

Qndaro

ITAM MasterClass Part 7

Activating AI for SAM and HAM

Agenda >

1. Welcome & Introduction
2. Pro Plus: Unlocking Now Assist AI
3. AI Agents in Your Asset Workflows
4. Introducing: ServiceNow AI Platform
5. Are you AI Ready?
6. Q&A

Ondaro is the only pure play ServiceNow partner with fully certified resources across the platform



ITSM



ITOM



ITAM



HRSD



CRM



SPM



SECOPS



IRM



APP ENGINE

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

Associate Director, Principal
Architect

Ondaro



Christine Morris

Sr. Director, Consulting Services

Ondaro

Join the Conversation: Using Teams

Turn on Video

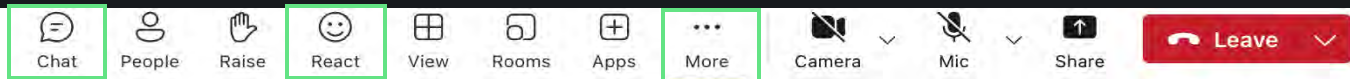
Let's get interactive and enjoy ourselves!

Unmute – Click the microphone icon to unmute and participate

Chat – Message everyone or just one person

Get Help – Use Chat

Show Captions - Click More, Language & speech, Show live captions



Catch up with our MasterClass Series!

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CMDB FOUNDATIONS

Unlock the Power Your Platform with Strong CMDB Foundation



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CMDB & SECURITY

Maximize Your Platform Potential with Effective CMDB Data Loading & IRE Strategies



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CMDB & CSDM

Aligning Your CMDB with the CSDM Framework to Support your Portfolio of IT Services



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CMDB & DISCOVERY

Maximize Your IT Potential: Discover Meets CMDB



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CMDB & ITAM

A Strategic Approach to Visibility and Value



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CMDB CARE AND FEEDING

Ongoing CMDB Maintenance: Feed It, Fix It, Love It



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CMDB & SERVICE MAPPING

From Chaos to Clarity: Mastering Service Mapping for CMDB Excellence



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CMDB MASTERCLASS

Supercharge IT Operations with Effective Management & AI



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CMDB & VULNERABILITY MANAGEMENT

Strengthen Cyber Resilience with CMDB & Vulnerability Response



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CMDB ASK THE EXPERTS

Your Toughest CM Questions, Answered Live By the Experts



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ITAM MASTERCLASS

Starting and Maturing Your ITAM Program



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ITAM MASTERCLASS

Getting Started with IT Asset Management



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ITAM MASTERCLASS

Scaling Up - Your Path to HAM Pro Maturity



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ITAM MASTERCLASS

Taking Your SAM Strategy to the Next Level



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ITAM MASTERCLASS

What is Enterprise Asset Management and Why Does it Matter?



ITAM MASTERCLASS

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PLATFORM OWNER MASTERCLASS

Building the Foundation for Scale, Value, and Adoption



PLATFORM OWNER MASTERCLASS

Find recordings, resources & more!

AUDIENCE POLL

What's your current relationship with AI?

- A My AI assistant is my BFF – use it for everything
- B Use it for work or home
- C No, I am scared of the bots
- D AI – what is that?

