



Case Study

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Building a sustainable ServiceNow ITOM & SAM Pro capability

At a glance

- 18% year-on-year cost savings on the software budget
- 30% faster software renewals
- 90% CMDB data accuracy for in-scope CI classes
- 93% Discovery coverage across the in-scope estate, up from a fragmented starting position
- Full visibility across hardware and software landscape, including mobile devices and OT
- Full customer team enabled, including structured SAM Pro end-user training

For many organizations, Software Asset Management starts with a simple question: **are we paying for the right software, and can we prove that we are compliant?**

In practice, the answer is rarely simple, and it depends on something organizations often underestimate whether the underlying asset and configuration data can be trusted in the first place.

Software data is spread across discovery tools, CMDB records, contract repositories, procurement processes, and spreadsheets. Without a reliable operational foundation, accurate discovery, a well-governed CMDB, and clear service mapping, SAM reporting inherits every gap in that foundation. This case describes how ITAM solutions helped a customer build both: a trustworthy ServiceNow ITOM foundation, and a SAM Pro capability built on top of it, connecting data, processes, governance, and expertise in a way that creates lasting value beyond the implementation project itself.

Intro

Who we are

ITAM solutions is a specialized IT Asset Management consultancy. We help organizations gain control over their software, hardware, and cloud estates by combining deep ITAM knowledge with hands-on ServiceNow implementation experience, across both the operational data layer (ITOM: discovery, CMDB, service mapping) and the license and compliance layer (SAM Pro).

Our role is not only to configure ITOM and SAM Pro. We help customers design the operating model around them: the data ownership, governance, workflows, reporting, and improvement rhythm that make asset management work in day-to-day operations.

Our experience with ITOM and Software Asset Management

Our consultants work with organizations that operate complex, hybrid software and infrastructure landscapes, multiple publishers, and evolving procurement models. In these environments, a successful SAM capability depends on a healthy ITOM foundation first: license knowledge and process discipline only produce reliable outcomes when the discovery and CMDB data underneath them is trustworthy.

Our ServiceNow role

As a ServiceNow implementation and advisory partner, ITAM solutions supports customers from initial ITOM/SAM maturity assessment through implementation, onboarding, optimization, and managed services. Where relevant, our consultants work alongside customer teams, ServiceNow platform owners, ITSM process owners, procurement, finance, and security stakeholders.



The costumer challenge

The customer wanted to move from reactive license management to a more controlled, data-driven SAM capability. Their ambition was not only to have better reports, but to embed software asset management into daily IT and procurement processes.

Before the implementation, the organization faced a familiar set of challenges. On the operational side, discovery coverage was incomplete and inconsistent across data centers, cloud, and OT environments; the CMDB held duplicate and stale CI records with no clear data ownership; and service mapping for critical business services was limited, making it hard to see how infrastructure or application changes affected the business.

On the license side, entitlement information was incomplete or difficult to reconcile, and license decisions were often made with limited visibility into actual usage and compliance exposure.

Customer context

- **Customer profile:** Enterprise-sized customer in the manufacturing industry
- **Starting point:** No ITOM/SAM tooling in place, moderate maturity, fragmented CMDB and discovery data
- **Business driver:** Cost control, transformation, and governance



How ITAM solutions implemented ServiceNow ITOM & SAM Pro

The implementation was approached as a capability build, not as a standalone tooling project. Because reliable SAM outcomes depend on trustworthy operational data, the work was sequenced deliberately: first, strengthen the ITOM foundation, then build the SAM Pro capability on top of it.

From assessment to working capability

ITAM solutions first helped the customer clarify the scope: which discovery patterns and CI classes needed attention, which publishers should be prioritized, which integrations were required, and which reports would be used by IT, procurement, finance, and management.

This created a practical implementation roadmap. Instead of trying to fix every data source and onboard every publisher at once, the customer could focus on the areas with the highest combination of business value, licensing complexity, and compliance exposure.

- **Building the ITOM foundation**

- Discovery health assessment and remediation, closing coverage gaps across on-premises, cloud, and OT environments
- **CMDB data model cleanup and governance:** deduplication, class model alignment, and clear data ownership per CI class
- Service mapping for critical business services, giving IT and the business a shared view of how infrastructure and applications support operations
- Integration of discovery and CMDB data with the SAM Pro data foundation, so license positions are built on verified asset data rather than manual reconciliation



- **Building the SAM Pro capability**

- End-to-end SAM Pro implementation, from design and configuration to testing, adoption, and handover
- License optimization and compliance management, including entitlement onboarding and Effective License Position support
- Integration with ITSM, procurement, and contract data sources
- Data normalization and reconciliation to create a trusted software asset foundation
- Managed services and ongoing support to keep the ITOM and SAM capability accurate, current, and valuable after go-live

- **Enabling the client team**

As a standard part of our approach, ITAM solutions provides SAM Pro training for end-users at the client, so the client's own team is able to work with the tool independently rather than depending on the implementation team.

