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ITAM MasterClass Part 6

How to Optimize Public Cloud Resources with Cloud Cost Management (CCM)

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February 24, 2026

Agenda ⟩

1. Welcome & Introduction
2. Why Your Cloud Resources are Assets too
3. What is Cloud Cost Management?
4. Integrating with Major Cloud Providers
5. Manage and Optimize Cloud Resources
6. Next Steps
7. Q&A

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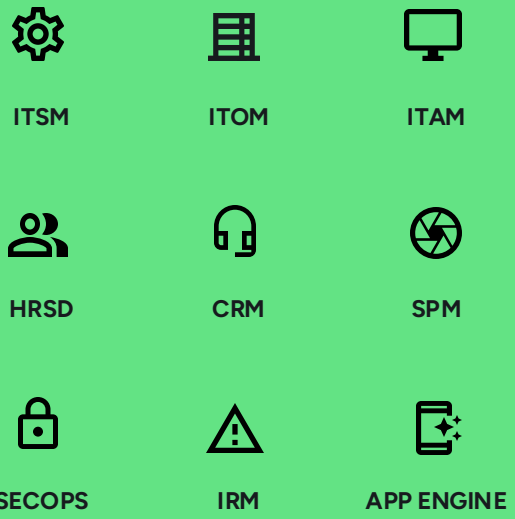

ENVISION

Business Transformation

Organizational Change Management

AI-Readiness

Platform Strategy & Governance

IMPLEMENT & DEVELOP

Platform Architecture & Engineering

Product Implementation

UX & UI Design

App Development

Data Management & Integrations

MANAGE & OPTIMIZE

Platform Operations

Enhancement Services

Product Management

Introductions

Ian Cahall

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Christine Morris

Sr. Director, Consulting Services

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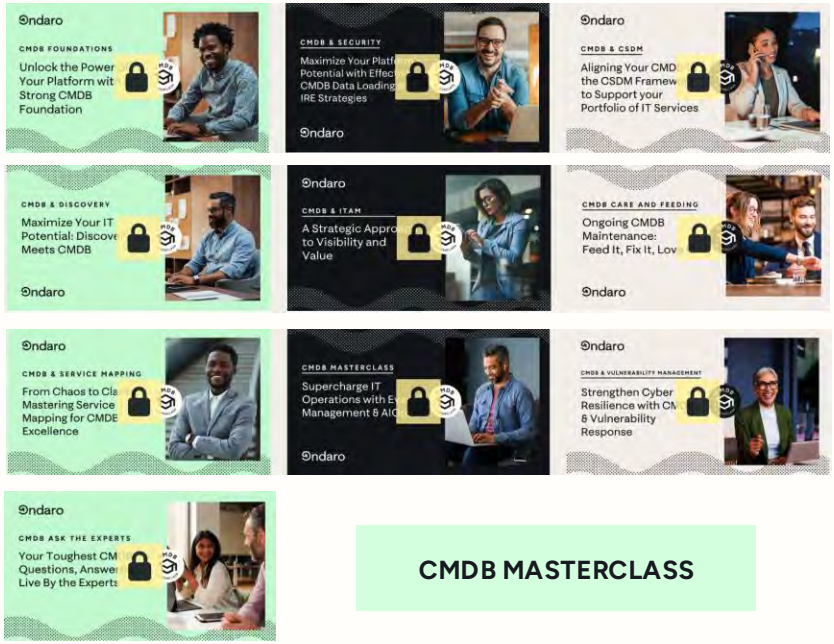
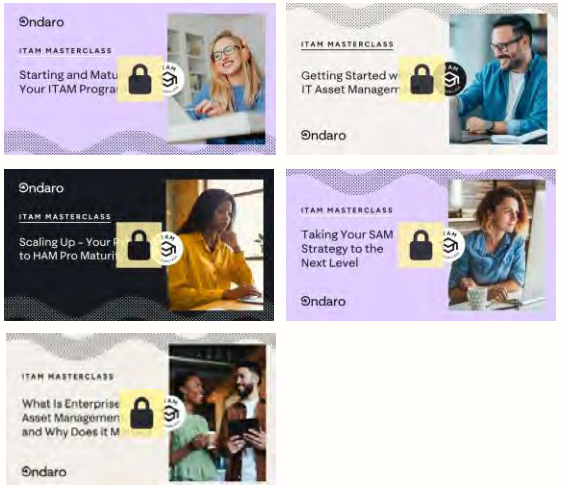
Catch up with our

CMDB & ITAM MasterClass Series!



