

# Transform ServiceNow<sup>®</sup> into an Enterprise App Store

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## Executive Summary

ServiceNow is a recognized leader in platform-as-a-service (PaaS) offerings specializing in IT service management (ITSM). The ServiceNow ITSM solutions provide a single system of record for IT support and delivery of services. ServiceNow has been successful in part due to the availability of snap-in applications developed by ServiceNow partners to expand its capabilities. The ServiceNow Service Portal provides a single entry point through which employees across the enterprise can request IT services on their own. The ServiceNow Service Catalog contains all of the services available.

**Flexera Software AppBroker™ Software for ServiceNow®** transforms the ServiceNow Service Catalog into a universal enterprise app store that automates governance over software license compliance and reclamation. Employees can request and obtain the enterprise applications they need for their devices including PC, Mac® and mobile devices. The app store manages the deployment of the requested applications to the user devices and provisions cloud-based services, all in a controlled manner. Automation speeds service delivery and frees up the IT staff for more strategic endeavors.

AppBroker Software for ServiceNow is built on the same technology as Flexera Software App Portal and easily snaps into ServiceNow. If you already have App Portal and a current maintenance contract, you can switch to AppBroker Software for ServiceNow at no cost. You can use ServiceNow as the IT system of record while automating the request, approval and distribution of authorized

applications in a way that exceeds employee expectations. Working together with Flexera Software's FlexNet Manager® Suite for Enterprises, AppBroker Software for ServiceNow enables effective software license management to ensure continuous license compliance, all while optimizing the use of software assets. The benefits include lower software costs, increased operational efficiency and reduced software audit risk.

## Start with the Service Catalog

AppBroker Software for ServiceNow brings the convenience and simplicity of a consumer app store shopping experience to the workplace. Employees can easily request apps from the ServiceNow **Service Catalog** and have their requests automatically and quickly fulfilled. This consumer-style approach:

- Increases employee productivity by providing a simple and convenient means of quickly obtaining enterprise apps
- Reduces shadow IT by eliminating delays and encouraging employees to turn to IT for the apps they need
- Decreases IT costs by automating request, approval and fulfillment processes so users get the apps they need on their own
- Reduces risks by maintaining software license compliance continually and proactively to prevent unlicensed and unauthorized software installs

AppBroker Software for ServiceNow automatically populates and maintains a list of all authorized applications in the ServiceNow Service Catalog. It enhances the ServiceNow software delivery capability by automatically deploying apps to a wide variety of devices through out-of-the-box integration with solutions that manage the growing diversity of today's endpoint devices. It also automatically provisions a variety of cloud-based apps. Table 1 shows the management solutions and cloud services supported.

Capability	Systems/Services Supported
Deploys apps to PC, Mac and mobile devices through leading endpoint management systems	<ul style="list-style-type: none"> <li>• Microsoft System Center Configuration Manager</li> <li>• Symantec™ Altiris Client Management Suite</li> <li>• VMware® AirWatch® Mobile Device Management</li> <li>• Casper Suite/Jamf Pro</li> <li>• And more</li> </ul>
Automatically provisions cloud services	<ul style="list-style-type: none"> <li>• Box</li> <li>• Salesforce</li> <li>• Microsoft® Office 365</li> <li>• And more</li> </ul>

Table 1: Supported management systems and cloud services

The app store monitors application deployment and initiates proactive support when required by automatically generating an incident in ServiceNow when deployment is not successfully completed.

In addition, Flexera Software offers AdminStudio®. This advanced application packaging tool efficiently prepares software packages for deployment, assigning workflows to package, test, virtualize, and publish reliable applications to AppBroker and management systems. The Service Catalog is synched to AppBroker so that whenever new apps are published from AdminStudio, the Service Catalog is automatically updated, making those apps immediately available to employees.

