



Expert Insight
ITAM as a growth engine

SoftwareOne and ServiceNow: Connect with success



Contents

The true cost of fragmented IT asset management	3
The opportunity for optimization	6
The ServiceNow platform	10
The expertise of SoftwareOne	14
The power of proven results	18
Your next steps	22
About the expert	23

The true cost of fragmented IT asset management

Contemporary enterprises operate under unprecedented pressures. With inflation reaching 40-year highs, operational inefficiencies demand more attention than ever before. Yet many organizations remain dangerously disconnected from one of the biggest threats to their financial and operational efficiency: fragmented IT asset management. This paper is designed to help you change this and create connected capabilities that drive sustainable success.

This environment of fragmented IT asset management is characterized by:

A visibility blind spot

Organizations [typically utilize only 65-70% of software licenses](#) while facing audit penalties for under-compliance elsewhere. This paradox—paying for unused software while remaining exposed to compliance shortfalls—exemplifies how lack of visibility undermines both cost control and risk management. [82%](#) of organizations acknowledge inadequate IT visibility as their primary challenge.

Multiple operational impacts

Poor management of IT assets cascades throughout enterprise functions. HR experiences onboarding delays when IT cannot efficiently provision software access. Security teams face vulnerability management challenges without comprehensive asset inventories. Procurement struggles with budget predictability when renewal dates remain scattered across disparate systems.

Lost innovation opportunities

With poor visibility and inefficient operations, budgets get trapped or wasted. Technical debt consumes [20-40% of technology estate value](#), while organizations simultaneously struggle to find funds for AI implementations and digital transformation. Capital trapped in unused licenses could enable competitive differentiation through strategic technology investments. Money that is being used “just to keep the lights on” cannot be invested in bright new initiatives.

In summary, the true cost of disconnection is that it frequently drains budget that could be put to better uses. But here’s the hidden opportunity: systematic optimization through strategic IT Asset Management can transform today’s inefficiencies into tomorrow’s innovation budget—without requiring additional capital funding.

The next section shows how this can become a definitive competitive edge for your organization.



The opportunity for optimization

Turning IT waste into innovation fuel

Traditional IT Asset Management focuses on compliance and cost cutting. But leading organizations now see a broader opportunity: the opportunity to turn operational waste into dedicated innovation funding.

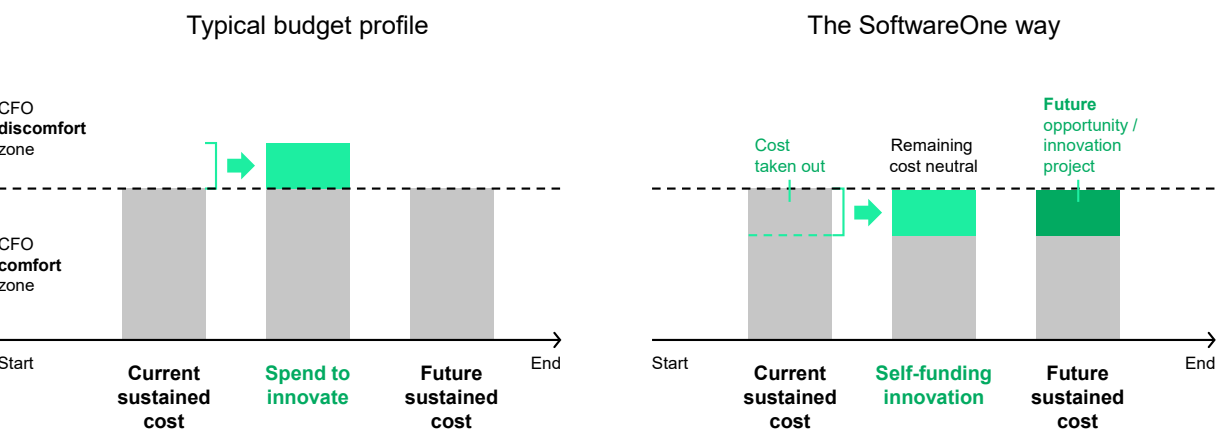
At SoftwareOne, we call this: [“Optimize to Innovate.”](#) Instead of treating ITAM as a reactive or remedial discipline, we support smart enterprises using strategic optimization to create sustainable funding for competitive advantage.