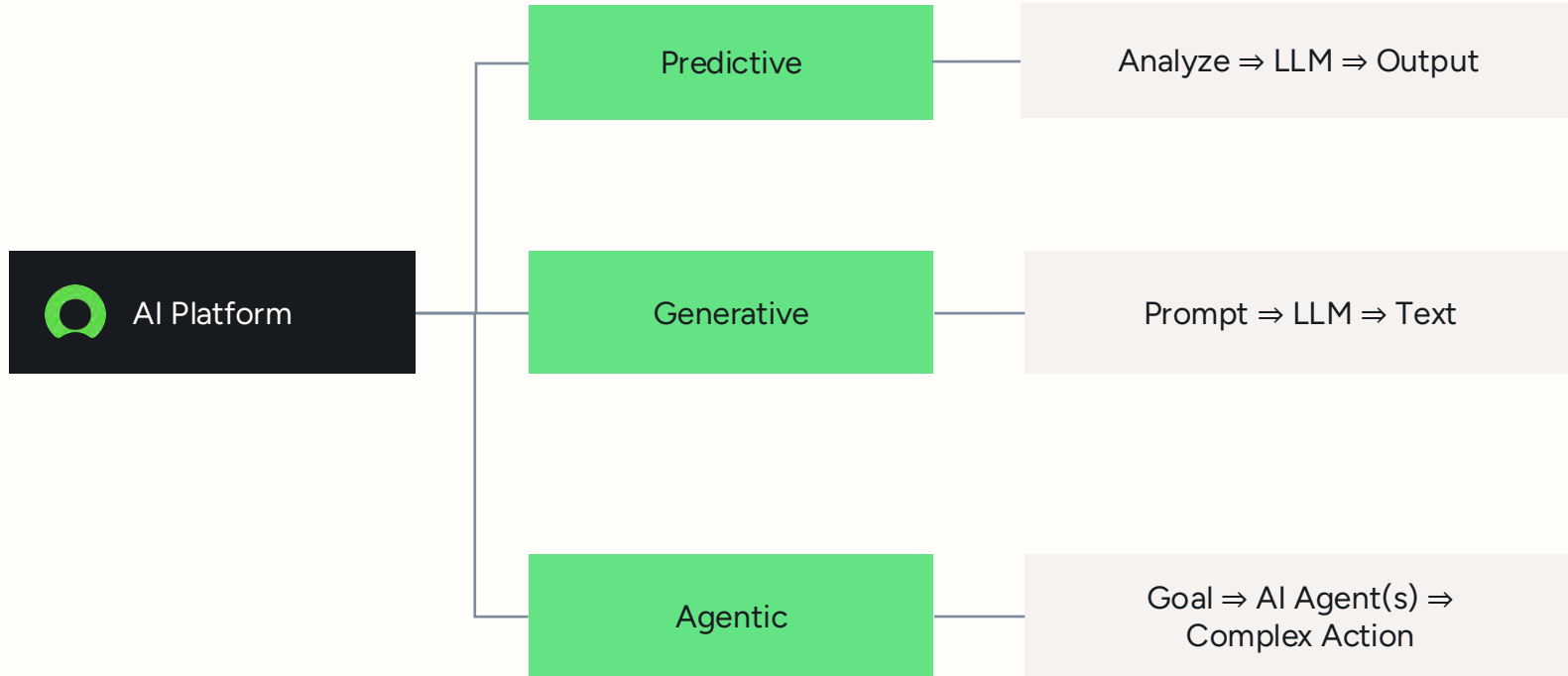
On daro

Pro Plus: Unlocking Now Assist AI
for Asset



Now Assist

What is it, how does it work?



Now Assist

Generative & Predictive AI



PROMPT

"Summarize the software asset estate's overall compliance position"



LLM

Using the input received, the LLM generates an output



OUTPUT

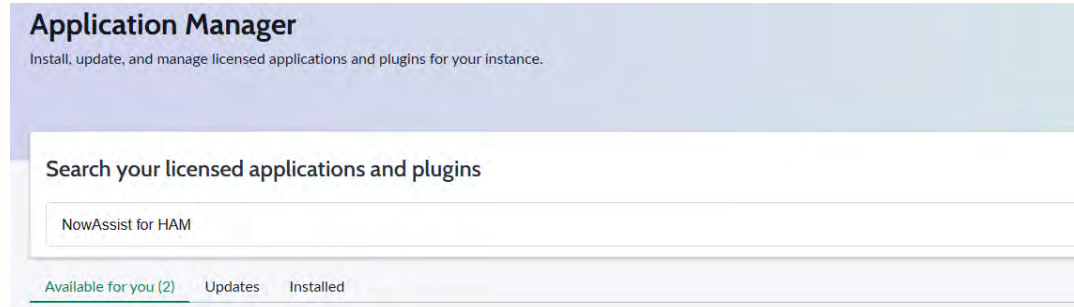
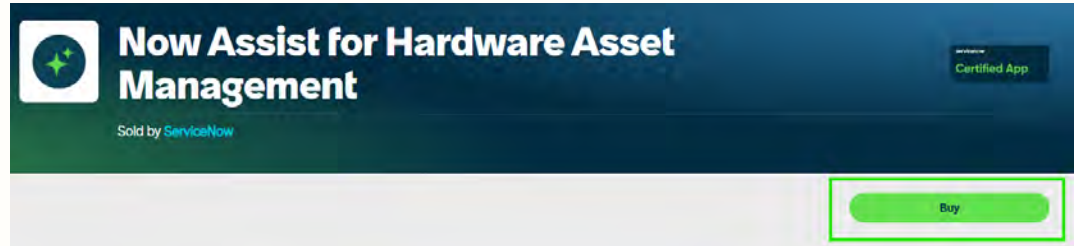
"250 Publishers are currently under management
23% are fully compliant
Highest priority publishers are Microsoft(56% Compliant) and Oracle (38% Compliant)"

How to Get Now Assist

*Must be a Platform Admin

For HAM or SAM*

- Request on the ServiceNow Store
- Once approved, Install Plugins
(All > System Definition > Plugins)
- Enable the NowAssist Panel if not already done (All > Now Assist Admin > Now Assist Experience)



Asset Management AI Skills

Available for NowAssist

NowAssist for HAM

- Generate Hardware Asset Insights
- Pre-Built HAM AI Agents



NowAssist for SAM

- Publisher Compliance Summarization*
- Product Compliance Summarization
- Recommended Actions
- SaaS User Resolution
- Extract Software Entitlements from Contract**
- Pre-Built SAM AI Agents

Activating AI Skills


For HAM or SAM*

*Must be a Platform or Now Assist Admin

1. Open the specific feature you want to activate (**All > Now Assist Admin Console > Features**)
2. Select the Feature Card for the Skill you want to activate and select **Activate Skill**
3. You may need to configure the skill's behavior, like where to display the output from the skill.

NOTE: Some skills are activated by default when the relevant Now Assist Plugin is installed.

Choose where to display
Display incident summarization in-product or in the Now Assist panel. [Explain this](#)




Recommended
In-product
Show incident summarization in all ITSM products.

Display

Select roles for whom incident summarization will be displayed.

User roles



Recommended
Now Assist panel
Show incident summarization in the Now Assist panel.

Display

Who can access incident summarization from the Now Assist panel?