CMDB MASTERCLASS



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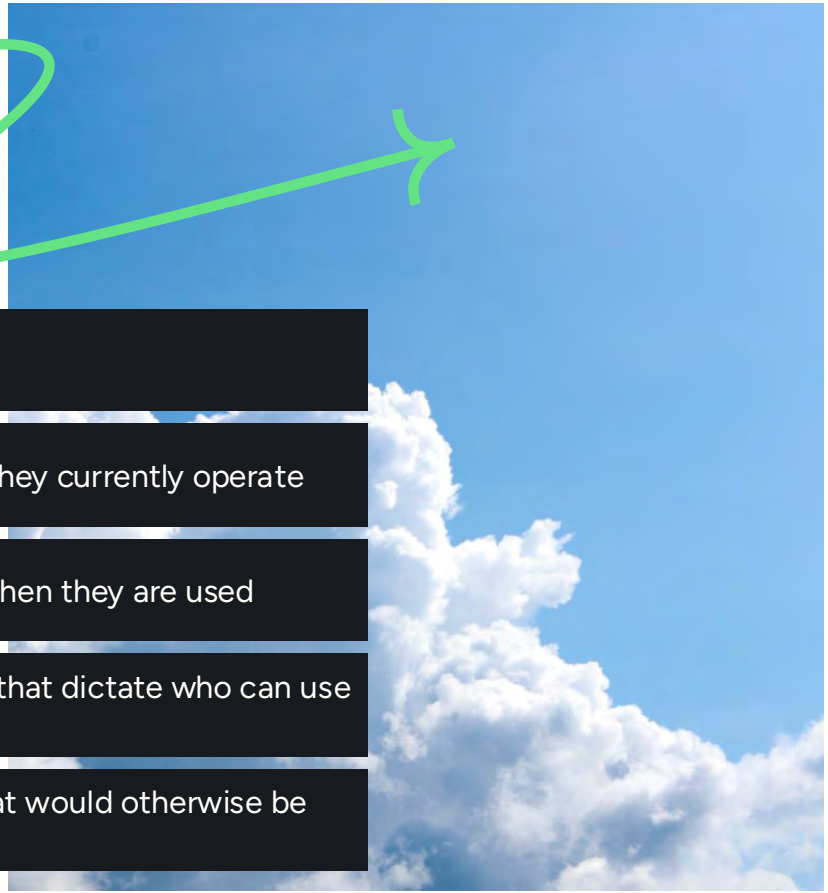
Your Cloud Resources are Assets, too!

Cloud Resources as Assets

Just like hardware and software,
Cloud Resources are Assets too. Why?