Organizations implementing this approach consistently outperform their peers on both efficiency and innovation metrics, transforming cost centres into engines of growth.

The SoftwareOne way

When you identify unused software licenses, over-provisioned cloud resources, or redundant applications, you’re not just finding waste—you’re uncovering capital that can be redirected toward strategic initiatives.

Our experience shows that, with our help, organizations typically identify 15-30% of software expenditure as optimization opportunities. That’s budget previously trapped in inefficiencies and escalating support costs now released for clients to use for more productive purposes based on their own individual organizational priorities—without the need for additional capital investment.



This transformation can happen across multiple fronts simultaneously. Software license optimization recovers money trapped in unused subscriptions. Cloud rightsizing eliminates waste while maintaining performance. Application rationalization consolidates overlapping tools, freeing up maintenance budgets for your priority innovation projects.

Those priorities could be cloud migrations, AI initiatives, cybersecurity improvements, or simpler wins like better cash flow, debt reduction, and operational efficiency. You decide the priorities—SoftwareOne will help you find the funding.

Benefits across the enterprise

Strategic optimization creates value throughout your organization. HR teams see onboarding times drop from weeks to hours through streamlined software provisioning. Security teams gain the visibility they need for proactive vulnerability management. Finance gets the budget predictability they’ve been asking for through consolidated contract management. Procurement teams can negotiate better deals with comprehensive usage data.

But this new competitive edge does much more than sharpen your operational efficiency. It hones your entire strategic capability.

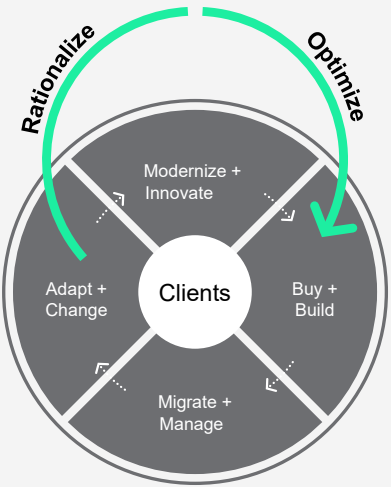
Better asset visibility supports decision-making based on data rather than guesswork. Automated provisioning frees your technical teams from routine tasks so they can focus on strategic projects that drive real business value. Compliance becomes less of an administrative overhead, releasing talent for tasks that create customer value.

Environmental stewardship through strategic optimization

Strategic ITAM also delivers measurable environmental benefits alongside financial returns, operational efficiency and strategic innovation. With global e-waste projected to reach [82 million tonnes by 2030](#), responsible asset management has become both an environmental imperative and a business advantage. An integrated approach enables organizations to optimize asset lifecycles, reducing environmental impact.

Building momentum

To take just one example, we know from our own engagements that license reclamation projects recover millions annually in unused software assets across enterprise organizations—immediate funds for innovation investment.



Thanks to this model, we've seen manufacturing companies fund digital transformation initiatives that revolutionize customer experience. Financial services firms establish AI research capabilities through systematic asset optimization. Technology companies redirect savings toward product development, accelerating their time-to-market.

Of course, releasing innovation capital through strategic optimization can only happen with the right technological foundation. With that in mind, let's explore how ServiceNow's integrated platform so neatly provides the connectivity that's essential for systematic transformation across complex organizational environments.



The ServiceNow platform

Why integration makes all the difference

You can't achieve strategic optimization with disconnected systems. Traditional point solutions create data silos that prevent the cross-functional collaboration essential for transformation. That's where ServiceNow's ["platform of platforms"](#) approach changes everything.

“ Organizations must orchestrate individual digital parts into the digital whole so that they work together to support end-to-end experiences. An intelligent digital platform can support that.