### Taking it up a Notch with Software License Optimization

ServiceNow **Asset Management** provides a solid framework for implementing a software asset management (SAM) program. However, achieving a high level of software license optimization maturity requires additional capabilities that include:

- Automated and accurate application recognition and normalization
- Continuous license compliance to avoid unbudgeted true-up expenses
- Efficient management of software contracts and maintenance renewals
- Optimization of license consumption to reduce ongoing software spend
- Full software lifecycle management

- Insight into software inventory that allows vendor and application consolidation

AppBroker Software for ServiceNow operates with FlexNet Manager Suite to significantly enhance ServiceNow SAM capabilities with robust software license optimization functionality.

FlexNet Manager Suite provides automatic discovery of client and server hardware and software across the enterprise using both agent-based and agentless technology. It collects data on physical platforms, virtual machines (VMs) and hard partitions across the IT estate. The suite also captures data on the software installed on each client and server as well as application usage data for desktop/client applications.

The raw inventory data is transformed into a normalized list of installed software per device using industry-standard naming conventions. The suite scrubs the raw data using Flexera Software's unique Application Recognition Library which recognizes more than 190,000 software titles from over 16,000 publishers across multiple platforms including Microsoft Windows, Linux® (including Ubuntu), UNIX® and Mac OS X®. It intelligently identifies which software titles, versions and editions are installed on each device. This normalized application data is populated into the ServiceNow configuration management data base (CMDB) to complement existing hardware data, and provide a standardized and reliable list of software for use across all ITSM processes including Problem, Change, Performance and Capacity Management.

FlexNet Manager Suite also maintains an SKU Library that includes more than one million software product part numbers along with publisher, version, edition and other product details. This information is used in automating the process of reconciling software purchases with inventory and in generating an accurate software license position.

The suite also maintains a Product Use Rights Library that encapsulates complex, vendor-specific software product licensing terms and conditions for popular vendors including Microsoft®, Adobe®, IBM®, Oracle®, SAP® and Symantec™. Rights may include:

- **Right of second use** - The right to use the software on both a desktop and a laptop, with a single license
- **Upgrade rights** - The right to use the latest version of the software as soon as it becomes available
- **Downgrade rights** - The right to use an older version of the software than the version purchased
- **Nonproduction use rights** - The right to install subscription software on nonproduction servers that are covered by a production server license. Examples of nonproduction servers include backup, test and training machines

In fulfilling requests, the app store checks whether a license is required and, if so, checks license availability before deploying the app. This ensures license compliance and minimizes the risk of significant and unplanned costs due to software audit true-ups. Moreover, the app store optimizes the use of software licenses to keep costs in check. It maintains license compliance intelligently, ensuring that app requests are fulfilled in the most cost-effective manner.

A frequently encountered use case involves the right of second use. If a user requests an app for a laptop computer that he or she already has installed on a desktop computer, the app store interrogates the Product Use Rights Library and determines that the existing license for the desktop provides the right of second use. Consequently, an additional license is not required for the laptop. The app is then deployed without allocating and incurring the cost of an additional license.

The app store also reclaims unused and underused licenses. This process involves examining usage data and identifying applications that are no longer used or used only occasionally. The app store can remove these applications using the appropriate management system, such as SCCM, and return the licenses to the license pool where they can be reallocated. The app store can remove applications even when they have no uninstall program. In this case, it uses the FlexNet Manager Suite Smart Uninstall feature to ensure proper removal. Smart Uninstall determines key metadata about applications and creates uninstall commands for applications based on Windows Installer technology.

### Integrating AppBroker Software for ServiceNow

As Figure 1 illustrates, AppBroker Software for ServiceNow snaps into ServiceNow through ServiceNow Orchestration.