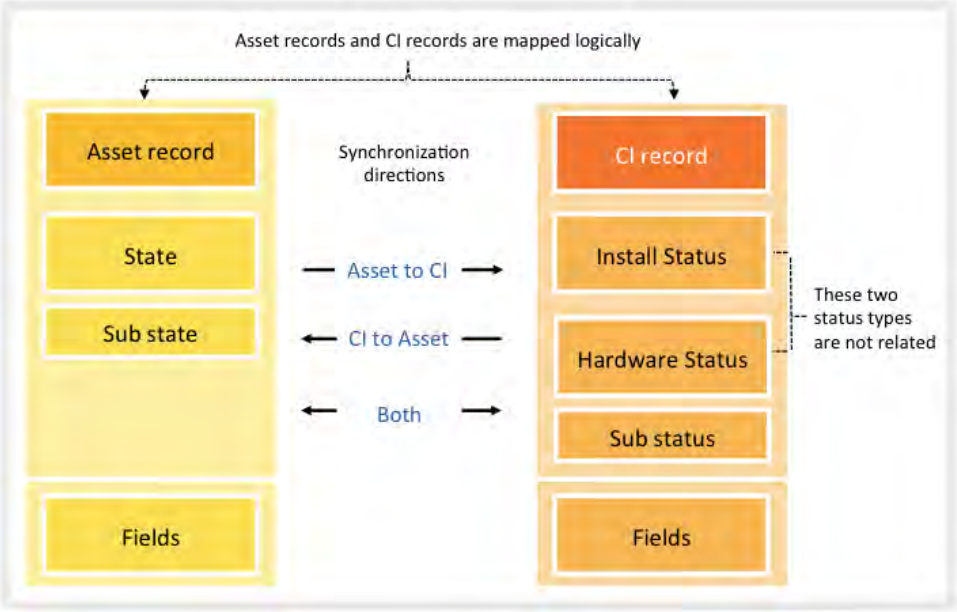


- ✓ Cloud Resources have a Lifecycle
- ✓ Cloud Resource costs are tied closely to where in the Lifecycle they currently operate
- ✓ Cloud Resource costs can be optimized by analyzing how and when they are used
- ✓ Cloud Resources are often governed by Enterprise Agreements that dictate who can use them and for what purposes
- ✓ Cloud Resources are often simply virtual, hosted versions of what would otherwise be considered Hardware or Software (IaaS & PaaS, respectively)

Asset <> CI

A Quick Refresh

- Assets and CIs are joined records
- Scheduled Jobs and Scripts ensure that key fields on each reflect the same values
- Different workflows and forms will refer to Assets or CIs depending on the intention behind the process; Operations vs Finance vs Lifecycle
- Cloud Discovery will create cloud resources as CIs first - CCM will add the Asset layer.



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What is Cloud Cost Management (CCM)?

What is Cloud Cost Management?

The process of overseeing the full **lifecycle of Cloud Resources and their associated costs** to support the reduction of wasted spend and maximization of investment efficiency.

Ask yourself these questions throughout the lifecycle:

- **How do cloud resources get spun up & down?**
- **What are we doing to optimize cloud spend?**
- **What are our cloud budgets and who within our organization is paying for cloud resources?**

A single platform for asset management

Hardware

Mobile Devices
Computers
Servers
Network Devices

Cloud

SaaS
IaaS
FinOps
Serverless Containers

Software

End User Software
Applications
Datacenter
Industrial Software

Enterprise Assets

Frontline Assets
Back-office Equipment
Production Machinery
Facilities and Buildings