[Modern organizations need an intelligent digital platform,](#)
ServiceNow

”

ServiceNow connects your IT operations with human resources, security, procurement, and finance through unified workflows. Instead of juggling multiple systems and interfaces, you get comprehensive integration that actually works. The results are clear: optimizations using platform-based approaches consistently outperform those stuck with fragmented solutions.

Getting complete visibility of your assets

ServiceNow's Configuration Management Database (CMDB) becomes your single source of truth for enterprise assets. No more hunting through spreadsheets or trying to reconcile data from different systems—you get real-time visibility across your entire hybrid technology environment.

The platform's automated discovery continuously identifies hardware assets, software installations, and cloud resources without manual effort. Advanced normalization ensures data consistency, so you can make compliance calculations and strategic decisions based on reliable information.

The Software Asset Management (SAM) module monitors license compliance continuously. Real-time reporting shows exactly where you have excess capacity or potential compliance issues, enabling proactive optimization rather than reactive firefighting.

Streamlining workflows across departments

Here's where ServiceNow really shines: eliminating the operational silos that slow everything down. The platform connects IT service delivery with business processes, so software provisioning that used to take weeks now happens in hours, all whilst maintaining security and compliance controls.

Self-service capabilities let employees request software access through intuitive interfaces. Approval workflows route automatically through the right governance channels, reducing administrative overhead while accelerating business operations across your organization.



This integration extends to vendor management, contract oversight, and renewal planning. Workflow automation ensures renewal dates get strategic attention, enabling proactive negotiation rather than last-minute scrambling.

Building your AI-ready foundation

ServiceNow's architecture provides the infrastructure you need for advanced automation capabilities. High-quality CMDB data enables AI systems to analyze usage patterns, predict optimization opportunities, and recommend strategic actions based on comprehensive asset intelligence.

Machine learning capabilities continuously improve recommendation accuracy through operational experience. Contract analysis automation identifies renewal opportunities without manual review processes. Predictive analytics enable proactive capacity planning and strategic resource allocation.

This intelligent foundation positions you to leverage emerging AI capabilities while maintaining operational control and governance oversight.

Harnessing predictive optimization

ServiceNow's own comprehensive AI platform transforms reactive asset management into predictive, autonomous operations. The platform's agentic AI capabilities work alongside your teams, handling repetitive tasks and providing intelligent insights around the clock. Advanced AI features deliver immediate ITAM value through automated incident categorization, intelligent contract analysis, and predictive asset lifecycle management. These capabilities enable what ServiceNow calls "autonomous IT"—the vision of zero outages and minimal manual intervention through AI-driven operations and full platform integration.

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Every workflow in every company in every corner of the company will be reinvented with generative AI. This is not a moment for incremental thinking. This is a moment for exponential thinking.

Bill McDermott,
Chairman and CEO of ServiceNow
Source: [ServiceNow](#)

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For ITAM specifically, ServiceNow's AI enables proactive optimization by analyzing usage patterns, predicting license needs, and automatically flagging optimization opportunities—turning your asset management from reactive firefighting into strategic advantage through comprehensive platform integration.

Supporting continuous transformation

Platform integration also provides the technological backbone for sustained “Optimize to Innovate” implementation. Comprehensive reporting capabilities enable continuous monitoring of optimization outcomes while maintaining visibility into strategic reinvestment opportunities.

The flywheel spins—and transformation funds itself continuously.

ServiceNow's platform provides the technological foundation, but successful transformation benefits enormously from expert implementation guidance. In the next section, we'll look at how SoftwareOne's expertise ensures sustained adoption and continuous value realization when clients work with us and ServiceNow.



The expertise of SoftwareOne

Why platforms require implementation excellence

ServiceNow's platform provides the technological foundation, but technology alone cannot guarantee transformation success. Sustained organizational change demands expert implementation guidance, comprehensive change management, and ongoing optimization support to ensure platform investments deliver measurable business value.

Many enterprises underestimate implementation complexity across diverse operational environments. Successful transformation requires deep understanding of organizational culture and process integration requirements. It also demands change management methodologies that extend beyond technical deployment.

