

# SERVICENOW SOFTWARE ASSET MANAGEMENT (SAM) PROFESSIONAL FUNDAMENTALS

Course Code: 821291

Learn to manage the software asset life cycle from planning to disposal.

This three-day training course aims to introduce you to the ServiceNow® Software Asset Management Professional product and familiarize you with techniques and best practices for creating and managing software assets throughout their lifecycle. The session format will alternate between discussions and labs giving you an opportunity to explore the application and apply the concepts learned.

Software Asset Management (SAM) is a company's strategy for managing software license use rights to maintain software compliance to publisher contractual obligations. The Software Asset Management Professional product facilitates the tracking, evaluation, and management of software license rights, compliance, and optimization.

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Working in conjunction with other ServiceNow platform products, software license rights can be requested, procured, managed to software contracts, allocated to users or devices, and reclaimed. Software installations can be discovered, normalized, and reconciled to software products, models, entitlements and allocations to quickly identify the software license position.

## What You'll Learn

A combination of lecture content and lab work helps attendees achieve the following:

- Manage the software asset life cycle from planning to disposal
- Manage software license (models, entitlements, and metrics)
- Control the cost of purchasing and managing software assets
- Use software discovery and normalization
- Reconcile and achieving software compliance
- Control software usage and reclamation
- Improve software asset services to end users
- Create standards and processes for managing software assets

## Course Format

ServiceNow® Software Asset Management Professional is a 3-day course taught both as Instructor-led training (ILT) and Virtual Instructor-led training (VILT) in multiple time zones throughout the world.

### **Demonstrations**

Multiple demonstrations are provided throughout the course to aid students in visualizing the lecture concepts.

### **Structured Discussions**

Though classroom discussion will occur throughout the course, several specific discussion points have been identified within the course to aid students in increasing comprehension of the material as well as to aid in applying the concepts learned to their individual roles and organizations.

### **Hands-On**

Extensive hands-on exercises are included with each course module to reinforce the lecture concepts and provide practical experience. An optional Software Asset Management Professional simulated environment will be available on day three to each student, as desired.

The simulator contains a number of platform tasks that have been covered in the course and will be used to help students validate their end-to-end lifecycle comprehension of ServiceNow® Software Asset Management Professional.

### **Group Activities**

Several instructor-led group activities such as knowledge checks, concept reviews, and open discussions are embedded throughout the course flow. Participants can validate their newly acquired knowledge as well as benefit from real-life business scenarios shared by fellow students.

### **Certification**

At the end of the course, students will receive a voucher that enables them, if desired, to take the exam to become a ServiceNow® Certified Software Asset Management Implementer.

### **Differentiators**

Unlike ServiceNow Fundamentals, which have a broader focus on the platform, the ServiceNow Software Asset Management Professional Fundamentals course is focused on providing attendees with the skills necessary to implement and administer the features, functionality, and data necessary for managing software assets within ServiceNow.

### **Who Needs to Attend**

The ServiceNow® Software Asset Management course is for customers, partners, and employees who implement and administer features, functions, and data

associated with software assets. An attendee is a good fit for this course if they perform or advise on any of the following roles or job responsibilities:

- ServiceNow Implementer
- ServiceNow System Administrator
- Software Asset Manager

# SERVICENOW SOFTWARE ASSET MANAGEMENT (SAM) PROFESSIONAL FUNDAMENTALS

Course Code: 821291

CLASSROOM LIVE

\$2,700 USD

3 Day

## Classroom Live Outline

- **Module 1: Introduction to Software Asset Management**

### Objectives:

- Explain Software Asset Management and its supporting process architecture
- Identify the plugins and roles that support Software Asset Management on the ServiceNow platform
- Describe ServiceNow's Software Asset Management product

### Agenda:

- Software Asset Management Introduction
- Software Asset Management Process Architecture
- Software Asset Management Application Overview
- Software Asset Management Requirement Recommended Practices
- Lab 1.1: Prepare the SAM environment

## **Module 2: Trustworthy Data**

### Objectives:

- Describe data used to support Software Asset Management in ServiceNow
- Demonstrate software data import options
- Explain software discovery and normalization

### Agenda:

- Introduction to Software Asset Data
- Import Software Entitlements
- Lab 2.1: Import software entitlement data
- Import Software Data Using System Import Sets
- Lab 2.2: Import software installation data
- Software Discovery

- Lab 2.3: Review software discovery results
- Software Discovery Model Normalization
- Lab 2.4: Normalize software discovery models
- Content Service and Job Results
- Lab 2.5: Content Service and job results