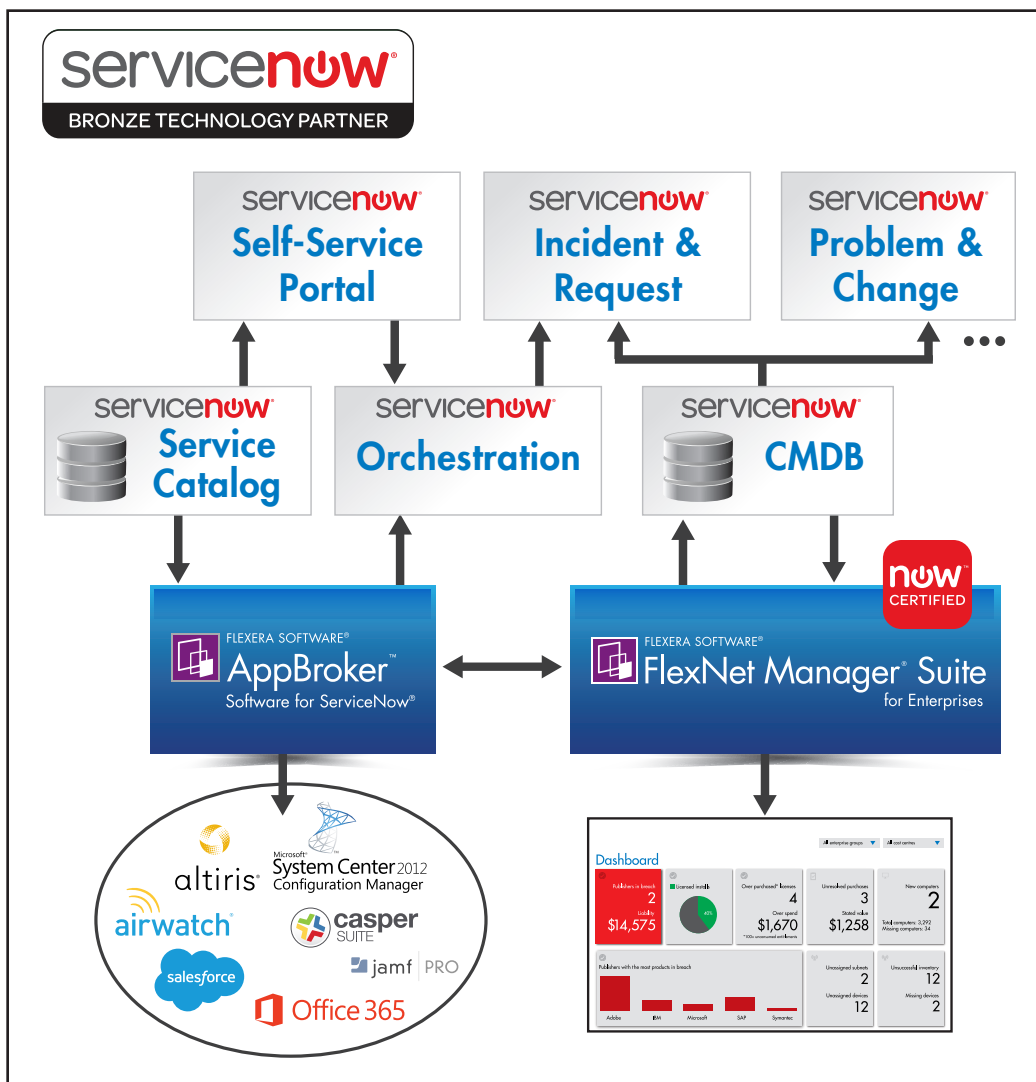


Figure 1: AppBroker snaps in to ServiceNow

Transforming the ServiceNow Service Portal into an enterprise app store is simple and straightforward. AppBroker Software for ServiceNow includes a ServiceNow update set that, when imported into ServiceNow, automatically creates all the ServiceNow entities that are required for ServiceNow to work with the app store:

- **Workflow** - A workflow named Flexera Software - App Portal Software Request
- **REST messages** - All the ServiceNow REST messages used to communicate with App Portal for ServiceNow to perform the steps in the workflow
- **Table schemas** - Custom tables that contain the imported app store catalog item data

AppBroker Software for ServiceNow automatically populates the ServiceNow Service Catalog with metadata on each authorized application. The metadata includes software title, version, description, icon and Flexera ID (a unique identifier that is used throughout the asset lifecycle to recognize each application). The enterprise app store is now ready for users.