User roles

[Back](#) [Save and continue](#)

Asset Workspace Enhancements

Enabled by Now Assist

- Surface data trends
- Highlight priority actions
- Summarize hardware service history
- Streamline and optimize asset workloads

The screenshot displays the Microsoft Asset Workspace interface for SQL Server. The left sidebar shows a product tree with 'Microsoft' expanded to 'SQL Server', which is marked as 'Not compliant'. The main content area provides a detailed overview of the SQL Server asset, including a summary of product compliance, software deployment details (224 installs), license compliance (5 models, \$1,564,335.2841 spend), optimization (total over-licensed amount of \$379,610.1025), and issues (13 issues reported). A 'Key metrics' section at the bottom shows a true-up cost of \$1K, zero savings, and progress indicators for unlicensed entities and health issues. The right-hand panel, titled 'Recommended actions', lists several tasks: 'Health check issues', 'Installs requiring action', 'Normalization suggestions', 'Remediation options', and 'End of life', each with a 'View more' link and a 'Go to' button.

SOFTWARE ASSET WORKSPACE EXAMPLE

Asset Workspace Enhancements

The screenshot displays the Microsoft Asset Workspace interface for SQL Server. The left sidebar shows a navigation tree with 'SQL Server' selected. The main content area is titled 'SQL Server' and contains a 'Product compliance summarized by Now Assist' section. This section is highlighted with a green border and includes sub-sections for Software deployment, License compliance, Optimization, and Issues. Below this is a 'Key metrics' section with four cards: True-up cost (\$1K), Savings, Unlicensed entities, and Progress indicators. On the right, a 'Recommended actions' panel lists health check issues, installs requiring action, normalization suggestions, remediation options, and end-of-life items.

SQL Server

Product compliance summarized by Now Assist

Software deployment

- The deployment comprises 224 software installs across on-premise infrastructure.
- Software normalization rate is at 32% (Note: Some Installs may be covered by other licenses).
- 197 installs are at end of support and 30 installs are at end of extended support (Note: Some Installs may be covered by other licenses).

License compliance

- 5 software models are compliant out of 7 total software models.
- Total spend is \$1,564,335,2841.
- Total true-up cost for non-compliant licenses is \$1,000.00. This true-up cost may be impacted by 6 unlicensed installs and 1 unlicensed client access.
- 3 remediation options are related to license compliance.

Optimization

- Total over-licensed amount is \$379,610.1025.
- The \$1,000.00 true-up cost can possibly be offset by \$379,610.1025 in over-licensed amount and \$1,063,479.8284 in potential savings.

Issues

- 13 issues are reported with the main issues being SQL Server - CPU count, core count discovery check, SQL Server - Developer Edition Configuration check and SQL Server - Environment field is empty.
- 39 installs require action with the main issues being Install without a software entitlement.
- 2 entitlements are not in use.

Key metrics

True-up cost	Savings	Unlicensed entities	Progress indicators
\$1K	Potential: \$0 Actual: \$0	Unlicensed installs: 6 Installs requiring action: 39 Unlicensed client access: 1	Ignored installs: 0 Removal candidates: 0 Health issues: 2

Recommended actions

Generated by Now Assist

Based on data last refreshed at 2025-04-22 02:30:06

Health check issues

Top health check issues for SQL Server based on priority are in areas like ensuring SQL Server Developer edition h...

[View more](#)

[Go to health check issues](#)

Installs requiring action

There are installs that require actions for SQL Server for reasons like Install without a software entitlement and ca...

[View more](#)

[Go to installs requiring action](#)

Normalization suggestions

There are 2 normalization suggestions for SQL Server. Review and accept suggestions for manually normalized...

[View more](#)

[Go to normalization suggestions](#)

Remediation options

To improve compliance for SQL Server execute the remediation options like Remove Unlicensed Installs,...

[View more](#)

[Go to remediation options](#)

End of life

For SQL Server, use the end-of-life workflow to remediate installs that are at end of support and end of extended...

[View more](#)

Extract Software Entitlements

Enabled by Now Assist

Extract software entitlement data from Software Contracts, POs, etc in PDF, PNG, JPG or JPEG format

1. On a **Contract** record with the Software License contract model, select **Import Contract Document**.
2. Select **Publisher** (optional) and **upload the file**.
3. **Review and approve** entitlement record creation.

Extract Entitlements - CNTR0009053

Microsoft Corporation Order Form OR Execu... In Quotes 09_01_2019_signed,2 1 1 1.jpeg

1 of 6

Microsoft | Volume Licensing ServiceNow, Inc.

Microsoft Volume Licensing - Customer Price Sheet - Final Pricing

Quote Number:	9875903.002	Billing currency:	USD
Creation Date:	8/27/2019	Term of Agreement:	3 Years
Effective Duration:	30 days	Opportunity ID:	717833997N
Enrollment Number:	80539656	Payment Schedule:	Annual
Language:	English (United States)		
Price List Month:	August 2019		

Direct Enterprise Enrollment - Supplemental Quote

Customer Contact

Color Marketing	ServiceNow, Inc.
Phone: (805) 450-7128	2225 LAWSON LN
Fax:	SANTA CLARA, CA, United States, 95054-3311
oppor.murchison@servicenow.com	

Partner Contact(s)

Software Adviser

Microsoft Info	PCM, Inc.
Phone: 508-263-3521	1940 E. Margosa Ave.
Fax:	El Segundo, CA, United States, 90245-3457
rmurphy@pcm.com	

Microsoft Contact

Ashleigh Carey	ascare@microsoff.com
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New Purchases

Sections	Purchase Order Number	Purchase Order Date
Section 1		

Review the fields and/or the tables before submitting the task

Results predicted by Now Assist. Be sure to review AI generated results for accuracy.

