all of them out to Users, but we've identified <b>630 stale rights</b>, which is based on lack of meaningful activity.</p> <p>For each application there are different kinds of meaningful activities that are analyzed to set the criteria for what is inactive/stale</p> <p>Stale licenses are a way to analyze the last meaningful activity for the app within a certain time period i.e. 30, 60 or 90 days.</p> <p>It may be different for each application, so you can update the parameter as needed.</p> <p>For a file sharing application like <b>Box</b>, meaningful activity may not be last logon, but rather requires looking at a deeper file level activity to see if the user is taking actions that merit them having a certain type of license.</p> <p>We total these licenses and calculate the <b>underperforming spend</b>, which shows the potential savings of cutting back during the next <b>Contract</b> renewal.</p> <p>To help you take action on Stale licenses we automatically create <b>Reclamation Candidates</b> for these users, which becomes a focus area for your optimization efforts.</p> <p>You can configure the workflow to notify the user before you reclaim and deactivate the subscription/license.</p>	
<p>SaaS License Management</p>	 <p>In analyzing usage data, we also introduce the concept of consumption-based entitlements for <b>DocuSign</b> envelopes.</p> <p>We ingest data from the Contract with <b>DocuSign</b>, telling us how many units were purchased and most importantly how soon before you run out of envelopes.</p>	<p>Click <b>Envelope Consumption</b> tab.</p>

	<p>In our example we can see the trend based on current usage rate,</p> <p><b>At this rate, 'll run out of envelopes 3 months early!</b></p> <p>This is a big deal for organizations who are not licensed by <b>User</b> but rather by <b>Consumption</b>.</p>	
<p>SaaS License Management</p>	 <p><b>SaaS Overview</b> allows you to analyze all of your SaaS applications in one reportable view. This performance analytics dashboard highlights your overall subscription spend, true up cost and underperforming spend as well as any savings or cost avoidance you've realized from reclaiming licenses.</p> <p><b>Congrats, you completed the Use Case.</b></p>	<p>Click <b>SaaS Overview</b> in your Favorites</p>

## Contact

### **Daniel Kirch**

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

[dkirch@kpmg.com](mailto:dkirch@kpmg.com)

### **Dr. Thomas Weinzierl**

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

[tweinzierl@kpmg.com](mailto:tweinzierl@kpmg.com)

[www.kpmg.de](http://www.kpmg.de)

Die enthaltenen Informationen sind allgemeiner Natur und nicht auf die spezielle Situation einer Einzelperson oder einer juristischen Person ausgerichtet. Obwohl wir uns bemühen, zuverlässige und aktuelle Informationen zu liefern, können wir nicht garantieren, dass diese Informationen so zutreffend sind wie zum Zeitpunkt ihres Eingangs oder dass sie auch in Zukunft so zutreffend sein werden. Niemand sollte aufgrund dieser Informationen handeln ohne geeigneten fachlichen Rat und ohne gründliche Analyse der betreffenden Situation. Unsere Leistungen erbringen wir vorbehaltlich der berufsrechtlichen Prüfung der Zulässigkeit in jedem Einzelfall.

© 2020 KPMG AG Wirtschaftsprüfungsgesellschaft, ein Mitglied des KPMG-Netzwerks unabhängiger Mitgliedsfirmen, die KPMG International Cooperative („KPMG International“), einer juristischen Person schweizerischen Rechts, angeschlossen sind. Alle Rechte vorbehalten. Der Name KPMG und das Logo sind eingetragene Markenzeichen von KPMG International.