HR
SPM
ESG
ITOM
Risk
ITSM
SecOps

Now Platform®

How to Consume CCM

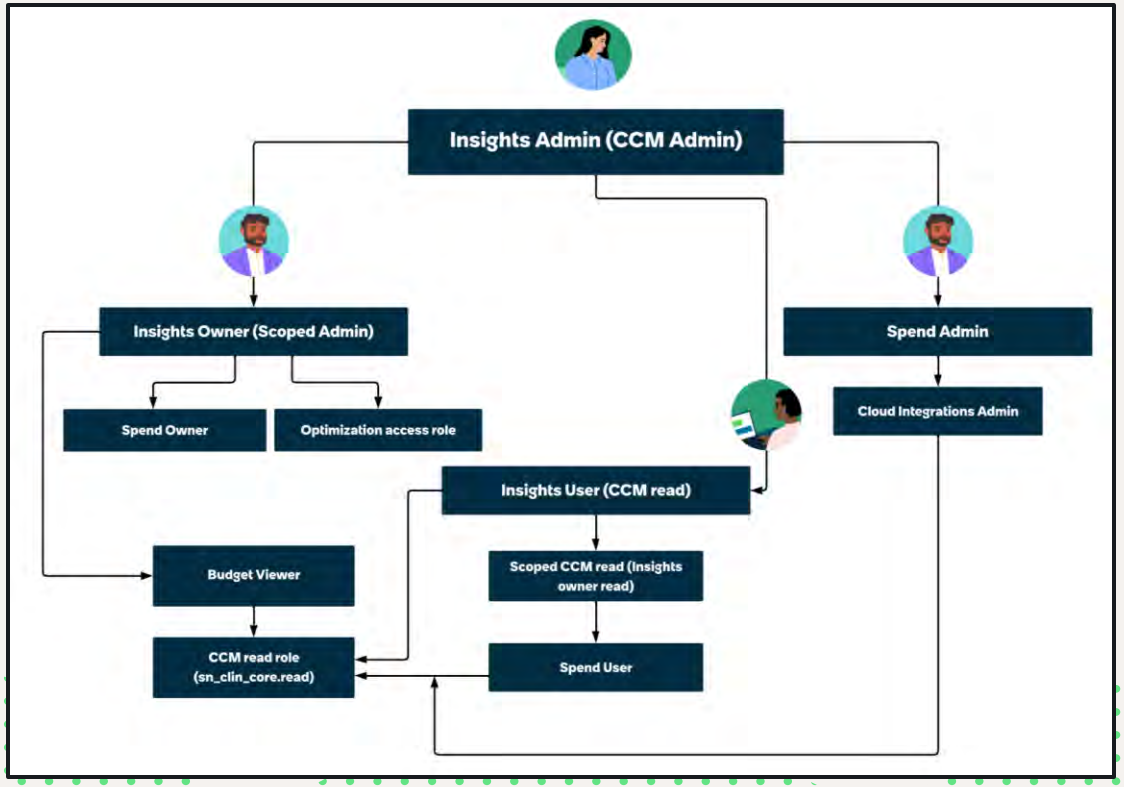
Standalone Module

- CCM can be purchased as a standalone module.
- Benefits from a mature CMDB but does not require one.
- Integrates well with ITSM, Portal/Employee Center, Enterprise Architecture.
- Can be implemented in a single phase depending on organizational maturity.

Part of Software Asset Management (SAM) Enterprise

- CCM is included with SAM Enterprise.
- Cloud Resources are managed similarly to Software Assets.
- Software Assets can add context to how and why certain Cloud Resources are being utilized.
- Recommended to be deployed after a solid SAM foundation is in place.

CCM Roles


Insights Admin (CCM Admin)
Insights Owner (Scoped Admin)
Spend Admin
Spend Owner
Optimization access role
Cloud Integrations Admin
Insights User (CCM read)
Budget Viewer
Scoped CCM read (Insights owner read)
CCM read role (sn_clin_core.read)
Spend User

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Integrating with Major Cloud Providers

