

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

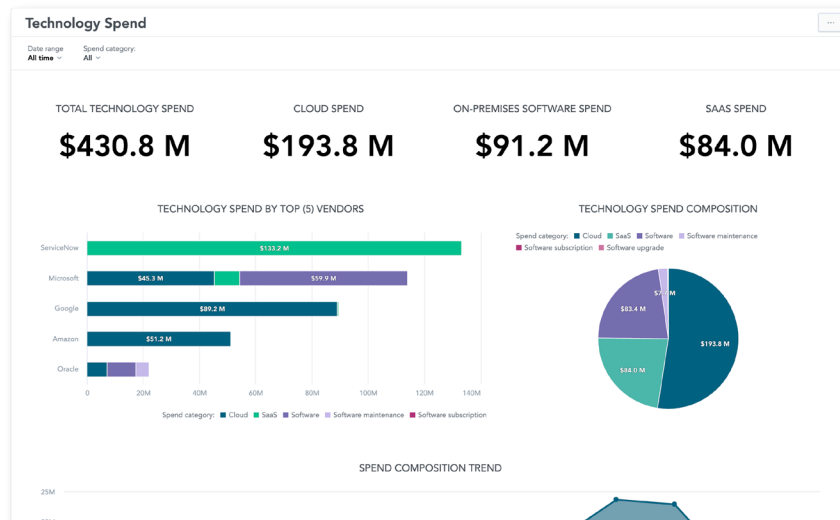
### See the real difference between ServiceNow's SAMPro and Flexera's best-of-breed solution

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. And with enterprise software spending forecasted to reach \$754.8 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: 2022 Gartner SAM Market Guide

## Gartner already did the math for you

Gartner's 2022 SAM Market Guide considers four categories of SAM expertise: traditional SAM tools, SAM tools for SAP, SAM tools for engineering and specialty software, and SAM tools for SaaS. 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: 2022 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** ✓

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

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

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

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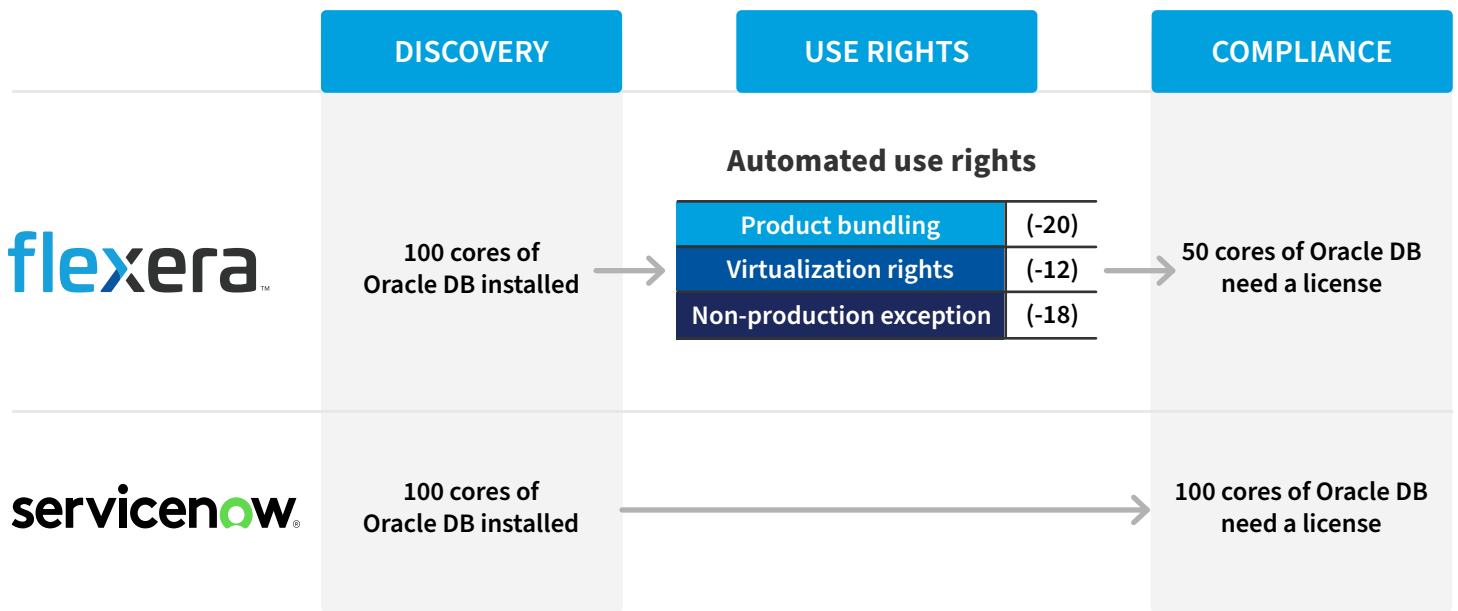
- Optimization **across all products** in the Oracle portfolio ✓