- Role-based SAM Pro training for the client's SAM, procurement, and IT teams, covering day-to-day use of the tool
- Hands-on sessions using the client's own data and processes
- Training materials and quick-reference guides left behind for onboarding future team members
- A short post-go-live check-in to confirm end-users are confident operating the capability independently

Connecting SAM with the way the organization works

A key success factor was integrating SAM with the customer's existing IT and procurement processes. Software requests, approvals, provisioning, reclamation, contract information, and lifecycle decisions all influence the quality of SAM outcomes, and all of them, in turn, depend on the CMDB and discovery data staying current. By connecting ITOM and SAM Pro to these workflows, the customer could move from periodic clean-up activities to continuous control.

Best practices applied during the implementation

Best practice	How it helped
Stakeholder alignment	IT, procurement, finance, platform ownership, and security were aligned early on objectives, responsibilities, and decisions.
Data quality first	Discovery, CMDB, entitlement, and contract data were treated as the foundation for reliable ITOM and SAM outcomes.
Discovery & CMDB health as a prerequisite	Discovery coverage and CMDB accuracy were remediated before layering SAM Pro reporting on top, avoiding a 'garbage in, garbage out' license position.
Service mapping for critical services	Mapping business-critical services gave stakeholders a shared view connecting infrastructure, applications, and business impact.
Phased publisher onboarding	The implementation focused first on selected key publishers such as Microsoft, Oracle, SAP, IBM, or Adobe, depending on customer priority.
Process integration	ITOM and SAM activities were connected to operational workflows such as request, approval, provisioning, reclamation, onboarding, and offboarding.
Client enablement	Client-side end-users received structured SAM Pro training, so the capability is operated and sustained by the client's own team rather than depending on the implementation partner.
Governance model	Ownership, policies, KPIs, reporting rhythm, and escalation paths were defined to support operational adoption.
Continuous improvement	Regular optimization reviews and data quality checks were positioned as part of the ongoing operating model.

Value delivered to the customer:

The value of the implementation came from creating a more reliable connection between operational asset data, software demand, installed software, entitlements, contracts, and decision-making. This gave stakeholders a stronger basis for controlling cost, reducing risk, and improving operational efficiency.

For the customer, ITOM and SAM Pro together became more than a reporting layer. They became a shared source of insight for different teams that all influence software spend, compliance, and service reliability: **IT operations, procurement, finance, security, and service management.**

Typical value areas:

- Cost savings through license optimization, reclamation, and better purchasing decisions
- Reduced compliance risk through improved visibility into entitlement and consumption positions
- More reliable operational data through discovery health and CMDB governance, reducing rework and manual reconciliation
- Improved software usage and spend transparency across the organization
- Streamlined processes between IT, procurement, and finance
- Faster decision-making through near real-time insights and consistent reporting
- A trained, self-sufficient client team able to operate and evolve SAM Pro without ongoing dependency on the implementation partner
- A scalable ITOM/SAM framework that can grow with the organization and support additional publishers and services over time

Customer value delivered:

- **Cost impact:** **18%** year-on-year cost savings on software budget
- **Risk impact:** Compliance insights in **top 25** publishers
- **Operational impact:** **30%** faster software renewals
- **Data foundation impact:** **90%** improvement in CMDB accuracy and 93% discovery coverage across the in-scope estate
- **Decision impact:** Full visibility in hard- and software landscape, including mobile devices and OT
- **People impact:** Client SAM, procurement, and IT teams trained and enabled to operate SAM Pro independently

The ITAM solutions Team

The project was delivered by a multidisciplinary team combining ServiceNow platform knowledge, discovery and CMDB expertise, SAM Pro implementation experience, licensing expertise, process design, and ITAM governance knowledge. This mix is important because successful ITOM/SAM Pro implementations sit at the intersection of technology, data, licensing, and operational change.

Team dimension	
SAM Pro specialists	1 technical, 1 functional
Discovery & CMDB specialists	1 Specialist
Certified ServiceNow administrators	1 Certified Administrator
Client enablement / training lead	1 Client enablement/training Lead



Conclusion

This reference case shows that a successful ServiceNow ITOM and SAM Pro implementation is not defined by configuration alone. The real value is created when a trustworthy operational data foundation; discovery, CMDB, and service mapping, is combined with a SAM Pro capability, reliable data, aligned stakeholders, clear governance, continuous optimization, and a client team trained and enabled to run it themselves.

ITAM solutions helps customers make that transition: from fragmented asset data and reactive license activities to a sustainable ITOM and SAM capability that supports cost control, compliance, transparency, service reliability, and better business decisions.

For customers that want long-term value from ServiceNow ITOM and SAM Pro, our approach brings together implementation discipline, practical ITAM expertise, structured end-user enablement, and ongoing support after go-live.

About us

ITAM solutions is a data company that aims to help its clients to grow in the field of IT & Software Asset Management (ITAM) and that proactively provides advice to various departments within a company.

ITAM solutions is independent of software providers, which enables the company able to provide its clients with completely objective and honest advice. In this way, ITAM solutions brings people, processes and technology together.