

**servicenow®**

Case Study:

Building Sustainable Software Asset Management with ServiceNow SAM Pro

*How ITAM solutions transforms SAM Pro from a tool into a strategic capability, insights from our expert consultant **Noah Verberne***



Software Asset Management (SAM) has evolved dramatically in the past decade. Organizations are now faced with a software environment that is **hybrid, fast-changing, and often fragmented across multiple discovery tools, cloud environments, and departmental purchasing channels**. In this landscape, many companies struggle to maintain even basic visibility into what they own, what they use, and what they are at risk for.

It's within this increasingly complex ecosystem that **ServiceNow SAM Pro** has emerged as a powerful platform for organizations hoping to achieve **clarity, control, and cost efficiency**. Yet, as our IT Asset Management expert Consultant, **Noah Verberne**, repeatedly emphasizes, the real value of SAM Pro does not come from simply implementing the module. It comes from **aligning data, processes, licensing logic, and governance** so the module reflects the real world rather than a theoretical one.

“

SAM Pro delivers real value only when it is set up properly with trustworthy data, correct license rules, integrated processes, and strong governance.

— Noah Verberne
IT Asset Management Expert Consultant

This case study explores the SAM landscape today, the promise of SAM Pro, and, most importantly, how ITAM solutions turns that promise into a working reality for organizations across different levels of SAM maturity.

The State of SAM Today: A landscape defined by fragmentation and uncertainty

Across industries, SAM teams are dealing with an environment that is harder to control than ever before. Hybrid infrastructure has become the default rather than the exception. SaaS adoption reduces transparency while increasing spend. Licensing rules, which were already notoriously complex, are continually evolving as vendors adjust their models to cloud and subscription services. And, at the same time, audits are becoming more frequent, more subtle, and more data-driven.

Right now, SAM is messy for most organizations: hybrid environments, a plethora of SAM and discovery tools, difficult licensing rules, and vendors tightening audits.

— Noah Verberne

”

For many organizations, software data resides across disconnected systems, procurement tools, spreadsheets, CMDBs, and even individual team drives. Consumption numbers differ depending on who is asked. Contract documentation is incomplete or outdated. From a risk perspective, **the lack of a single, reliable source of truth is a problem; from a financial perspective, it is equally problematic, leading to wasted spend on unused or duplicated software.**

In this environment, the need for a unified platform that automates key SAM processes and eliminates manual reconciliation is stronger than ever. This is where SAM Pro becomes relevant, not as an isolated tool, but as a solution embedded deeply within an existing ecosystem.

Why SAM Pro Matters: A platform designed for real integration

One of the primary reasons organizations choose SAM Pro is its position within the ServiceNow platform. Rather than being a stand-alone SAM tool that must be forcibly integrated into business processes, **SAM Pro benefits from native alignment with CMDB structures, workflow engines, governance models, and procurement processes already running on the platform.**

As our expert consultant, Noah, explains, this is precisely why SAM Pro is gaining traction:



Companies aim to have 'no surprises' and a tool that can automate processes for them. SAM Pro hits the sweet spot because it's embedded in the ServiceNow ecosystem, which many organizations already use.

Because of this, SAM Pro isn't just about calculating compliance. It helps organizations operationalize SAM by connecting entitlement data, discovery sources, procurement activities, and lifecycle processes. When implemented well, it becomes a platform where software decisions are no longer made in isolation but are supported by **consistent data and automated workflows.**

ITAM solutions's Role: Turning a tool into a working SAM practice

What truly differentiates ITAM solutions is the ability to bridge the gap between technology and licensing realities. Many organizations discover early that “activating the module” is only the first step. Without a structured implementation grounded in data quality, discovery integrity, and licensing expertise, SAM Pro may produce dashboards, but not truth.

Noah describes the organization's philosophy clearly:

We don't just 'switch on the module' but take care of the whole implementation process and connect it to the processes, data, and governance needed for SAM Pro to work in real life.

A typical engagement begins with a review of the client's current tooling and SAM maturity, especially when the client has not yet selected a SAM tool. When SAM Pro has already been purchased, ITAM solutions immediately turns its attention to establishing the foundational elements many teams underestimate: **discovery coverage, CMDB accuracy, entitlement completeness, and the normalization of raw software inventory.**

This is followed by the configuration of SAM Pro itself, mapping licensing rules, onboarding entitlements, establishing reconciliation logic, and integrating the module into the broader ServiceNow ecosystem. But crucially, this is never treated as a purely technical exercise. ITAM solutions ensures the solution corresponds to **real processes, real ownership, and real data flows** inside the organization.