Fields

All (1) Warnings (0) More

Agreement Type *
subscription

Tables 0 110 0

AUDIENCE POLL

Which AI capability sounds MOST valuable to you?

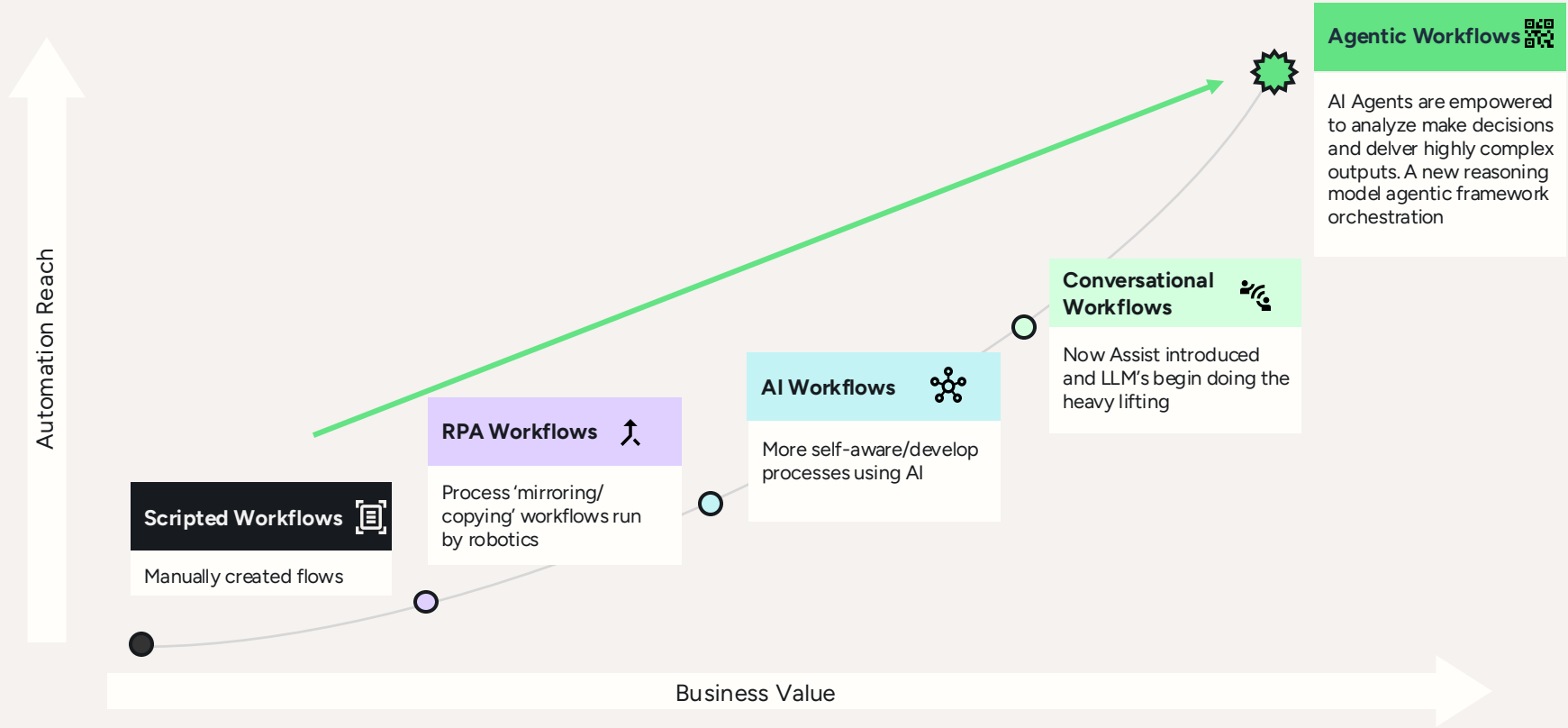
- A Automatic data summarization.
- B Data qualification and cleanup.
- C Pre-built AI agents.
- D Custom AI workflows.
- E Give me everything, I want it all!

