The customer is a leading IT services organization with a global presence, dedicated to delivering innovative technology solutions to businesses across various sectors. With a workforce of over 3,000 employees and a client base that includes Fortune 500 companies, the customer has built a strong reputation for excellence in IT management and services. Their extensive portfolio includes cloud services, data analytics, and managed services, showcasing their commitment to driving digital transformation for their clients.

## "Managing Software Assets Manually is like Managing Your Finances with a Shoebox of Receipts"

The organization's remarkable success and rapid expansion created new opportunities and challenges in managing its software assets. As a growing industry leader serving Fortune 500 clients, their initial Excel-based license management system—which had served them well in their early stages—was reaching its natural limits in the face of their impressive scale.

This growth-driven evolution brought several key areas into focus:

- **Scale and Complexity:** Their expanding global footprint demanded more advanced tracking



and optimization capabilities

- **Enterprise-Level Requirements:** Growing adoption of mission-critical products like Microsoft SQL Server and VMware necessitated automated license management

- **Business Agility:** Continued market success required a more integrated approach to support rapid scaling and new opportunities

To meet their goals, the customer recognized the need for a comprehensive solution. ServiceNow Software Asset Management (SAM) Pro emerged as an ideal fit, offering robust capabilities to enhance

visibility, control, and compliance over software licenses.

After careful evaluation, the organization partnered with INRY to implement ServiceNow SAM Pro. INRY's proven expertise in ServiceNow implementations and commitment to long-term success made them the ideal transformation partner.

In just 11 weeks, INRY delivered a comprehensive solution that revolutionized their software asset management approach.

## INRY's Winning and Transformative Approach

Recognizing that true digital transformation goes beyond mere automation, INRY architected a solution that would provide real-time visibility into license utilization while proactively identifying cost-saving opportunities. INRY's approach also focused on usability, building an intuitive workspace for IT stakeholders where complex licensing data could be easily accessed, analyzed, and acted upon. INRY established a foundation for proactive license management rather than reactive compliance checks. This strategic vision materialized through six key components.

- **Comprehensive License Management:** Microsoft SQL and Windows Server licenses were integrated to ensure compliance and optimize software usage. Reclamation rules were implemented to recover unused entitlements, reducing costs and maximizing license utilization

- **Streamlined License Recovery and Reconciliation:** Automated workflows were configured to simplify license recovery during software decommissioning, while reconciliation processes were enhanced to maintain compliance accuracy and minimize errors

- **Centralized Contract and Content Management:** Centralized software license contracts were established to enable cost tracking, renewal management, and seamless linking to software entitlements. The Content Library Portal was configured to provide AI-driven searches for software versions, lifecycle dates, and updates, enhancing efficiency

- **Efficient Renewal Tracking and Notifications:** A robust reporting mechanism was implemented to give detailed insights into expiring entitlements. Users can easily access the Renewals Calendar within the

Software Asset Workspace to track upcoming and expired renewals

- **Enhanced Discovery and Asset Tracking:** Discovery Source configurations were refined to accurately identify installations using tools like SCCM and ServiceNow Discovery, ensuring precise tracking of software assets and reducing discrepancies

- **Unified Workspace and Advanced Dashboards:** A comprehensive Workspace was created to consolidate all SAM activities, providing intuitive dashboards for real-time insights. Features such as Software Asset Analytics, Publisher Analytics, and Normalization Dashboards delivered actionable metrics to support informed decision-making

## Key Business Outcomes Achieved

- **License Optimization:** The implementation allowed the customer to maximize the value derived from their software investments by ensuring optimal use of licenses and reducing unnecessary costs

- **Enhanced Visibility of Software Licenses**: Provided the customer with full visibility into their software assets, allowing for better tracking of licenses, ensuring compliance, and optimizing usage

- **Cost Optimization**: Reclamation rules and automated workflows, the customer reclaimed unused software entitlements, leading to significant cost savings and more efficient software license management

- **Improved Efficiency**: Automated license recovery workflows and the streamlined Software Asset Workspace increased operational efficiency by reducing manual efforts and simplifying the management of software assets

- **Easier Audit Management:** Comprehensive reporting streamlined audit preparation, ensuring compliance with licensing agreements and mitigating risks associated with software audits

## Beyond Implementation: INRY's Ongoing Partnership and Support

The partnership between the customer and INRY extended beyond the SAM Pro implementation, with workshops, show-me sessions, and comprehensive user training enabling the customer to effectively leverages

SAM features and manage other licenses. Ongoing post-implementation support includes regular check-ins, ensuring any challenges or queries regarding system usage and enhancements are addressed.

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