

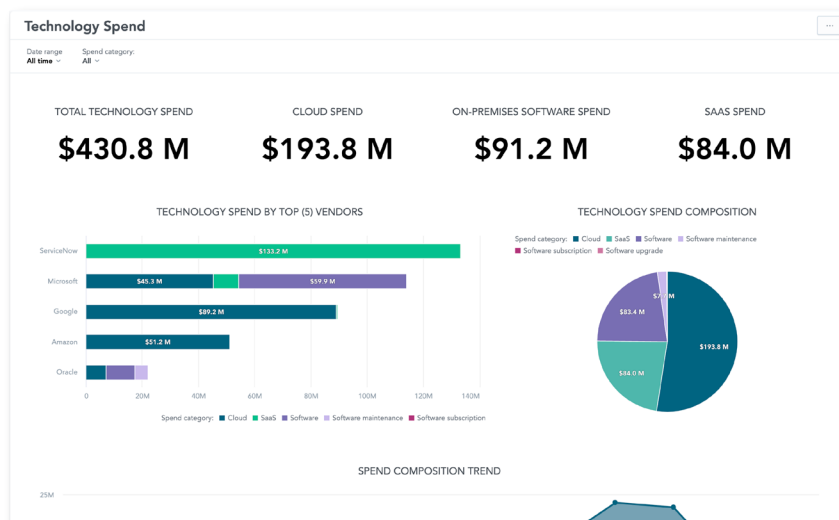
You can't afford to wait on promises—SAM capabilities matter today

See the real difference between ServiceNow's SAMPro and Flexera's best-of-breed solution

Managing software, SaaS and cloud spend is challenging. Software licenses and subscriptions are a labyrinth of modern pricing and use rights applied to diverse IT estates bursting with containers, cloud instances, clusters and virtualized machines. The IT asset management and software asset management category captured a 20.1% share of the IT operations market, growing at 12% to \$2 billion in 2023.* The need for robust SAM tooling will remain high.

To further complicate things, software publishers are constantly evolving their licensing models. It's too easy to fall into the trap of choosing a primitive platform solution to manage this complex problem. But waiting on promised future capabilities can be a costly mistake.

Managing your software spend is too complex for the capabilities of an ITSM solution that specializes in workflows rather than licensing. Too much is at stake to rely on a solution that isn't designed for the task. You need the best-of-breed solution to deliver real business outcomes with total visibility into costs.



Flexera One delivers a comprehensive view of your IT spend

*Source: 2024 Gartner SAM Market Guide

Gartner already did the math for you

Gartner's 2024 SAM Market Guide considers four categories of SAM expertise: SAM tools for hybrid environments, SAM tools for SaaS, SAM tools for SAP, and SAM tools for engineering and specialty software.* Flexera is the only representative vendor on the market that spans all four categories.

The richness of Flexera's solutions enables real, positive business outcomes. Flexera has been driving business outcomes for customers for many years with dedicated, experienced teams creating content and licensing automation.

» HIGHLIGHT

The richness of Flexera's solutions enables real, positive business outcomes.

Flexera SAM critical capabilities

Traditional SAM tools	✓
SAM tools for SAP	✓
SAM tools for engineering and specialty software	✓
SAM tools for SaaS	✓

*Source: 2024 Gartner SAM Market Guide

Oracle licensing

Flexera provides the most comprehensive solution for all Oracle licensing and can optimize it across the entire portfolio.

Flexera's Oracle capabilities include:

- Optimized spend recommendations for Oracle on **clusters** ✓

- Applying most cost-effective license to **non-production** Oracle instances ✓

- Providing guidance for which applications can **move to the cloud** ✓

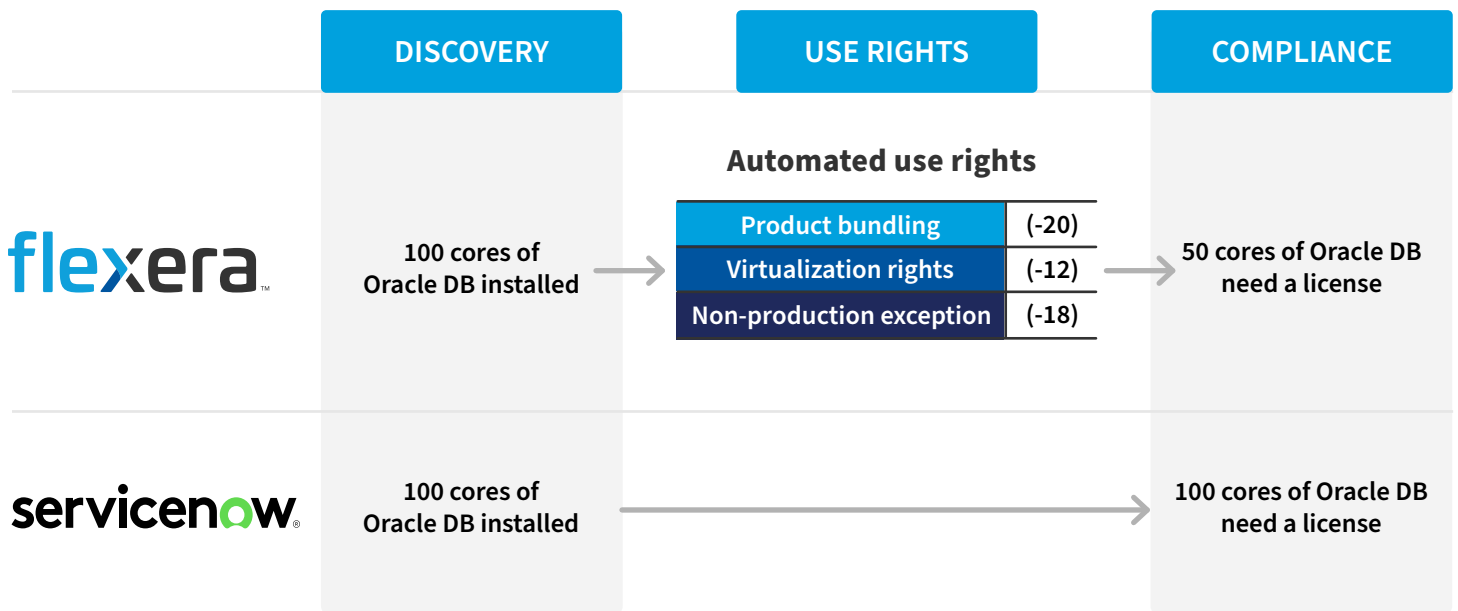
- Recommendations for **options** that should be uninstalled ✓

- Optimization **across all products** in the Oracle portfolio ✓

- LMS verification** for Oracle Database, DatabaseOptions, Oracle Fusion Middleware and Java SE ✓

ServiceNow's SAMPro isn't verified for Oracle E-business Suite and is not able to provide robust license optimization of a customer's investment in Oracle, including Oracle's stringent virtualization rules and product bundling.

Value of automation: Product use rights with Flexera compared to ServiceNow



A Flexera customer reported that a process that once took four days now takes 30 minutes to validate their Oracle license position. The customer also saw a savings of more than \$1 million in cost avoidance.

Microsoft licensing

Flexera provides unprecedented automation to optimize your hybrid Microsoft estate and ensure you're avoiding risk.

Flexera's Microsoft capabilities include:

- Optimization of O365 subscriptions ✓
- Correct calculation of **MSDN** licensing ✓
- Optimization of Server OS, **SQL Server** and named users ✓
- Automated reconciliation for most common products, including **O365** ✓
- Optimization and forecast of **Azure** spend ✓
- Take advantage of **hybrid use benefits** ✓

ServiceNow's SAMPro can't automatically calculate an effective license position (ELP) of complex publishers, including Microsoft. Manual application of product use rights, focusing solely on installation counts, will ensure you pay the highest amount for the software.

Value of automation: Product use rights with Flexera

<input type="checkbox"/>	Cluster name	Device name	Cores	Device type	Device status	Operating system	Current Windows Server or CIS license	Optimal license	Consumed cores	Comment on optimization
<input type="checkbox"/>	Cluster287141	VMHost0011928	32	VM Host	Active	VMware ESXi	Windows Server Datacenter Core with SA	Microsoft Core Infrastructure Server Suite Datacenter Core	32	Windows Server and CIS in scope. Less Safe approach: All Vms are treated the same. 90 Day Peak number of VMs on host.(VMs >=9)
<input type="checkbox"/>	Cluster287141	VMHost0011929	32	VM Host	Active	VMware ESXi	Windows Server Datacenter Core with SA	Microsoft Core Infrastructure Server Suite Standard Core	128	Windows Server and CIS in scope. Less Safe approach: All Vms are treated the same. 90 Day Peak number of VMs on host.(VMs <9)
<input type="checkbox"/>	Cluster287141	VMHost0011931	32	VM Host	Active	VMware ESXi	Windows Server Datacenter Core with SA	Microsoft Core Infrastructure Server Suite Standard Core	32	Windows Server and CIS in scope. Less Safe approach: All Vms are treated the same. 90 Day Peak number of VMs on host.(VMs <9)