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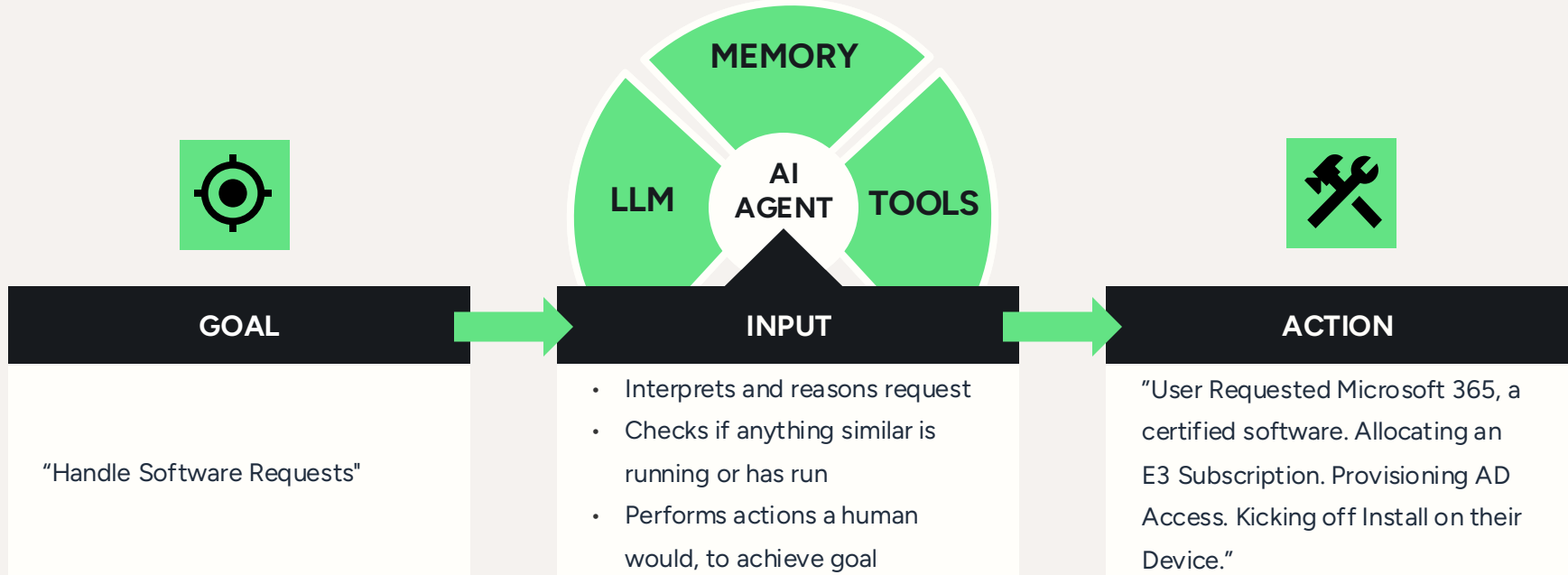
AI Agents for Asset Workflows



What is an Agent?



How Agents work on ServiceNow



Available Asset Agentic Workflows

Powered by Now Assist

Hardware Asset

- Help Manage Hardware Request Workflow
- Help Repair Hardware Assets Workflow



Software Asset

- Help Manage Software Request Workflow
- Evaluate Software Removal Candidates Workflow



Help Asset Repair Agentic Workflow

AI Agents Involved



Repair Asset AI Agent

Performs web search and provides detailed repair steps for technician to follow. Adds repair notes to task and closes task.



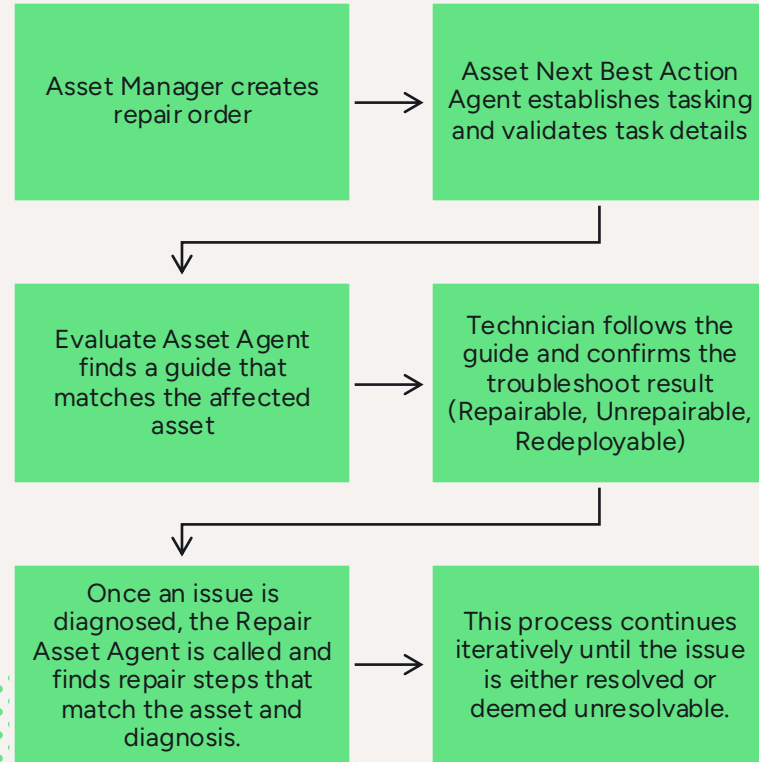
Evaluate Asset AI Agent

Performs web search and provides detailed evaluation guide for technician to identify issue.



Asset Next Best Action AI Agent

Validates repair tasks and types, and triggers other AI Agents to act when appropriate.



Agentic Capabilities

Agent Studio



- While there are a number of out-of-the-box AI Agents made available with Now Assist, Agent Studio gives you the ability to create & customize Agents.
- Customizable Agents need to be given a context & data set to work from, and specific actions they can take.
- Compare with a Decision Table – same concept, but more robust and capable.

Flow Designer



- Both out-of-the-box and created AI Agents can be called natively in Flow Designer to support your workflows.
- This methodology allows your Agents to extend to and call Spokes, SGCs, and Action packs to do even more.
- E.g.: create an Agentic Workflow that calls a data import from SCCM and then evaluate changes in that data to take a specific action.