### App Store Workflows

Employees use the enterprise app store in the same familiar way as they use an online shopping site. The app store automates the request and fulfillment processes as follows:

### Request

- The employee submits a request through the ServiceNow Service Portal
- Through ServiceNow Orchestration, the app store determines if a license is required
- If no license is required, the request is fulfilled
- If a license is required, the app store determines if an approval is necessary and reserves a license prior to initiating the approval workflow
- If an approval is not required, the app store proceeds with the fulfillment process
- If an approval is required, the app store sends the request through the ServiceNow approval process along with license and cost information

### Fulfillment

- When approval is received, the app store deploys the software to the specified device using the appropriate deployment system
- During the delivery stage, the app store monitors the request and updates the status in the ServiceNow Service Catalog, making status information available to the requestor
- If deployment fails, the app store generates an incident notification in ServiceNow for proactive support

Figure 2 shows the request/fulfillment process.

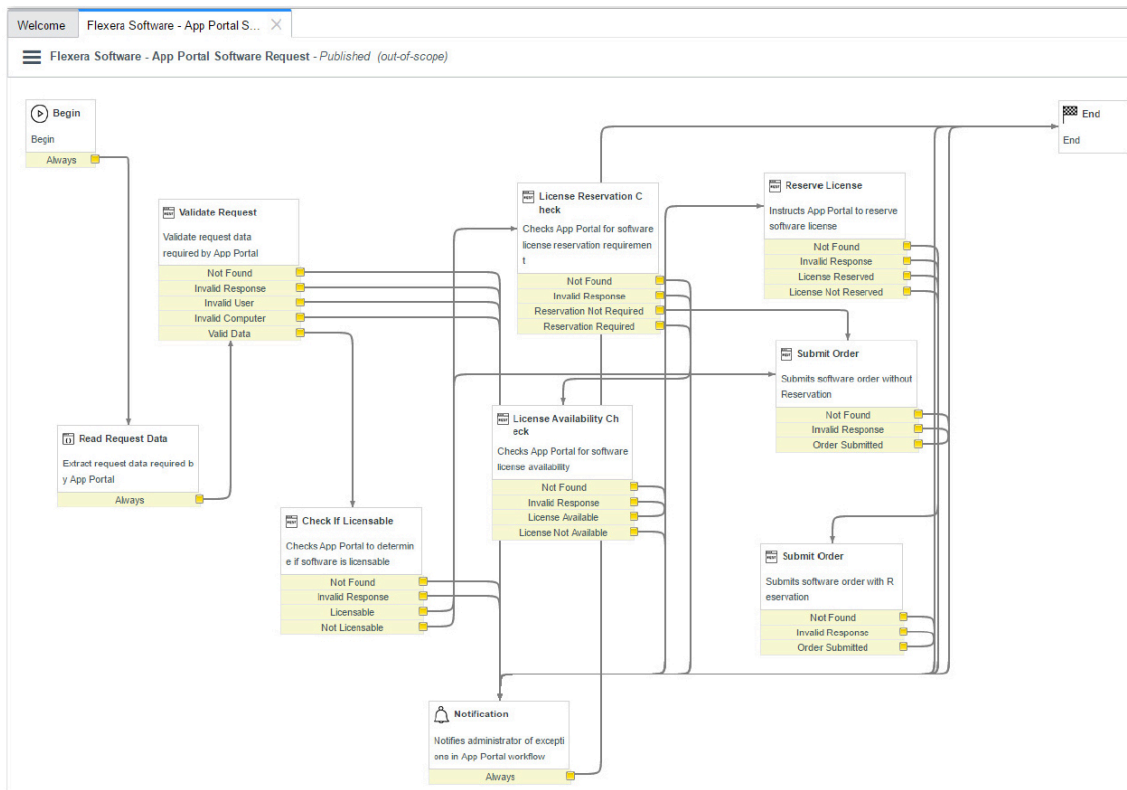


Figure 2: Request/fulfillment process

### Beyond the Enterprise App Store

FlexNet Manager Suite delivers advanced SAM and license optimization capabilities that go well beyond supporting the enterprise app store. With the suite, you gain clear visibility into your current software license position and achieve software license optimization across your entire software estate.

