



Use Case:

Find Shadow IT- and

make it visible

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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: Find Shadow IT- and make it visible

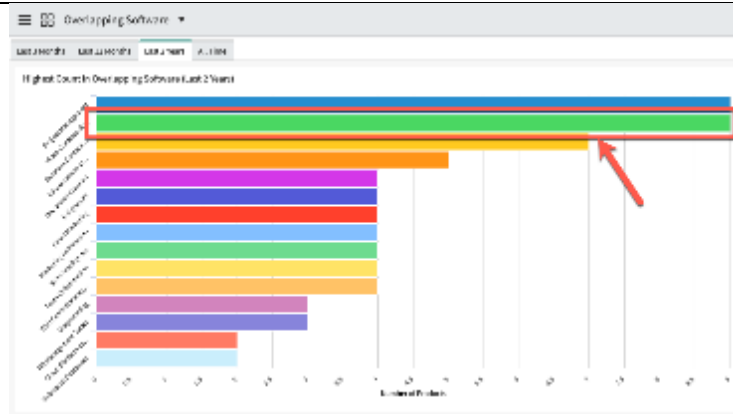
**Use case description:** Identify shadow software spend in the business.

**Persona:** Casey Kuhn – SAM Admin

**Demonstration Steps:**

Topic	Narrative	Navigation Notes
<p>Software Spend Detection</p>	 <p>We are excited to introduce the <b>Software Spend Detection</b> capability in the NY release.</p> <p>Let's take a look at how it works.</p> <p>First, we import and analyze data from a variety of sources, perhaps the expense reporting systems or the general ledgers.</p> <p>Next, we leverage platform capability called <b>Predictive Intelligence</b> coupled with our <b>Normalization Loop</b> to analyze transactions against an ever-expanding <b>Content Library</b> of 60K+ SaaS and Software Products.</p> <p>We often uncover thousands of shadow software purchased by the business in this process.</p>	<p>Click <b>Software Spend Detection</b> in your Favorites.</p>

	<p>For example, Employees buying SaaS subscriptions and charging them to their corporate card.</p> <p><b>This type of shadow software spend are often hidden from the SAM Team.</b></p> <p>Now, the SAM Team has full visibility, which opens up use cases for saving money.</p> <p><b>Example:</b></p> <p>How many of the 1-off subscriptions going on a corporate card could be covered under an existing Enterprise license you already own?</p> <p>Or could you bundle all the 1-off subscriptions into a single Enterprise license to save money?</p> <p>As you can see, managing and optimizing SaaS applications is a great way to reduce software spend for the customer.</p> <p>Let's keep moving and take a look at <b>Overlapping Software.</b></p>	
<p>Overlapping Software</p>	 <p><b>Overlapping Software</b> sheds light on similar applications with overlapping or redundant capability.</p> <p>We analyze by the <b>highest spend</b> or the <b>highest count of Products</b> to prioritize which area you want to consolidate, rationalize and optimize.</p> <p>Below are a few snips.</p>	<p>Click <b>Overlapping Software</b> in your Favorites.</p> <p>Click on <b>Video Conferencing</b></p> <p><i>Top left bar chart</i></p>



Overlapping Software

Last 3 Months | Last 12 Months | Last 2 Years | All Time

Highest Count in Overlapping Software (Last 2 Years)

Transaction date	Amount	Imported cost center
Product: AnyMeeting Video Conferencing (1)		
Product: Cisco Jabber (2)		
Product: Connect (2)		
Product: GoToMeeting (1)		
Product: hipChat (1)		
Product: Jitsi (1)		
Product: Lync (1)		
Product: Mirogo (1)		
Product: Zoom (1)		

**Example:**

I can see that I have different departments spending money on 9 different video conferencing solutions.

Perhaps we save money on licensing by consolidating with 1 or 2 different solutions and negotiating a better deal for an Enterprise license.

**Summary:**

Software Spend Detection can uncover shadow IT spend and help mitigate risk.

Overlapping Software allows provides the customer with opportunities to reduce complexity and cost by rationalizing redundant applications.

**Congrats, you completed the Use Case.**

## Contact

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