

Maximize your ServiceNow investment with the highest quality data

» AT A GLANCE

Unleash the full potential of your ServiceNow platform with Flexera's certified integrations. Now you can streamline your entire platform, maximizing its value and performance. Achieve a quicker time to value by leveraging clean and reliable software and hardware asset data delivered directly into the platform.

Powered by Technopedia®, the industry's most trusted source for enriched hardware and software asset information, Flexera ensures consistent data fidelity. This includes valuable market insights that empower you to build a trusted configuration management database (CMDB), which is not only the foundation for effective IT service management (ITSM), but the single, trusted system of record for all configuration item (CI) data. Ultimately, Flexera unlocks the full potential of ServiceNow, allowing you to achieve your desired business outcomes and return on your investment in the platform.

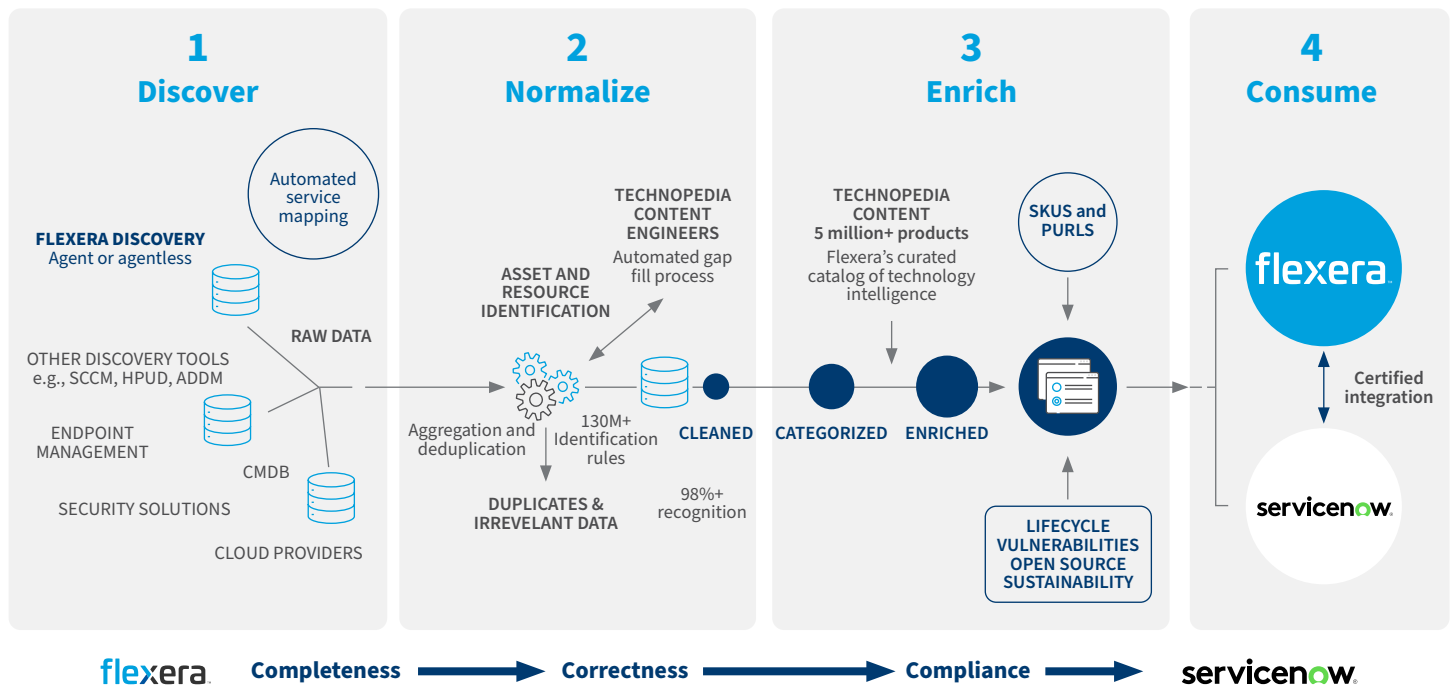
» NOW YOU CAN

- Accelerate software migration
- Expand platform utilization
- Reduce costs through automation
- Gain visibility and optimize asset usage
- Build a reliable and accurate CMDB
- Improve service quality by reducing resolution times

Unlocking peak performance in ServiceNow: The power of clean data

While consolidating functionalities onto a single platform like ServiceNow streamlines operations and aligns them with business objectives, the platform's true value hinges on the quality of the data it utilizes. By leveraging Flexera's integrations, you can transform raw data into normalized, contextualized, and enriched asset data. This empowers your ServiceNow modules to perform at their peak, maximizing the platform's overall effectiveness.