It is this combination of tool expertise and deep licensing knowledge that makes the implementation genuinely effective, because in SAM, the tool is only as accurate as the logic that governs it.

Challenges along the way, and how they are overcome

Very few organizations begin their SAM Pro journey with a perfect environment. Typical challenges include **incomplete or inconsistent discovery data, outdated or disorganized contracts, unclear accountability structures, and complex vendor licensing rules that do not translate neatly into the tool.**

Noah has seen these obstacles repeatedly:

“

Common challenges include messy or incomplete data, unclear ownership of processes, weak discovery coverage, and complex license rules that don't translate easily into the tool.

ITAM solutions addresses these issues through a deliberate process of:

- **establishing clean, reliable discovery data**
- **normalizing software titles so SAM Pro can correctly identify and categorize them**
- **onboarding entitlements into coherent, structured sets**
- **defining clear operational roles and responsibilities**
- **and finally configuring licensing logic in a way that reflects actual contract terms**

The result is not merely a functioning SAM Pro environment, **but a trustworthy one.** This trustworthiness is essential, because organizations rely on SAM Pro to make decisions about renewals, optimization, risk management, and vendor negotiations.

The Impact: From reactive to strategic SAM

When SAM Pro is implemented correctly, organizations experience a profound shift in their posture toward software asset management. **Visibility increases** immediately as messy, **unnormalized data is replaced with clear, structured information. Compliance positions become more dependable, which reduces audit anxiety. Operational processes become more consistent** as SAM Pro integrates seamlessly with procurement and IT workflows.

Organizations also begin to uncover opportunities for optimization, unused software that can be reclaimed, SaaS subscriptions that can be right-sized, or high-value contracts where consumption patterns support more favorable negotiations.

Most importantly, **SAM moves from being a reactive activity, performed in response to audits or contract renewals, to a proactive, strategic capability.** SAM Pro becomes not only a repository of information, but a platform that enables governance, automation, and insight.

A Client Story: Building a SAM Pro environment from a clean Slate

Among the many SAM Pro projects Noah has worked on, one stands out for the clarity it brought to the client's environment. The organization had recently migrated from Snow License Manager and, because of its previous experience with SAM tools, had high expectations for what SAM Pro could deliver, particularly because it integrated more naturally with the client's existing ServiceNow modules.

The project, however, unfolded during a period of internal transition. Roles were defined on paper but not always upheld in practice. Departments were undergoing changes, responsibilities were shifting, and getting the right information from the right people at the right time was often challenging.

Despite these conditions, ITAM solutions pushed forward methodically. **The move away from Snow allowed the team to build the SAM Pro environment from scratch, a rare advantage.**



Starting from scratch allowed us to set up discovery properly, onboard entitlements accurately, and configure license models correctly. As a result, the client immediately had trustworthy data and actionable insights after go-live.

The clean-slate approach meant no legacy configurations, no inherited customizations, and no historical data issues. Instead, SAM Pro was implemented exactly as the platform intended, with clean data structures and validated license models.

Within a short time after go-live, the organization had a functioning and reliable SAM Pro environment that provided clarity, confidence, and operational stability, despite the internal challenges they were navigating.

What organizations should remember

Looking back across many SAM Pro engagements, **Noah identifies several recurring truths:**

- **Clean and reliable data is not optional; it is foundational.**
- **Processes and ownership need to be clear and consistently followed;** otherwise the tool will drift.
- **Licensing rules must be configured with precision** or compliance outputs will be misleading.
- And **SAM Pro must be embedded into the wider IT ecosystem, procurement, CMDB, IT operations,** not treated as an isolated module.

Most importantly, **SAM Pro requires ongoing attention.** It is not something an organization can implement and then ignore. **If nurtured properly,** it becomes a stable, proactive capability. **If neglected,** it becomes stale as quickly as any static data source.

Noah sums up the core message succinctly:

Our services make SAM Pro work in practice, giving organizations control, visibility, and continuous optimization of their software assets.

”

Conclusion

ServiceNow SAM Pro is a powerful platform, **but only when implemented within the right framework of data, processes, governance, and licensing expertise.** ITAM solutions has built its reputation on delivering exactly this combination. The company helps organizations **not only activate the module, but transform it into a strategic SAM capability, thoroughly integrated, accurate, and ready to support real business decisions.**

Through structured implementations, clear process alignment, and the ability to translate complex licensing rules into actionable configurations, ITAM solutions consistently turns SAM Pro into a reliable asset rather than a theoretical one.

The organizations that work with them don't just gain a tool, they gain maturity, insight, confidence, and long-term control over their software landscape.

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.