Microsoft Windows server optimization report

**Windows Server
Datacenter cost—
7x Windows Server
Standard**

flexera

**Three virtual instances on host:
License = Core Infrastructure Server Suite
Standard Core and one Core Infrastructure
Server Suite Datacenter core**

servicenow

**Three virtual instances on host:
License = one Windows Server Datacenter**

A customer reported that with Flexera, they saved \$1.3 million in Windows Server licensing by applying Windows Standard to all hosts where there are six or fewer Windows virtual instances.

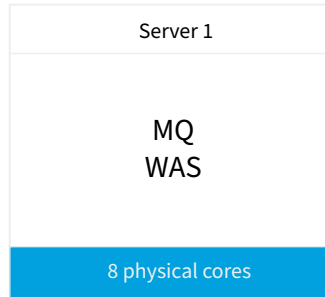
IBM licensing

Flexera One is an IBM-certified alternative to the IBM License Metric Tool (ILMT). IBM software clients can now use Flexera One IT Asset Management with IBM Observability. Or they can use Flexera One as a certified option and single solution for managing software licenses from IBM and other vendors.

Flexera's IBM capabilities include:

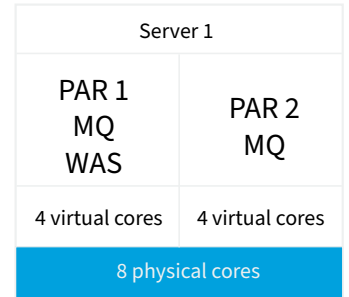
- Discover, identify and normalize IBM products ✓
- IBM Cloud Pak optimization, including sub-capacity and Kubernetes orchestration ✓
- IBM bundle recognition ✓
- High-water mark and sub-capacity license positions ✓
- Integration with IBM Passport Advantage ✓
- Manage and optimize multiple strategic vendors with a **single solution** (e.g., IBM, Microsoft, Oracle, SAP, Salesforce and more) ✓
- No specific IBM addendum is required ✓

Full-capacity licensing



Application	Number of cores to license
MQ	8
WAS	8

Sub-capacity licensing



Application	Number of cores to license
MQ	4+4=8
WAS	4

ServiceNow's SAMPro isn't an IBM-certified ILMT alternative and doesn't optimize IBM Cloud Paks.

IBM PVU license consumption

Reporting period (UTC) 10/1/2022 11/7/2022 Licenses All [Run Report](#) [Download the IBM audit report](#)

27 results returned 20 rows per page [Export](#)

License				Region			Host								
License publisher	License name	License version	License consumption	Changed PVU per core	Region name	Region consumption	Region peak consumption time	Host manufacturer	Host model	Host name	Processors	Processor type	Max clock speed	PVU per core	Physical server CPU core s
IBM	DB2 Enterprise PVU	11.5	2,260	No	Europe and Africa	240	10/1/2022	IBM	9119-FHB	lparhostb2	128	PowerPC_POWER7	3,700	120	
IBM	DB2 Enterprise PVU	11.5	2,260	No	North America and South America	2,020	10/1/2022	IBM	8202-E4B	0LPAR-Host	8	PowerPC_POWER7, PowerPC_POWER7, PowerPC_POWER7, PowerPC_POWER7	3,000	70	
IBM	DB2 Enterprise PVU	11.5	2,260	No	North America and South America	2,020	10/1/2022	Dell	PowerEdge R510	Computer001392	2	Intel(R) Xeon(R) CPU X5650 @ 2.67GHz; Intel(R) Xeon(R) CPU X5650 @ 2.67GHz	2,666	70	
IBM	DB2 Enterprise PVU	11.5	2,260	No	North America and South America	2,020	10/1/2022			Computer003384	1	AMD	3,200	100	
IBM	DB2 Enterprise PVU	11.5	2,260	No	North America and South America	2,020	10/1/2022	IBM	9119-MHE	LPARHOSTPAK	192	PowerPC_POWER8	4,000	120	
IBM	DB2 Enterprise PVU	11.5	2,260	No	North America and South America	2,020	10/1/2022	IBM	9119-MHE	LPARHOSTPAK	192	PowerPC_POWER8	4,000	120	
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IBM	DB2 Enterprise PVU	11.5	2,260	No	North America and South America	2,020	10/1/2022	IBM	9119-MHE	LPARHOSTPAK	192	PowerPC_POWER8	4,000	120	