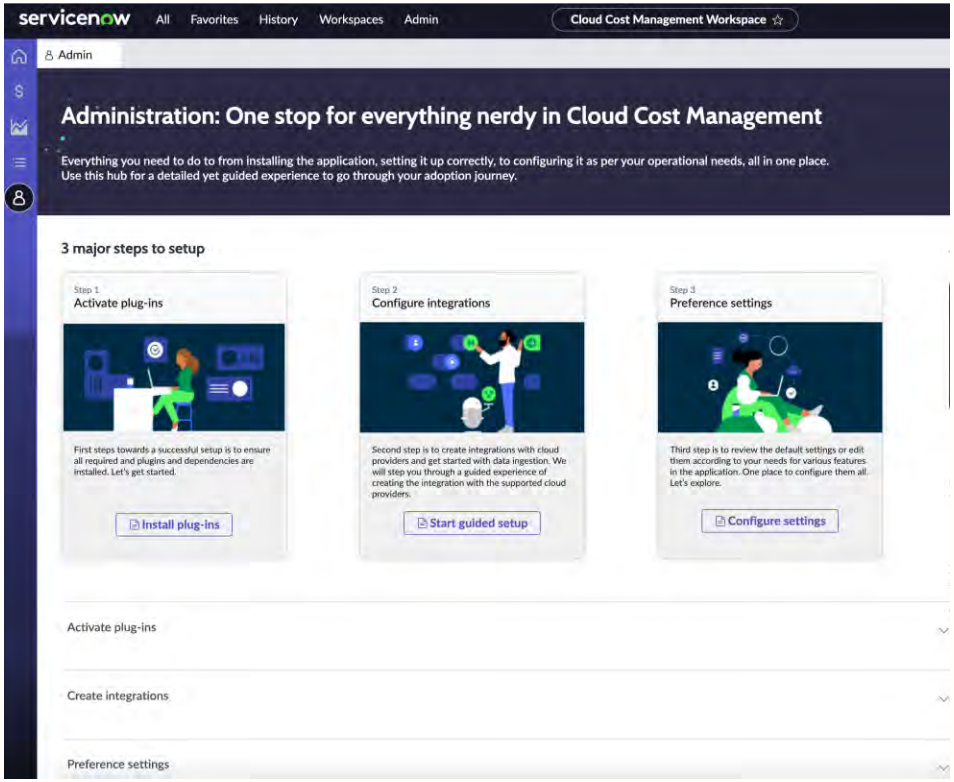
The Big 3 Cloud Providers

Where Organizations Spend 60-65%+ of their Annual Cloud Budget

Amazon Web Services (AWS)	Microsoft Azure	Google Cloud Platform (GCP)
• Storage: S3, EBS, EFC • Compute: EC2, Lambda, Elastic Beanstalk • Database: RDS, DynamoDB, ElastiCache	• Compute: VMs, Azure App Service, AKS • Storage: Azure Storage, Azure Disk • Database: Azure SQL, Cosmos	• Compute: Compute Engine, Cloud Run, GKE • Storage: Google Cloud Storage • Database: Firestore, Bigtable

Guided Setup

Cloud Integration Deployment & Upkeep Made Easy



Guided Setup helps you:

- Activate any necessary plugins for CCM
- Configure your Cloud Provider Integrations
- Set your basic preferences for how CCM should behave.

Where you might still need help from a partner:

- Establishing your cost management strategies
- Building and refining your cloud budgets
- Building an effective tagging and categorization strategy that works well with CMDB and Enterprise Architecture

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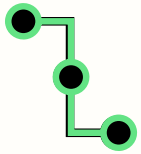
Manage & Optimize Cloud Resources

Resource Visibility

Discovering your Cloud Resources

CCM Cloud Provider Integrations

- As previously discussed, CCM offers direct integrations with each of the 3 major Cloud Providers: AWS, Azure, and GCP
- These integrations rely on a combination of native Account-level APIs and Billing APIs to pull down Cloud spend and transactions data.



ServiceNow Discovery

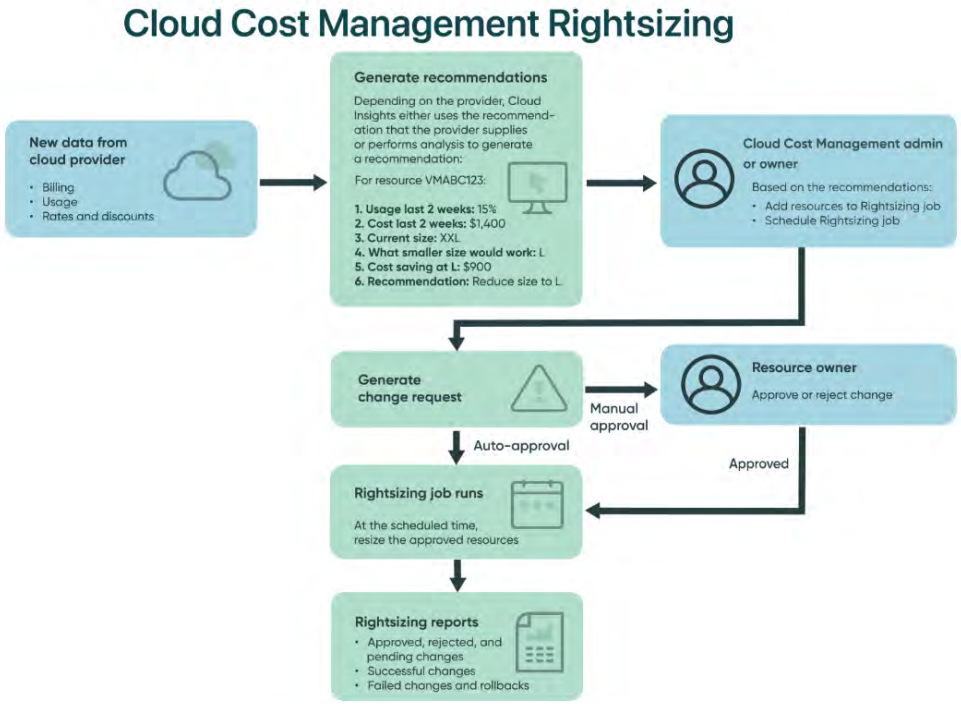
- Discovery is used for supplementing data made available via the CCM integrations, and for sourcing data for other cloud environments, like: IBM Cloud, Alibaba Cloud, VMware Cloud, OCI, etc.
- Discovery can also be used to bring more advanced data around Container environments, like Kubernetes or Redhat.