Off-Platform Action



- As seen previously, Agentic outcomes are enhanced when multiple Agents are working together.
- ServiceNow Agents can work in concert with off-platform Agents to share context and drive multi-lateral action.
- E.g.: A ServiceNow Agent assisting with a Warranty Repair can work with an off-platform OEM Agent to generate an RMA order.

AUDIENCE POLL

What's your biggest blocker to adopting AI in ITAM?

- A Data quality
- B Lack of internal expertise
- C Cost or unclear ROI
- D Governance / risk concerns
- E All of the above and my own internalized self-doubt as an adult caused by my parents



Introducing: ServiceNow AI Platform



The ServiceNow AI Platform

AI In Every Product

Foundation

OOTB GenAI Skills & AI Agents

AI helps your work:

- Summarization
- Pattern Recognition
- Categorization
- Task-based assistance



Advanced

OOTB Agentic Workflows

AI completes parts of the work:

- Understands context
- Applies domain knowledge
- Automates an entire process



Prime

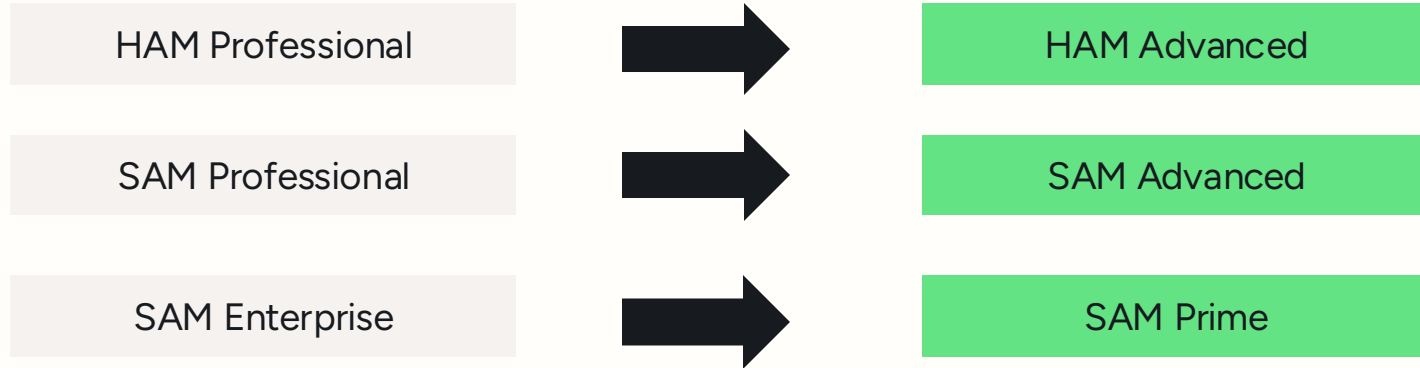
Create Custom AI Specialists, Agents, & Skills

AI completes work end-to-end:

- Fully independent
- Makes decisions
- Role-based expertise



ITAM Product Changes



Autonomous Workforce

What is it?



AI Agents

- Each agent does a specific task
- Requires orchestration
- Requires technical setup



Autonomous Workforce

- Each AI specialist does a job
- Executes autonomously as a group of agents
- Onboarded in a few clicks

Autonomous SAM Analyst

Available in 2H 2026



The screenshot shows the ServiceNow AI Agent Studio interface. The top navigation bar includes 'servicenow', 'All', 'Favorites', 'History', 'Workspaces', 'Admin', and 'AI Agent Studio'. The main content area is titled 'AI Specialists' and lists several AI agents created by ServiceNow. The 'Software Asset Mgmt Analyst' agent is highlighted with a green border. The interface also shows a sidebar with 'Workforces' (Technology, Customers, Employee, Finance & Supply Chain) and 'Persona' (Administrator, Developer, Employee, Fulfiller) sections.

AI Specialist	Key Capabilities
Level 1 Service Desk AI Specialist	<ul style="list-style-type: none">Triage and categorize low priority incidentsAssist troubleshooting and resolutionFollow knowledge base guidanceEscalate complex issues to the L2 assignment group when needed
Autonomous NOC Specialist	<ul style="list-style-type: none">Correlates alerts across systemsIdentifies root causeSuspends alert noiseAuto resolves incidents
Autonomous SOC Analyst	<ul style="list-style-type: none">Investigates security alertsEnriches threat contextOrchestrates response actionsSubstantiates critical risks
Project Coordinator	<ul style="list-style-type: none">Tracks project statusIdentifies risks and dependenciesMonitors milestones and budgetsFlags delays and task overruns
Software Asset Mgmt Analyst	<ul style="list-style-type: none">Tracks software inventoryManages license complianceAutomates access requestsOptimizes software spend
CMDB Health Agent	<ul style="list-style-type: none">Removes duplicate recordsEnriches CMDBValidates relationshipsMaximizes CMDB accuracy

- ✓ Tracks software inventory
- ✓ Manages license compliance
- ✓ Automates access requests
- ✓ Optimizes software spend

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Are you AI ready?



Why do I need to get ready?

