

# Protect Your ServiceNow® Investment with the Highest Quality Data

## 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

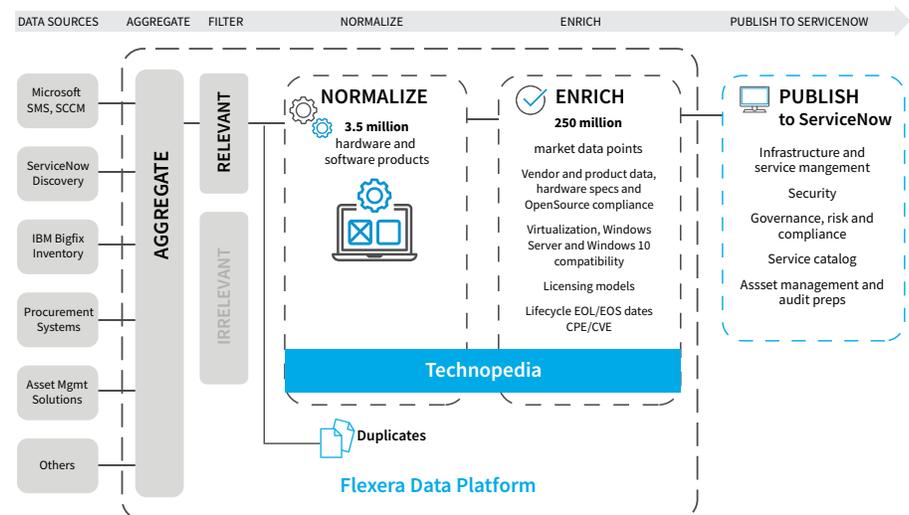
## At a glance

Data Platform offers certified ServiceNow integrations that accelerate platform expansion, improve ROI and increase efficiencies across ITIL processes by directly delivering clean software and hardware asset data. Leveraging Technopedia®, the most trusted and comprehensive hardware and software asset information source, Data Platform consolidates data from multiple sources, identifies key data from noise, enables consistent data structure, and provides valuable market data to applications such as ITAM, CMDB, SAM and Service Desk.

## Access quality data from a single platform

Building all functions on a single ITSM platform drives efficiencies across the enterprise and ensures their alignment with business goals. The ServiceNow platform and its single-data model align all organizational functions around the same data—but ServiceNow’s value depends on the quality of that data.

## The Flexera Data Platform for ServiceNow



Enterprise technology data is spread across multiple disparate systems and is highly complex, non-standard and constantly changing. As a result, IT lacks visibility into the environment, cannot prepare adequately for vendor and regulatory compliance audits, takes longer to resolve issues and struggles to automate processes.

This leads to significant problems:

- Money wasted on suboptimal asset usage
- Exposure to cybersecurity attacks
- Risk of noncompliance and associated penalties
- Outages resulting in lost business and productivity
- Inability to execute initiatives for competitive advantage

The Flexera Data Platform Solutions for ServiceNow protect the value of your ServiceNow investment by delivering consolidated, clean, enterprise asset data directly to the ServiceNow platform to drive CMDB, Software Asset Management (SAM), Service Desk, Orchestration, Vendor Performance and other applications. This helps accelerate migration to, and success with, ServiceNow, while improving ROI and realizing efficiencies across ITIL processes.

## The Data Platform value

Data Platform delivers consistent, complete, continually updated CI/asset data to the ServiceNow platform, enabling IT to spot, address and prevent a broad range of data-related issues more efficiently.

### ServiceNow configuration and CMDB

#### **Standardize CIs with a comprehensive asset information source of CI models and categories:**

Technopedia contains more than 3.5 million unique software and hardware models with category and version information, providing a comprehensive reference product catalog to standardize CIs across all data sources.

**Consolidate CI data across systems:** Data Platform's built-in data extractors help aggregate CI data across multiple data sources, like ServiceNow Discovery, SCCM and legacy CMDB systems. Normalize® then normalizes the data to provide consolidated and consistent CI data.

#### **Achieve high CMDB accuracy rates and keep**

**CI data current:** Leveraging Technopedia, the most trusted and comprehensive hardware and software asset information source, Data Platform delivers best-in-class coverage and accuracy for CI data and metadata. Data Platform's certified integrations ensure that CI data and metadata remain up to date.

#### **Automate CMDB population by simplifying and cleansing discovery data:**

Data Platform 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:**

Data Platform solutions enrich 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:** Data Platform 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 intelligently:** Reliable CI data enables intelligent service-based prioritization so critical business services can be prioritized to improve availability and reduce downtime.

**Reduce incident rates:** Consistent CI data makes links between knowledge articles, product models and incidents more accurate so users can easily look up articles and fix known issues instead of creating new incident tickets.

**Improve first-call resolution rates:** Data Platform provides ready access to non-discoverable data and market information through Technopedia, so Level 1 technicians can diagnose issues quickly and route them correctly for shorter resolution times and improved FCR rates.

**Detect problems from incidents faster:** Consistent CI and asset data enables accurate grouping of incidents by product/CI models, revealing product-related problems sooner.