Accelerate and sustain ServiceNow CMDB with Flexera



Enterprise technology data is scattered across isolated systems, often existing in non-standard, complex formats that constantly evolve. This fractured landscape creates significant challenges for IT, including:

- **Limited visibility:** IT teams can struggle to maintain a holistic view of the IT environment, hindering proactive management, decision-making, and effective risk mitigation
- **Audit nightmares:** Preparing for vendor, regulatory, and security audits can become a time-consuming scramble due to difficulty accessing and verifying accurate data. This exposes the organization to potential non-compliance penalties and reputational damage
- **Slow problem solving:** Resolving incidents can take longer due to the lack of readily available, reliable information, impacting uptime and potentially increasing security risks

- **Automation roadblocks:** Fragmented data can hinder the automation of essential IT processes, leading to inefficiencies and increased vulnerability to human error

Flexera's seamless integration with ServiceNow empowers you to unlock the platform's true potential. We bridge the data gap by delivering consolidated, clean, and enterprise-wide asset data directly into ServiceNow. This enriched data stream fuels critical applications like CMDB, software asset management (SAM), Service Desk, Orchestration, vendor performance management and more.

The result? Faster migration to ServiceNow, accelerated time-to-value, maximized ROI and streamlined efficiency across all your Information Technology Infrastructure Library (ITIL) processes. Flexera empowers you to leverage ServiceNow as a true single source of truth for IT operations, optimizing performance and minimizing risk.

Unveil the hidden potential: The power of IT Visibility for ServiceNow

Imagine a ServiceNow platform brimming with accurate, up-to-date data—a powerful single source of truth for your entire IT environment. That's the reality unlocked by Flexera's IT Visibility integration.

This innovative solution goes beyond simple asset discovery. IT Visibility delivers a holistic view of your IT landscape, providing consistent, complete and continuously refreshed CI and asset data directly to ServiceNow. This empowers IT teams to:

- **Become proactive:** Identify and address data discrepancies before they disrupt critical ServiceNow processes, preventing costly errors and ensuring smooth operation
- **Optimize resource allocation:** Gain a deeper understanding of your IT environment to allocate resources effectively, streamline workflows and make data-driven decisions aligned with business goals
- **Boost efficiency:** Respond to incidents and service requests swiftly with readily available, trusted data
- **Mitigate risk:** Prevent errors caused by inaccurate license compliance or outdated asset information within ServiceNow modules like CMDB and SAM

By integrating Flexera IT Visibility with ServiceNow, you transform data from a liability into a strategic asset. This empowers you to unlock the platform's true potential, maximizing the value of your ServiceNow investment and achieving optimal IT service delivery.

The power of standardized CIs in ServiceNow with Flexera

The foundation of effective IT service management in ServiceNow lies within the CMDB. Inaccurate or inconsistent CI data within the CMDB can

cripple critical workflows, hinder automation and lead to erroneous decision-making.

Flexera empowers you to build a rock-solid CMDB foundation through:

- **Standardization with Technopedia:** Leverage the industry's most trusted source of enriched IT asset information—Technopedia. This comprehensive database houses over 5 million unique software and hardware models, complete with detailed category and version information. By drawing upon Technopedia, you ensure consistent and accurate CI classification across all data sources feeding into your ServiceNow platform
- **Streamlined CI onboarding:** Flexera automates the process of onboarding new CIs into your CMDB. This eliminates manual data entry errors and ensures all CIs are properly categorized and populated with rich, up-to-date information
- **Continuous synchronization:** Flexera maintains a seamless, bi-directional flow of data between your IT environment and ServiceNow. This ensures your CMDB remains continuously updated with the latest asset information, eliminating discrepancies and providing IT with a clear, real-time view of their IT landscape

The combined power of Flexera and Technopedia unlocks a ServiceNow CMDB that transcends basic asset tracking. You gain a standardized, reliable data foundation that empowers you to:

- Automate critical IT processes with confidence, knowing your CMDB data is accurate and complete
- Optimize resource allocation by leveraging a holistic view of your IT environment with detailed CI information
- Make data-driven decisions with complete trust in the information feeding your ServiceNow platform

- Simplify IT audits and compliance efforts with a CMDB that reflects the true state of your IT environment

By investing in Flexera's IT Visibility solution, you transform your ServiceNow CMDB from a potential liability into a strategic asset, empowering you to unlock the platform's true potential and achieve peak IT service delivery.