SoftwareOne's implementation expertise transforms platform capabilities into sustained business outcomes through proven methodologies and comprehensive organizational support frameworks.

Established credentials and industry recognition

[SoftwareOne maintains ServiceNow Elite Partner status](#)—the highest tier of technical certification within ServiceNow's global partner ecosystem. This designation provides access to advanced platform capabilities, priority support resources, and collaborative product development opportunities that directly benefit client implementations.

Our certified specialists possess comprehensive knowledge across ServiceNow modules, ensuring implementations utilize complete platform functionality rather than isolated capabilities. Industry recognition validates delivery excellence through consistent performance metrics.

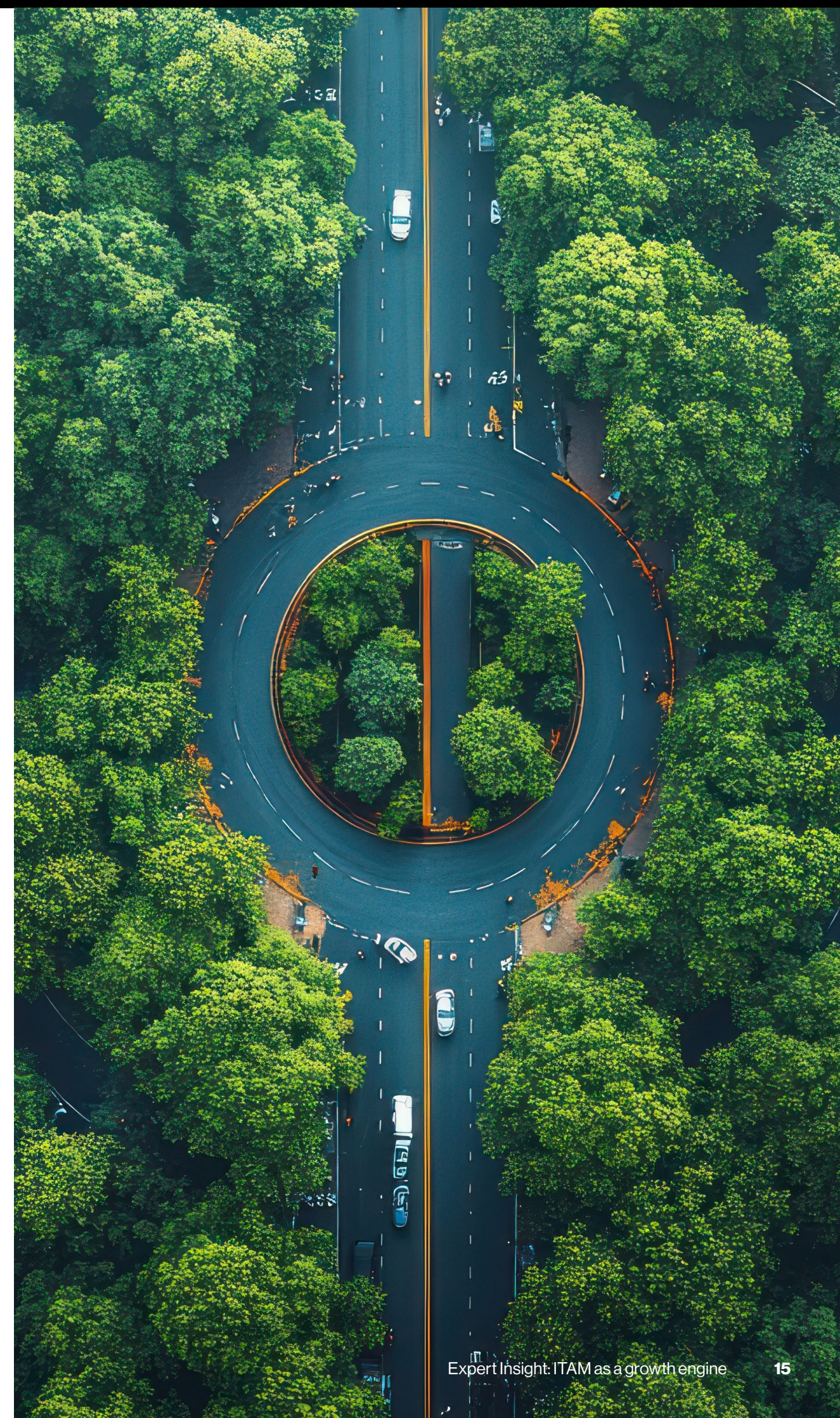
Gartner® has recognized SoftwareOne as a Leader in their Software Asset Management Managed Services Magic Quadrant™ for six consecutive years, which we believe demonstrates our sustained capability in delivering complex transformation programs across diverse organizational environments.