Resource Optimization

Scale Resource Sizes by Demand

CCM Rightsizing:

- Consumes usage data from your Cloud Providers
- Makes tailored recommendations specific to each provider (AWS recommendations are likely different than Azure recommendations)
- Can solicit approvals to proceed with making changes based on recommendations
- Logs change requests to track where Rightsizing has occurred
- Makes those changes
- Provides visibility to the improvements and impacts of Rightsizing

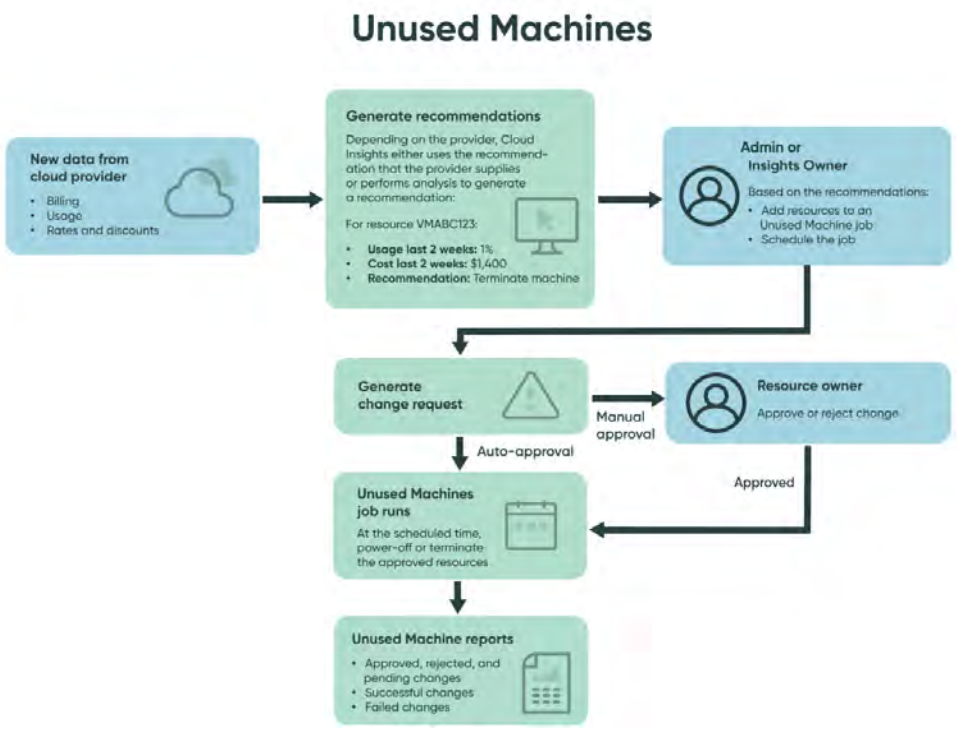


Resource Optimization

Identify Unused or Unassigned Resources

CCM Unused Analysis:

- Much like Rightsizing, pulls data from the Cloud Provider and makes tailor recommendations.
- Notifies appropriate team member/role of identified resources that are Unused or Unassigned
- Generates a change request to track recommended changes.
- Turns off or de-allocates unused resources.
- Provides reporting for successful changes, spend savings, etc.