- **Consolidate CI data across systems:** IT Visibility's built-in data extractors help aggregate CI data across multiple sources like ServiceNow Discovery and MECM/Intune, supporting multi-sourced CMDBs
- **Achieve high CMDB accuracy rates and keep CI data current:** Leveraging Technopedia, IT Visibility delivers best-in-class coverage and accuracy for CI data and metadata. IT Visibility's certified integrations ensure that CI data and metadata remain up to date
- **Automate CMDB population by simplifying and cleansing discovery data:** IT Visibility takes raw discovery data, filters out noise, normalizes it, augments it with missing information and automatically populates the CMDB with consistent, accurate and complete CI data
- **Augment CI data with missing metadata:** IT Visibility enriches the CI data with non-discoverable metadata and market information, including end-of-life dates, support type, OS compatibility, upgrade and downgrade paths, versioning and licensing information and more. This information is critical for applications using the CMDB

Incident, problem and change

- **Improve resolution times with accurate incident routing:** IT Visibility integrated with ServiceNow, delivers consistent CI data that improves resolution

times with automated and accurate routing of tickets through assignment rules. Tickets can be routed to a particular user or group based on criteria like product name, category or version. The data is automatically kept up to date so IT does not have to manage complex queries manually

- **Evaluate change impact and coverage accurately:** Consistent and complete CI data is the first step toward achieving a functional CMDB, the single source of truth that enables accurate impact and coverage analysis for incidents, problems and changes
- **Prioritize incidents like a pro:** Flexera IT Visibility's integration with ServiceNow provides reliable CI data. This empowers you to prioritize incidents based on service impact, ensuring critical business services are addressed first. This significantly improves service availability and minimizes downtime
- **Reduce incident fatigue:** Consistent CI data fosters a more accurate link between knowledge articles, product models and incidents. This allows users to effortlessly find relevant articles and resolve known issues without creating new tickets, translating to fewer incidents and a happier IT service desk
- **Optimize asset utilization, drive savings:** IT Visibility ensures consistent and accurate asset data grouping, enabling you to precisely determine asset utilization. Identify unused and underutilized assets for decommissioning or redeployment, resulting in immediate cost savings
- **Effortless asset table management:** Flexera One IT Visibility seamlessly integrates with ServiceNow to automatically populate your asset tables with consolidated and normalized data. This ensures your asset data remains constantly updated, eliminating manual updates and potential errors

- **Identify product-related problems swiftly:** Consistent CI and asset data enables the accurate grouping of incidents by product or CI model. This allows you to identify product-related problems much sooner, leading to quicker fixes and improved service quality
- **Resolve incidents faster on the first try:** Flexera IT Visibility grants Level 1 technicians access to valuable, non-discoverable data and market intelligence through Technopedia. This empowers them to diagnose issues quickly, route them accurately, and achieve faster resolution times with improved First Call Resolution (FCR) rates

Flexera One IT Visibility: The perfect partner for ServiceNow HAM/SAM Pro and Enterprise

Unleash the full potential of ServiceNow SAM and HAM Pro and Enterprise with Flexera One IT Visibility. Here's how IT Visibility takes your SAM and hardware asset management (HAM) functionalities to the next level:

- **Unmatched visibility:** Flexera One IT Visibility delivers the most powerful, accurate, and comprehensive SAM capabilities compared to ITSM-focused vendors' limited solutions. Experience superior value and achieve significant savings:
 - Reduce software costs
 - Slash audit costs
 - Minimize resource expenses
 - Double your return on investment (ROI)
- **Supercharge SAM with quality data:** Leverage IT Visibility to build and deploy a strong entitlement profile by consolidating and normalizing asset data across all your data sources. Gain a holistic view of your entire IT environment, empowering you to make informed decisions