Systematic transformation through proven methodology

Our implementation approach addresses both technological and organizational transformation requirements through structured discovery, design, deployment, and optimization phases. Each phase ensures platform capabilities align precisely with specific business objectives and operational requirements.

Discovery phases establish comprehensive understanding of existing technology landscapes, organizational processes, and cultural considerations influencing implementation success. This foundation enables customized deployment strategies minimizing operational disruption while maximizing transformation benefits.

Change management expertise ensures successful adoption across enterprise functions. Our specialists utilize proven methodologies addressing resistance, facilitating training, and embedding processes within existing operational frameworks.



Global reach with comprehensive support capabilities

SoftwareOne operates across 70 countries, providing comprehensive support for multinational implementations requiring coordination across diverse operational environments. Local specialists ensure implementations address specific regulatory requirements, cultural considerations, and market dynamics influencing transformation success.

Our global ServiceNow expertise



Application Portfolio Management

Track, manage, and analyze applications. Rationalize apps and reduce risks.



IT Asset Management

Drive down costs and unlock ongoing value. Simplify process to reduce effort while optimizing licenses and reveal cost saving opportunities.



CMDB/Publisher Advisory

Envision, plan, and build the business case to support your ServiceNow strategy. Access applicable ServiceNow incentives and discounts.



SecOps

Security Operations (SecOps) connects your existing security tools to prioritize and respond to vulnerabilities and security incidents faster.



IT Operations Management

Gain visibility across infrastructure and apps, maintain service health, and optimize cloud delivery and spend.



IT Service Management

ITSM aligns with ITIL standards to manage access and availability of services, fulfill service requests, and streamline services.



Managed Services

Bridge the talent gap while your team learns new ways of working with managed operations from SoftwareOne.

This combination of global resources and local expertise enables seamless deployment across complex organizational structures. Ongoing support capabilities ensure continuous optimization and platform evolution through comprehensive monitoring, performance optimization, and strategic guidance.

Embedding continuous optimization processes

Implementation success extends beyond initial deployment to encompass ongoing optimization and strategic capability development. Our continuous improvement methodology ensures platform investments deliver sustained business value through regular assessment and strategic enhancement planning.

The “Optimize to Innovate” methodology becomes embedded within operational procedures through expert guidance and systematic process integration, ensuring optimization identifies opportunities whilst simultaneously maintaining operational stability.

This combination of platform excellence and implementation expertise creates the foundation for measurable transformation. But rather than just talking about the possibilities, let’s see what success actually looks like through real client experiences that delivered proven results.



The power of proven results

As our own client engagements consistently demonstrate, deploying strategic ITAM as a growth engine delivers impressive results. Quite simply, it can deliver a direct connection with desired business outcomes.

Rapid asset visibility and control

Realize immediate value, gain long-term opportunity

[An energy company](#) lacking visibility into IT assets relied on time-consuming manual processes before partnering with SoftwareOne. Through comprehensive ServiceNow CMDB implementation with ITAM Assessment and Managed Services, they achieved full visibility across their entire IT environment within a 9-month timeline. Previously fragmented asset data became centralized intelligence, establishing the foundation for strategic decision-making through comprehensive asset oversight.