Resource Optimization

Reservations & Savings Plans

RESOURCE RESERVATIONS

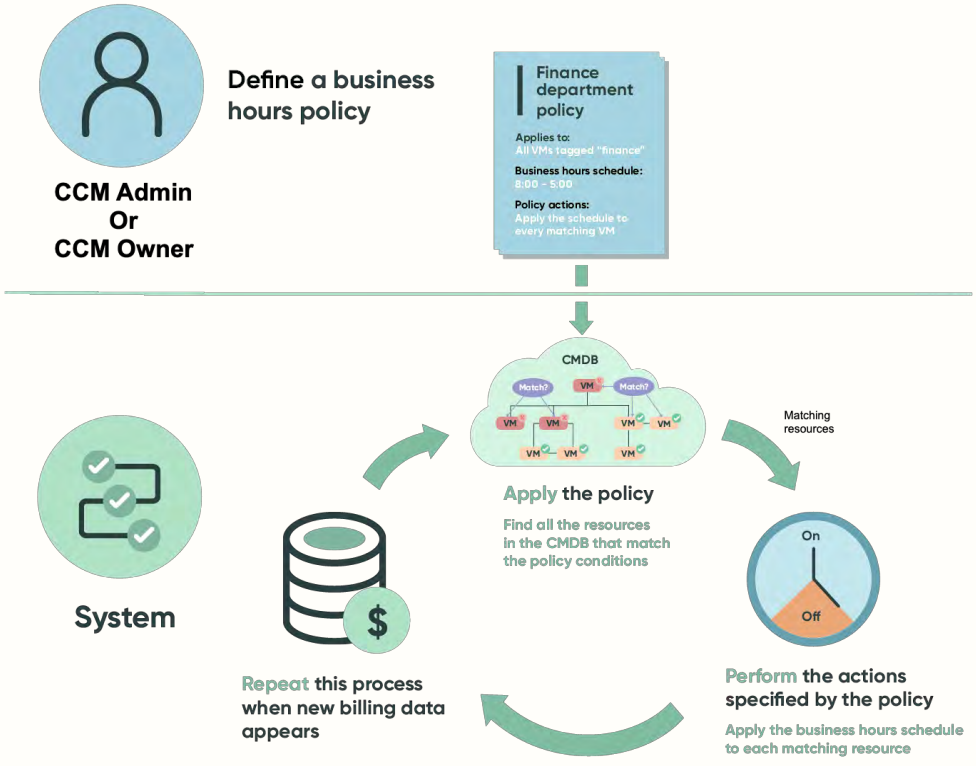
Cloud Providers often provide pre-pay discounts via reservations.

SAVING PLANS

Savings Plans are like reservations but can sometimes have variable terms or requirements.

Good to Know:

Using Business Hours to Optimize Cloud Resources



- Define Business Hours to help add context and define when resource loads should naturally ebb.
- React to spikes outside of typical Business Hours with notifications and automated handling
- Schedule spin-up and spin-down of resources based on beginning and end of day.

Global Context:

- Business Hours may vary by region
- Business Hours may vary by Business Unit or Business Application
- It's important to bake the realities of your business into your systematic process – Finance & IT aren't the whole story.

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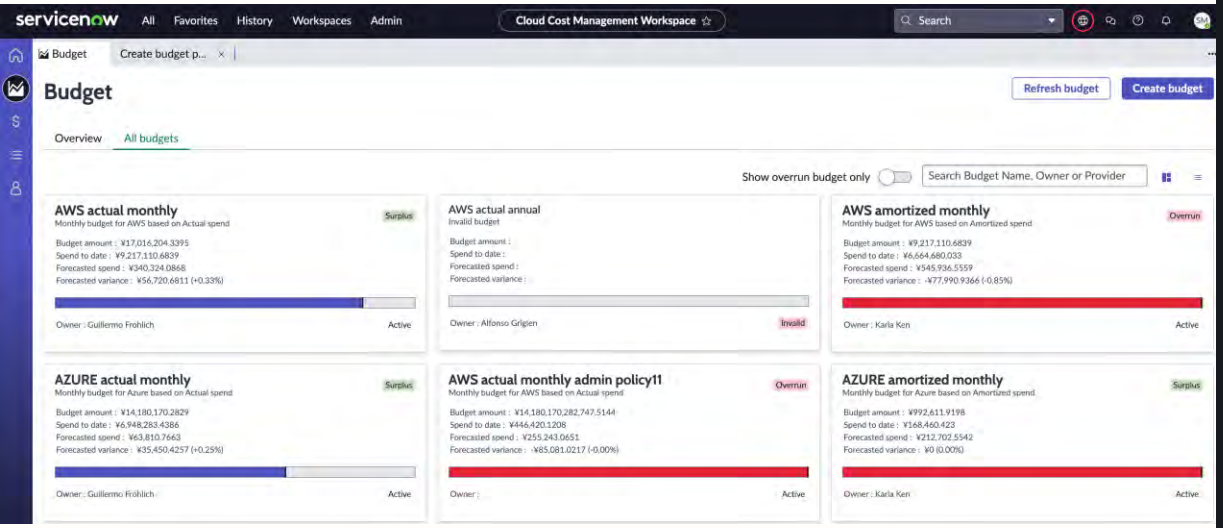
Budgeting

Establish Spend Limits and Thresholds



CCM Budgets:

- Support spending limits which can kick off overage notifications or actions.
- Provides underlying data required for Budget Forecasts.
- Can be setup to work for specific time frames (monthly, quarterly, annually, etc.) or specific departments & business units.
- Can be linked with other financial systems and tools to support broader workflows.