### ServiceNow Asset, SAM and licensing

**Gain complete visibility into assets:** No solution can compare to FlexNet Manager Suite’s powerful, accurate and comprehensive SAM capabilities. Compared to the limited capabilities of solutions from ITSM-focused vendors, Flexera delivers superior value and saves 100 percent more on software costs, 40 percent more on audit costs and 300 percent more on resource costs to deliver double the return on investment.

If, however, you’re currently using ServiceNow’s SAM, you’ll need quality data through Data Platform. 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.

**Automatically populate asset table and keep it current:** Data Platform’s certified integrations directly populate consolidated and normalized data into the ServiceNow asset tables to keep them up to date.

### Data Platform product suite

Feature	Integration with ServiceNow
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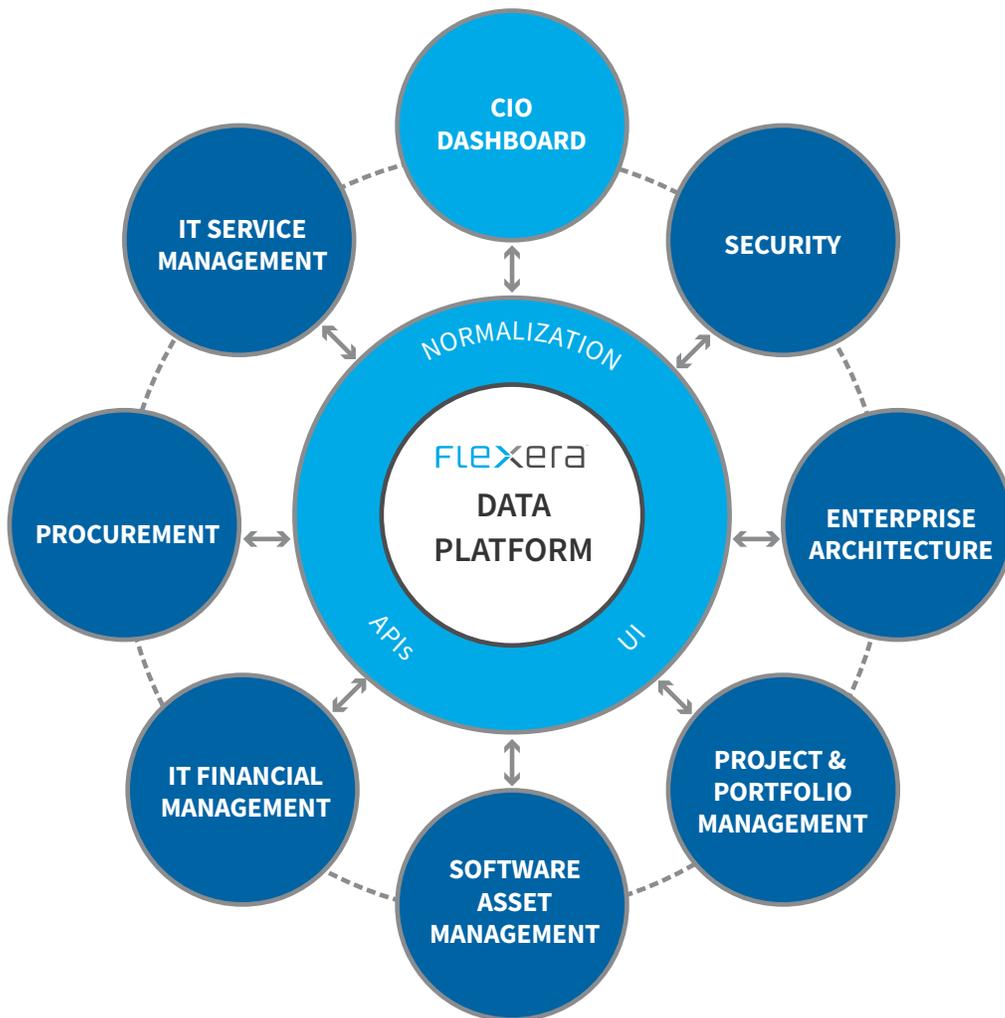
#### Technopedia®

- The most trusted and comprehensive hardware and software asset information source, with more than 3.5 million products
- Best-in-class coverage and accuracy
- Tested and proven process to keep up to date with more than 4,500 updates per day
- 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, like software end-of-life
- Supports vendor performance application by populating vendor table with comprehensive vendor listing and market data for more than 34,000 hardware and software vendors
- Keeps the data up to date across data source changes, and product and market changes

#### Normalize®

- Normalizes discovery data from more than 40 popular data sources, including ServiceNow Discovery
- Filters irrelevant data, de-duplicates across data sources and enriches with market data
- Delivers categorized, consistent and accurate asset/CI models
- Directly populates asset/CMDB tables with normalized data from Normalize

# Flexera Data Platform delivers comprehensive, actionable intelligence on all IT assets to improve the management and performance of your IT infrastructure



## NEXT STEPS

Learn more about how Flexera's Data Platform can work for you.

[VISIT US TODAY](#)

## ABOUT FLEXERA

Flexera helps business leaders succeed at what once seemed impossible: getting full visibility into, and control of, their company's technology "black hole." From on-premises to the cloud, Flexera helps organizations unravel IT complexity and maximize business value from their technology investments. For more than 30 years, our 1300+ team members worldwide have been passionate about helping our more than 50,000 customers optimize IT to achieve their business outcomes. To learn more, visit [flexera.com](https://flexera.com)