Flexera One provides reports on peak and current consumption and is a certified ILMT replacement alternative

SAP licensing

Flexera delivers comprehensive and accurate insights into SAP named user and package licensing, ensuring optimal SAP licensing and controls for ongoing costs for SAP software.

Flexera's SAP capabilities include:

- Named User Licenses, Indirect Access, Digital Access Licensing and Package License optimization** ✓
- Recommending of optimized license types based on actual transactions ✓
- Automatically assigns** users to the optimal license type ✓
- Indirect access** and digital access license calculations ✓

ServiceNow's SAMPro provides very basic SAP capabilities.

SAP optimization report

General

Name: **Current license position**
System landscape: **Default System Landscape**

License position calculated at: **2/24/2023 10:13:44 AM**

- Recalculate license position
- Archive license position
- Release recommendations to SAP
- View recommendations sent to SAP
- Export recommendations sent to SAP

User Compliance

Purchased	8005	Purchase value	\$19,675,000.00 USD
Consumed (Current)	10152	Consumed value (Current)	\$18,257,675.00 USD
Used (Optimal)	3158	Used value (Optimal)	\$14,987,625.00 USD
Used (Contractual)	3158	Used value (Contractual)	\$14,993,450.00 USD
Retired (Optimal)	7943		

Package Compliance

Number of packages	165	Purchase value	\$0.00 USD
		Consumed value	\$0.00 USD

Digital/Indirect Access

Total documents created	6528	Total value	\$4,362.35 USD
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License Surplus/Deficit

User license surplus/deficit	-2147	User license surplus/deficit value	\$1,417,325.00 USD
Package license surplus/deficit	7943501	Package license surplus/deficit value	\$0.00 USD
		Total license surplus/deficit value	\$1,417,325.00 USD

User License Summary | Package Consumption Summary | Digital Access Cost Summary

License Type	License Type Description	Purchased	Consumed (Current)	Used (Optimal)	Used (Contractual)	License Deficit
52	mySAP.com Cat. II/Professional (52)	2000	2255	1754	1754	0
53	mySAP.com Cat. III/Ltd Pro. (53)	1000	376	604	604	0
54	mySAP.com Cat. IV/Employee (54)	2000	239	25	25	0
55	SAP Business Suite Developer (55)	5	4	0	0	0
56	SAP Business Suite ESS User (56)	3000	2085	771	771	0
63	SAP NetWeaver Developer (63)	0	1	1	1	0
91	Test (91)	0	3962	1	1	0

SAP current license position report

Data enrichment

Flexera offers the largest repository of technology asset data, creating a common language and taxonomy of IT—60 percent reduction in time spent researching, validating and normalizing technology assets, 90 percent+ identification coverage on discovered data.

Flexera enriches the application information in your environment with:

Asset lifecycle and support dates to mitigate risk and reduce costs ✓

Hardware specifications ✓

Threat intelligence from Secunia Research to reduce risk—enhancement upon traditional NIST, NVD, CPE and CVE data ✓

Open source **compliance** to reduce risk ✓

Automatically associates entitlement SKUs with inventory results ✓

Flexera also enables this enriched data to be easily integrated with other systems, including CMDB/ITSM, enterprise architecture, and security solutions providing consistent data, taxonomy and syntax across the organization.

ServiceNow's SAMPro has minimal enrichment of data.

Discovery/inventory

Flexera integrates with any market-leading inventory solution, so our customers don't have to deploy additional agents.

What's more, Flexera provides a market-leading discovery/inventory solution uniquely designed to solve difficult licensing challenges, automatically pulling in necessary file evidence for complex licensing scenarios.

ServiceNow's SAMPro is limited to manual configuration for file evidence.

ServiceNow discovery doesn't collect crucial information needed for licensing complex products.

Optimization

Flexera believes optimization is the key to unlocking true cost savings in the environment.