Tagging

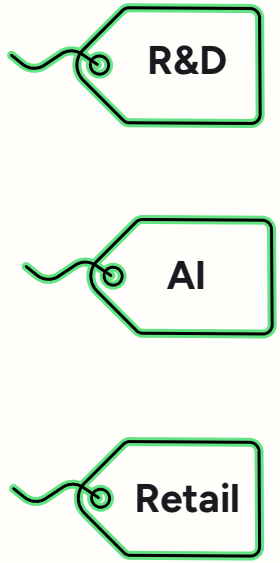
Structure your Cloud Spend

To best group and manage Cloud Transactions:

- Review Default Tag Categories and determine if added categories are needed. If so, create those.
- Create Tags logically grouped into those Categories.
- Apply Tags to Cloud Transactions sourced by Cloud Provider Integrations.
- Make use of CCM Spend Analytics to determine how specific tags are performing and action them.

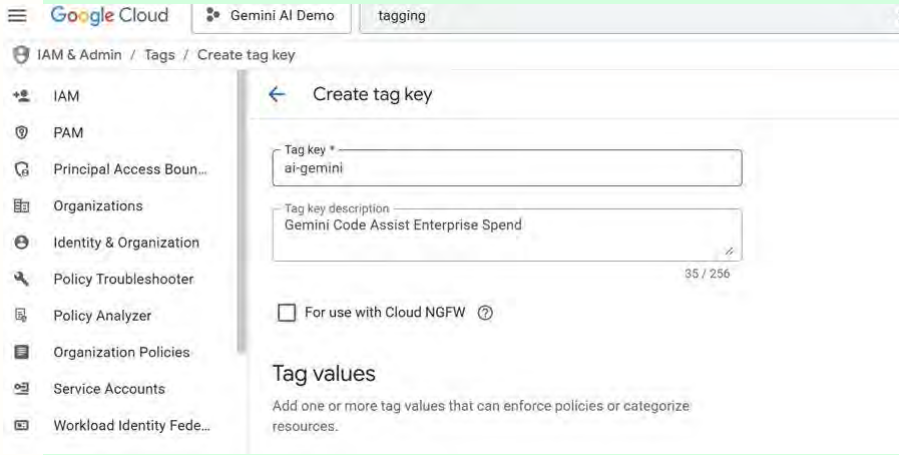
Default Tag Categories

- ❖ Application Feature
- ❖ Application Owner
- ❖ Application Team
- ❖ AI Service**
- ❖ Business Application
- ❖ Business Service
- ❖ Business Unit
- ❖ Cost Center
- ❖ Department
- ❖ Division
- ❖ Environment
- ❖ Kubernetes Cluster Name



CCM for AI Spend

Use Tagging to Track AI Spend in the Cloud!



For organizations primarily using cloud-based AI:

With CCM Tagging, you can apply AI Service Tags to your cloud-based AI Services like Gemini in GCP, Copilot/GPT in Azure, and Bedrock in AWS.

Using these tags, CCM Spend Analytics will capture and provide insights into when and how your AI spend is occurring.

You can then use this data to create action on spend much like we've done with our other cloud resources.

Case Study: Track Gemini Spend in GCP

1. Integrate CCM with Google Cloud
2. Set up AI Service Tags in CCM
3. Tag Gemini services with AI Service Tag
4. Begin (or continue) using Gemini in your normal cloud workflows.
5. View and action spend using CCM Spend Analytics.

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Next Steps:

Getting Started Is Easy!

We can help you optimize your Public Cloud.

Want a quick assessment of your assets with recommendations?

CLEAR PATH

Need to implement CCM and see value fast?

ASK ABOUT CCM

Need a dedicated team for maintaining your ServiceNow Platform?

ONDARO RESERVE

Tell us what ITAM topics you want to learn more about!

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Thank you!