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

**ServiceNow's SAMPro isn't verified** for Java SE 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 ✓

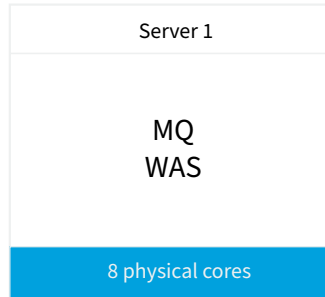
**High-water mark and sub-capacity** license positions ✓

Integration with **IBM Passport Advantage** ✓

Manage and optimize multiple strategic vendors with a **single solution** (e.g., IBM, Microsoft, Oracle, SAP, Salesforce and more) ✓

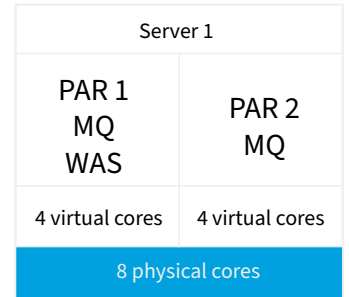
No specific IBM addendum is required ✓

### 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	6202-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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*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

The screenshot displays the SAP current license position report. It includes summary sections for User Compliance, Package Compliance, Digital/Indirect Access, and License Surplus/Deficit. A detailed table at the bottom lists license types, descriptions, and their respective counts across different categories.

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.

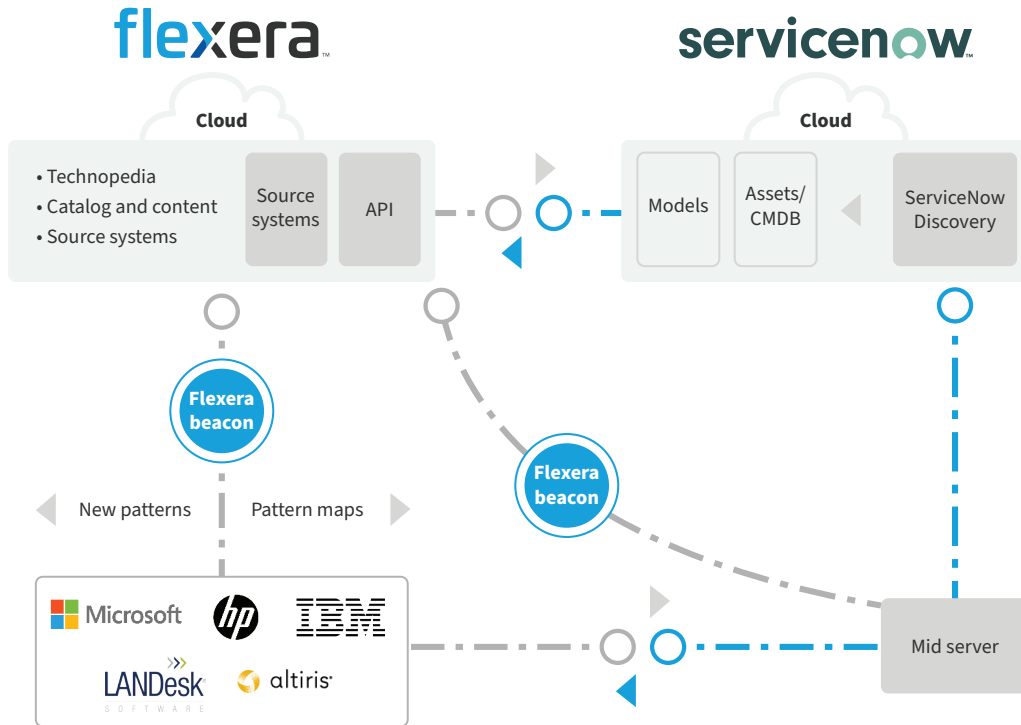
**ServiceNow's SAMPro** does automatically create software models, linking inventory with entitlements and setting discovery rules. However, entitlement creation doesn't always align properly, is nonintuitive and has trouble handling complex licensing scenarios.



## 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 delivers SaaS-based IT management solutions that enable enterprises to accelerate digital transformation and multiply the value of their technology investments. We help organizations **inform their IT** with definitive visibility into complex hybrid IT ecosystems, providing unparalleled IT insights that allow them to seize technology opportunities. And we help them **transform their IT** with tools that deliver actionable intelligence across an ever-increasing range of dimensions to effectively manage, govern and optimize their hybrid IT estate.

More than 50,000 customers subscribe to our technology value optimization solutions, delivered by 1,300+ passionate team members worldwide. To learn more, visit [flexera.com](https://flexera.com)

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Learn how Flexera makes SAMPro work better

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