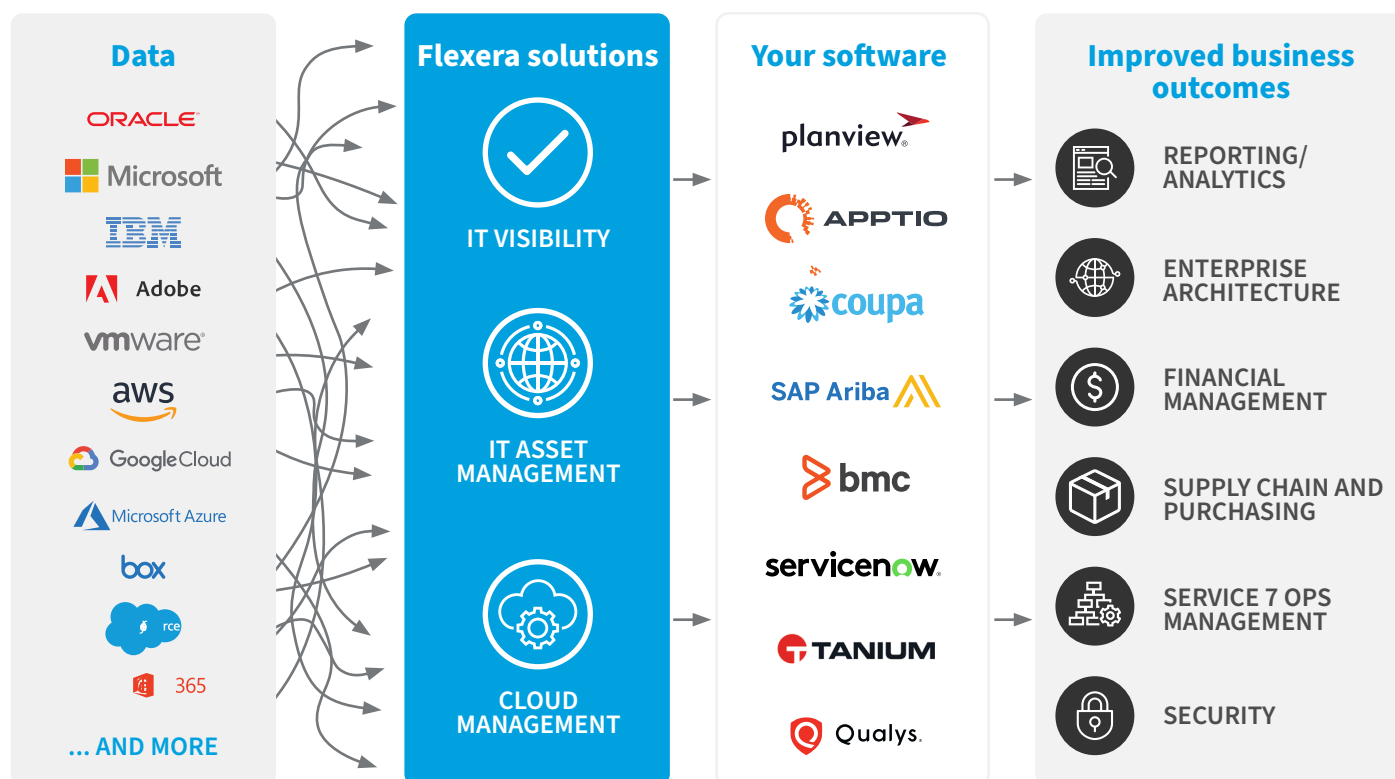
IT Visibility product suite

Resource: Integration with ServiceNow

Technopedia®

- IT Visibility is powered by Technopedia, the most trusted and comprehensive hardware and software asset information source, with more than 5.6 million products
- Best-in-class coverage and accuracy
- Tested and proven process to keep up to date with more than 4,500 daily updates
- More than 250 million data points of non-discoverable market data, such as software end-of-life, CPU cores, licensing, etc.
- Populates model tables with comprehensive and categorized listing of software and hardware models, and non-discoverable market data, such as software end-of-life
- Supports vendor performance application by populating vendor table with comprehensive vendor listing and market data for more than 108,000 hardware and software vendors
- Keeps the data up to date across data source, product and market changes. Build and deploy an entitlement profile by consolidating and normalizing asset data across all data sources. Get end-to-end visibility into your environment
- **Optimize asset usage and realize immediate savings:** Consistent asset data can be grouped accurately to determine asset utilization, then generate immediate savings by pinpointing unused and underutilized assets for decommissioning and redeployment

Flexera's IT Visibility delivers comprehensive, actionable intelligence on all IT assets to improve the management and performance of your IT infrastructure



About Flexera

Flexera helps organizations understand and maximize the value of their technology, saving billions of dollars in wasted spend. Powered by the Flexera Technology Intelligence Platform, our award-winning IT asset management, FinOps and SaaS management solutions provide comprehensive visibility and actionable insights on an organization's entire IT ecosystem. This intelligence enables IT, finance, procurement and cloud teams to address skyrocketing costs, optimize spend, mitigate risk and identify opportunities to create positive business outcomes.

More than 50,000 global organizations rely on Flexera and its Technopedia reference library, the largest repository of technology asset data. Learn more at flexera.com.

» NEXT STEPS

Learn more about how Flexera's IT Visibility can work for you

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