Flexera's optimization capabilities include:

- Metering of software independent of SCCM integration ✓
- Optimizing licenses on **active and passive clusters** ✓
- Sub-capacity **optimization** ✓
- Application of **hybrid use rights** ✓
- Automatically assigning the **most cost-effective** license to any server or user ✓

Some SAM providers—ServiceNow among them—believe license optimization includes only the ability to reclaim licenses from desktops.

Automation

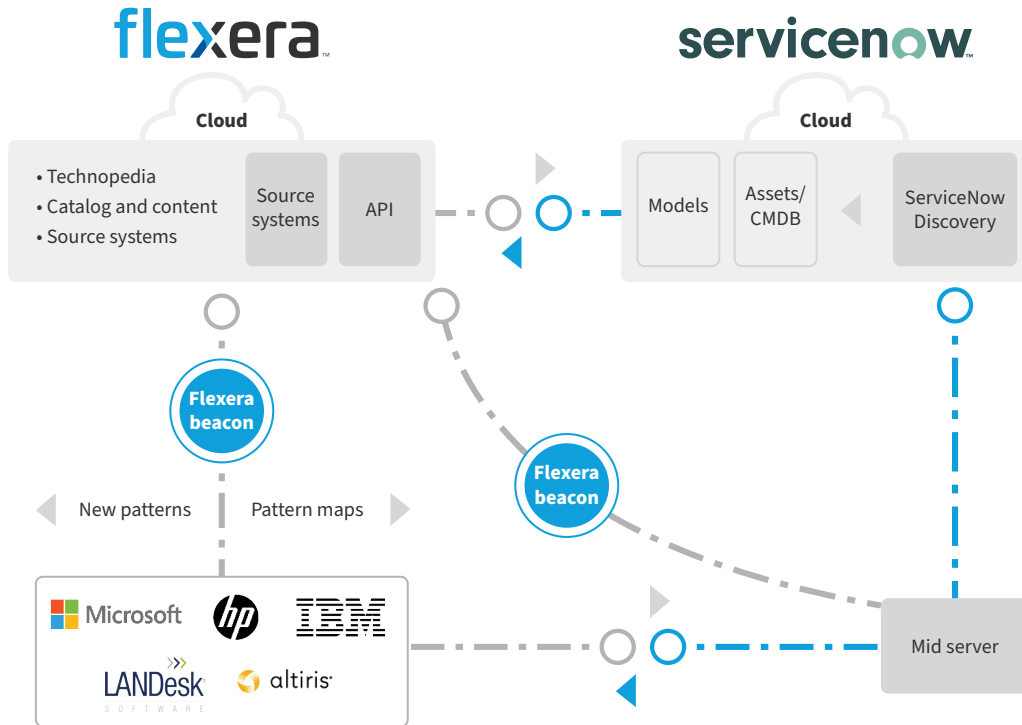
Flexera provides unprecedented automation, richness of content and complex licensing capabilities—all of which enable our customers to achieve real business results.

ServiceNow's SAMPro does automatically create software models, linking inventory with entitlements and setting discovery rules. However, entitlement creation doesn't always align properly, is nonintuitive and has trouble handling complex licensing scenarios.

Summary

When considering SAM solutions, it's important to do your homework. Dig in on capabilities. Investigate the total cost of ownership. Request a proof of concept to demonstrate the solution can deliver the results you need.

Proactive management of technology requires more than tables with workflows that kick off manual processes. That's why Flexera integrates with ServiceNow. Customers can increase the value they derive from their ServiceNow investment by integrating Flexera's best-of-breed solution.



Don't listen to empty promises. Choose the solution that can drive real results to reduce your software, SaaS and cloud spend.

About Flexera

Flexera helps organizations understand and maximize the value of their technology, saving billions of dollars in wasted spend. Powered by the Flexera Technology Intelligence Platform, our award-winning IT asset management, FinOps and SaaS management solutions provide comprehensive visibility and actionable insights on an organization's entire IT ecosystem. This intelligence enables IT, finance, procurement and cloud teams to address skyrocketing costs, optimize spend, mitigate risk and identify opportunities to create positive business outcomes.

More than 50,000 global organizations rely on Flexera and its Technopedia reference library, the largest repository of technology asset data.

Learn more a flexera.com

» NEXT STEPS

Learn how Flexera makes SAMPro work better

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