Comparing Enterprise Platform AI & Chat Interface AI

Chat Interface AI (Copilot, ChatGPT, etc)

- Context is constrained to the individual
- Models trained on public consumer data for consumer outcomes
- Results are rapid, trustworthiness can be variable

Enterprise Platform AI (NowAssist, etc)

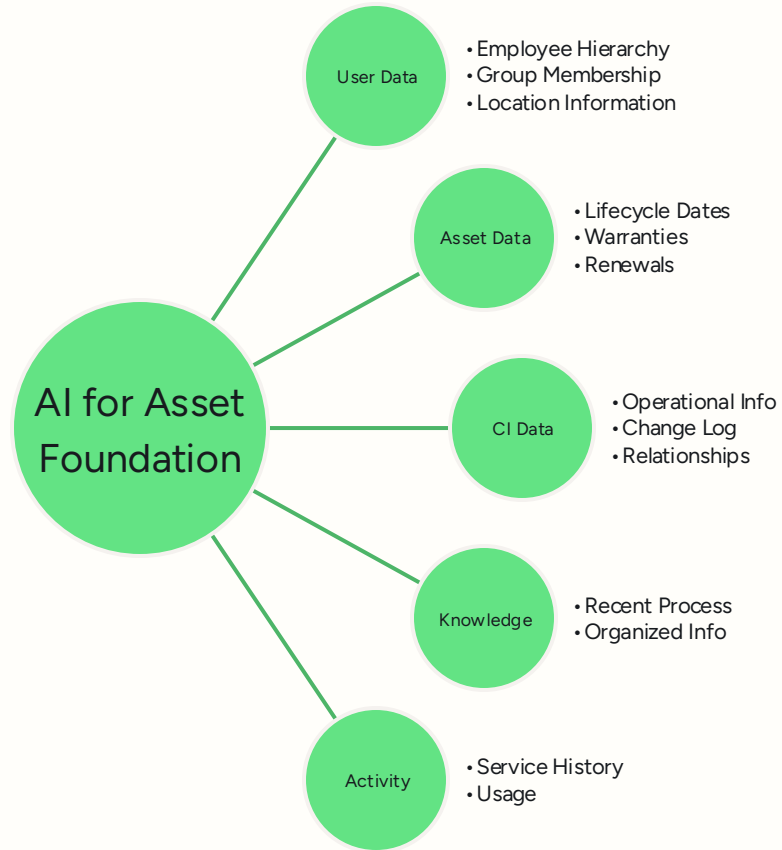
- Context is platform-wide
- Models can be trained on your enterprise data for outcomes tailored to your enterprise
- Results can take longer, because trustworthiness must be maximized

AI Data Foundations

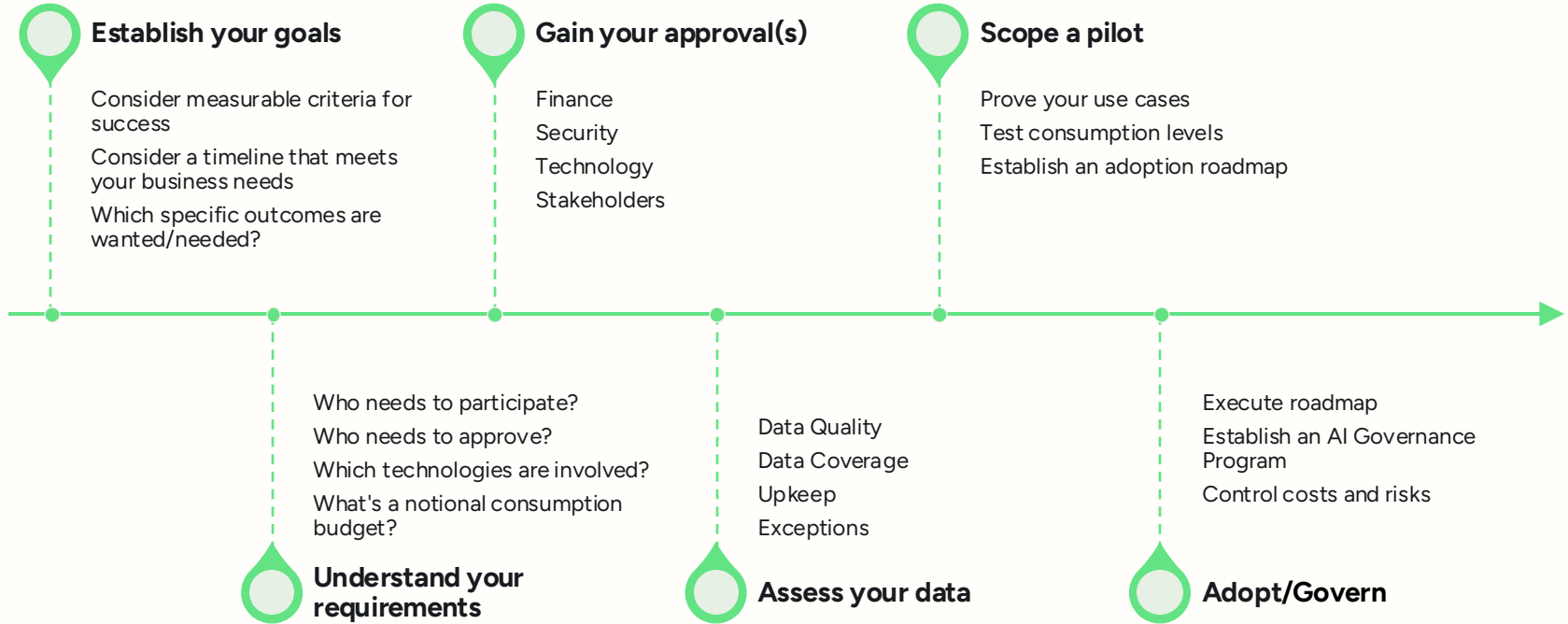
It starts with your core platform elements!