### Purchase Order Processing

You can automatically import purchase order data into FlexNet Manager Suite. The suite interrogates the SKU Library to determine what software has been purchased and matches license entitlements with installed software

to determine a license compliance position. You can use purchase orders to generate new license records or update existing licenses. The suite’s SKU Library is integrated with the Product Use Rights Library to intelligently determine the use rights that apply to each software product.

### Server License Optimization

In addition to supporting client software license optimization, FlexNet Manager Suite provides server software license optimization functionality that enables you to achieve software license optimization for server software products. (See Table 2).

Vendor	Capabilities
IBM	<ul style="list-style-type: none"> <li>The Product Use Rights Library encapsulates IBM licensing rules, including Processor Value Unit (PVU), Resource Value Unit (RVU) and User Value Unit (UVU) points tables and virtual use rights.</li> <li>The data the suite uses to determine the license position for IBM software is accepted by IBM for subcapacity reporting as an alternative to IBM License Metric Tool (ILMT).</li> </ul>
Microsoft	<ul style="list-style-type: none"> <li>The Product Use Rights Library contains the product use rights for Microsoft server products acquired through Microsoft purchase agreements such as Enterprise Agreement (EA), Microsoft Products and Services Agreement (MPSA) and Software Assurance (SA).</li> </ul>
Oracle	<ul style="list-style-type: none"> <li>The suite discovers and inventories Oracle deployments across the enterprise and compares installation and usage data with the organization’s contract terms, delivering a comprehensive license compliance summary.</li> <li>FlexNet Manager for Oracle is verified by Oracle License Management Services (LMS) and its Oracle database inventory and usage data will be accepted during a software audit.</li> </ul>
SAP	<ul style="list-style-type: none"> <li>The suite enables organizations to centrally monitor and analyze SAP named-user license usage to help ensure accurate and optimized licensing and usage-based spending on an ongoing basis.</li> <li>The suite also manages SAP package licenses and indirect access usage.</li> </ul>
VMware	<ul style="list-style-type: none"> <li>The suite provides discovery, inventory management and license management of the vSphere and vCenter datacenter server products.</li> </ul>

Table 2: Supported server software products

### Conclusion

Flexera Software enables organizations to improve business process efficiency with normalized and reliable software inventory used across all departments and by giving employees easy and convenient access to application software through the ServiceNow Service Catalog. With AppBroker Software for ServiceNow you can transform the Service Catalog into a universal enterprise app store that understands license requirements, checks license availability, automates deployment and reclaims licenses to optimize your software spending.

You’ll empower employees to serve themselves in obtaining the apps they need, improving productivity and taking a load off the IT staff. At the same time, ferreting out unused and unauthorized software and ensuring license compliance. What’s more, the combination of AppBroker Software for ServiceNow and FlexNet Manager Suite enables you to mature software asset management processes to dramatically lower software costs and significantly reduce risk.

### About Flexera Software

Flexera Software helps application producers and enterprises manage application usage and increase the value they derive from their software. Our next-generation software licensing, compliance, security and installation solutions are essential to ensure continuous licensing compliance, optimize software investments and future-proof businesses against the risks and costs of constantly changing technology. Over 80,000 customers turn to Flexera Software as a trusted and neutral source for the knowledge and expertise we have gained as the marketplace leader for over 25 years and for the automation and intelligence designed into our products. For more information, please go to: [www.flexerasoftware.com](http://www.flexerasoftware.com)

To learn more or to hear how Flexera Software works with other IT Service Management partners [contact us](mailto:contact@flexerasoftware.com) or visit us online at [www.flexerasoftware.com](http://www.flexerasoftware.com)



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