Substantial cost optimization

Optimize spend, improve use, reduce risks

[A major North American bank](#) recognized its ServiceNow platform wasn't delivering expected value. SoftwareOne's comprehensive IT Asset Management Assessment Services transformed platform utilization, delivering enhanced visibility into the complex IT environment. The optimization identified \$650K in potential savings through Microsoft licensing improvements and automated Atlassian Confluence subscription reclamation. The Client is expected to save hundreds of thousands of dollars through improved asset management.

Operational efficiency transformation

Automate manual work, accelerate productivity

Strategic platform deployments consistently deliver dramatic operational improvements. [The energy company](#) cited above achieved a huge improvement in onboarding time, transforming 4-week processes into 24-48 hour workflows and also gained full visibility into software consumption and costs. Automated asset management processes liberated technical resources from routine administrative tasks, creating additional capacity for strategic initiative support and innovation project assistance.

Enhanced security and compliance

Strengthen governance, reduce exposure

Platform implementations deliver significant risk reduction through comprehensive asset oversight. A leading [Southeast Asian financial institution](#) partnered with SoftwareOne to mature its ITAM strategy, moving from limited buy-in to organization-wide commitment. Following a stakeholder workshop and automation of license management, the company cut software publisher audit penalties by 50%, freeing staff to focus on continuous improvement and software ROI.





Strategic innovation enablement

Transform today's inefficiencies into tomorrow's growth

[A global technology company](#) gained comprehensive IT asset visibility after SoftwareOne implemented ServiceNow IT Operations Management for reduced risk and improved efficiency. Lack of visibility into its own IT systems meant that the company couldn't identify usage of shadow IT or establish standard processes and governance across the organization. Working with us, the company gained visibility into 80,000 configuration items, achieved a 50% reduction in headcount costs, and centralized 12,000 certificates on a single dashboard. Over the longer term, the company might also explore deploying ServiceNow for its customer-facing business activities.

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Enterprises navigating cloud first strategies face the challenge of modernizing applications to maximize the value of existing software and hardware investments. SoftwareOne has been a proud ServiceNow Elite partner for years, helping our joint customers unlock the value of their software, cloud, and technology investments. This strategic partnership represents a natural progression in our shared mission to help organizations digitally transform while optimizing their IT ecosystems.

Raphael Erb
Co-Chief Executive Officer, SoftwareOne
Source: [ServiceNow](#)

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These aren't isolated success stories. SoftwareOne's methodology consistently delivers when organizations implement strategic ITAM effectively, creating business value through systematic asset optimization and comprehensive platform integration.

**The connection is clear.
The conclusion is obvious.
Get in touch today.**

Your next steps

The connected enterprise approach we’ve explored throughout this paper represents a fundamental shift in how organizations can think about IT asset management. This shift means that organizations are not just implementing better technology—they are transforming how the entire enterprise operates and competes.

ServiceNow’s integrated platform is perfect for this approach. Combined with SoftwareOne’s implementation expertise and change management capabilities, it can deliver transformation outcomes extending far beyond traditional asset management—enabling a business to move faster, think bigger, and compete more effectively.

If this matters to your organization, let’s talk about our Quick Start offering and how it can accelerate your journey.

About the expert



Sandra Clemens
Solution Consultant ServiceNow
DACH

Sandra Clemens, Solution Consultant for ServiceNow across the DACH region with SoftwareOne, possesses over fifteen years of IT asset management expertise. Her extensive experience includes more than eight years at Allianz Technology, where she progressed from IT Procurement Manager to Head of Procurement and Strategic Software Asset Manager. Sandra holds advanced certifications in ITIL, Hardware and Software Asset Management, various ServiceNow Specializations, and an Advanced Federal Diploma in Business Informatics. As Co-Lead of the SAM Circle at Swiss Sourcing Group, she remains at the forefront of industry developments while serving as a trusted advisor to enterprise leaders across German-speaking markets. Her strategic methodology helps organizations transform complex asset management challenges into streamlined operational excellence through systematic ServiceNow platform optimization.





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TODAY**

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