AI relies on context to function properly. That context doesn't exist outside of your enterprise perimeter!

When you think about what AI needs to work effectively, consider how you would go about answering a question asked by a new employee if you had to cite your sources. AI will need the same resources to answer the same questions!



How to Get There



Measuring AI Success

Key AI Governance KPIs

ROI



- What is your organization getting out of AI?
- Measure:
Cost in / Value Out
- Requires strict measurement of AI token costs and usage
- Most important KPI for most AI Programs

Adoption



- Who is using AI, and how?
- Measure:
Users Granted Access /
Users With Transactions
- Requires good telemetry on user access to AI and relevant usage metrics
- Usually the second-most important KPI for success
- Can be enhanced with more mature vision for what "good adoption" is

Quality



- How often does a human need to correct AI?
- Measure:
Duplicate AI Transactions,
Prompt Overlap, & AI-driven Incidents
- Requires structured AI data on models, prompt visibility, and strict root cause analysis.
- Hallmark of a mature organization AND AI program.

Risk



- What is AI exposing our organization to?
- Measure:
AI Model Risk Profile(s) &
Controlled Data Access
- Requires a strong pre-existing Risk Management posture and a means of measuring Model Risk.
- Critical KPI for organizations in compliance-heavy verticals.

Bring Your Own AI to ServiceNow



Sense

Any Data

aws

Decide

Any AI

 AI

Act

Any Action

 G



AI Readiness

Questions to Ask Yourself:

- What is the current confidence level in the underlying CI and Asset Data quality?
- What compliance requirement(s) do we need to meet to use AI?
- Which specific AI use case(s) do we want to take advantage of?
- Do we have the right operational oversight to control and govern AI use?
- How can we measure the impact AI will make on our Asset workstream(s)?
- Do we have the right executive sponsorship for our AI use case(s)?

Need Some Help?

Ondaro AI Offerings for Asset & More



NOW ASSIST OFFERINGS

FOCUSED, POINT SOLUTION DEPLOYMENTS

AI Spark
for ITSM

AI Spark
for HRSD

AI Spark
for SPM

AI Spark
for HAM

AI Spark
for EAM

AI Spark
for CSM

AI Spark for
ITOM & CMDB

AI Spark
for SAM



AI AGENT ACTIVATE

DRIVE HIGH-VALUE AGENT CAPABILITIES



AI VISIBLE VALUE

BUSINESS-LED AI STRATEGY & ROADMAP

Align the organization with a unified AI strategy, vision and roadmap that is mapped to your business goals to accelerate outcomes with platform AI and GenAI capabilities.



PROGRAM BASED AI VALUE DELIVERY

AGILE TEAM BASED CONTINUOUS AI DELIVERY

AUDIENCE POLL

Have you evaluated
your organization's AI
readiness for ITAM?

A Yes, and we're ready

B Yes, but we have gaps

C Not yet, but planning to

D No idea where to start

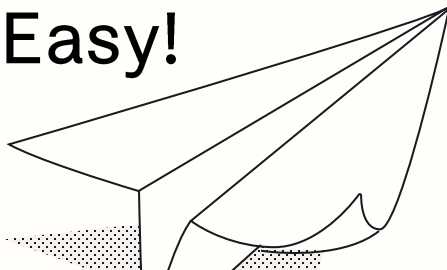
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Next Steps:



Getting Started Is Easy!

We can help you optimize your Public Cloud.



Want a quick assessment of your AI readiness?

AI VISIBLE VALUE

Need to implement AI and see value fast?

ASK ABOUT AI SPARK

Need a dedicated team for maintaining your ServiceNow Platform?

ONDARO RESERVE



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

Look for a survey following this session!

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CMDB FOUNDATIONS

Unlock the Power of Your Platform with a Strong CMDB Foundation

A graphic for a CMDB Masterclass. It features the Ondaro logo, the text 'CMDB FOUNDATIONS' and 'Unlock the Power of Your Platform with a Strong CMDB Foundation'. There is a yellow padlock icon and a circular icon with 'CMDB' and a graduation cap. A photo of a man sitting at a desk is on the right.

CMDB MASTERCLASS

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ITAM MASTERCLASS

Starting and Maintaining Your ITAM Program

A graphic for an ITAM Masterclass. It features the Ondaro logo, the text 'ITAM MASTERCLASS' and 'Starting and Maintaining Your ITAM Program'. There is a yellow padlock icon and a circular icon with 'ITAM' and a graduation cap. A photo of a woman at a desk is on the right.

ITAM MASTERCLASS

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PLATFORM OWNER MASTERCLASS

Building the Foundation for Scale, Value, and Adoption

A graphic for a Platform Owner Masterclass. It features the Ondaro logo, the text 'PLATFORM OWNER MASTERCLASS' and 'Building the Foundation for Scale, Value, and Adoption'. There is a yellow padlock icon and a circular icon with 'PLATFORM OWNER' and a graduation cap. A photo of a woman holding a tablet is on the right.

PLATFORM OWNER MASTERCLASS

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Questions?



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Questions?

Email: inbound@ondarowave.com

Thank you!