### **Module 3: Practical Management**

Objectives:

- Demonstrate the components of software products, models, entitlements, and allocations
- Describe software license metrics and their value to software entitlements
- Illustrate knowledge of software reconciliation and associated results
- Agenda:

Software License Management Introduction

- Software Products and Models
- Lab 3.1: Manage software products and models
- Software License Metrics
- Software Entitlements
- Software Allocations
- Lab 3.2: Manage software entitlements and allocations
- Software Reconciliation
- Lab 3.3: Reconcile software

### **Module 4: Operational Integration**

Objectives:

- Describe software license contracts and their relationship to software entitlements
- Use catalogs, procurement and change management to support Software Asset Management
- Demonstrate software remediation

Agenda:

- Operational Integration Introduction
- Software License Contracts
- Lab 4.1: Create software license contract
- Software Spend
- Lab 4.2 Analyze software spend
- License Change Projection
- Lab 4.3: Calculate license change projection costs
- Software Request
- Lab 4.4: Publish and request software
- Software Sourcing
- Lab 4.5: Source and receive a software request
- Software Remediation
- Lab 4.6: Remediate software licensing

## **Module 5: Strategic Conformance**

Objectives:

- Discuss software model lifecycle capabilities
- Describe optimization of software installations
- Explain software asset management retirement and expiration activities

Agenda:

- Software Model Lifecycle
- Lab 5.1: Manage software model lifecycles
- Software Installation Optimization
- Lab 5.2: Optimize software installations
- Software Retirement
- Lab 5.3: Manage software retirement

## **Module 6: Reporting and Analytics**

Objectives:

- Explain Performance Analytics for Software Asset Management
- Discuss the differences between analytics and reporting
- Describe Software Asset Management dashboards and content

Agenda:

- Software Asset Analytics Dashboards
- Software Asset Management Publisher Dashboards
- Software Asset Management Subscription Dashboards
- Software Asset Management Other Dashboards

# SERVICENOW SOFTWARE ASSET MANAGEMENT (SAM) PROFESSIONAL FUNDAMENTALS

Course Code: 821291

VIRTUAL CLASSROOM LIVE

\$2,700 USD

3 Day

## Virtual Classroom Live Outline

- **Module 1: Introduction to Software Asset Management**

### Objectives:

- Explain Software Asset Management and its supporting process architecture
- Identify the plugins and roles that support Software Asset Management on the ServiceNow platform
- Describe ServiceNow's Software Asset Management product

### Agenda:

- Software Asset Management Introduction
- Software Asset Management Process Architecture
- Software Asset Management Application Overview
- Software Asset Management Requirement Recommended Practices
- Lab 1.1: Prepare the SAM environment

## **Module 2: Trustworthy Data**

### Objectives:

- Describe data used to support Software Asset Management in ServiceNow
- Demonstrate software data import options
- Explain software discovery and normalization

### Agenda:

- Introduction to Software Asset Data
- Import Software Entitlements
- Lab 2.1: Import software entitlement data
- Import Software Data Using System Import Sets
- Lab 2.2: Import software installation data
- Software Discovery

- Lab 2.3: Review software discovery results
- Software Discovery Model Normalization
- Lab 2.4: Normalize software discovery models
- Content Service and Job Results
- Lab 2.5: Content Service and job results

### **Module 3: Practical Management**

Objectives:

- Demonstrate the components of software products, models, entitlements, and allocations
- Describe software license metrics and their value to software entitlements
- Illustrate knowledge of software reconciliation and associated results
- Agenda:

Software License Management Introduction

- Software Products and Models
- Lab 3.1: Manage software products and models
- Software License Metrics
- Software Entitlements
- Software Allocations
- Lab 3.2: Manage software entitlements and allocations
- Software Reconciliation
- Lab 3.3: Reconcile software

### **Module 4: Operational Integration**

Objectives:

- Describe software license contracts and their relationship to software entitlements
- Use catalogs, procurement and change management to support Software Asset Management
- Demonstrate software remediation

Agenda:

- Operational Integration Introduction
- Software License Contracts
- Lab 4.1: Create software license contract
- Software Spend
- Lab 4.2 Analyze software spend
- License Change Projection
- Lab 4.3: Calculate license change projection costs
- Software Request
- Lab 4.4: Publish and request software
- Software Sourcing
- Lab 4.5: Source and receive a software request
- Software Remediation
- Lab 4.6: Remediate software licensing

## **Module 5: Strategic Conformance**

### Objectives:

- Discuss software model lifecycle capabilities
- Describe optimization of software installations
- Explain software asset management retirement and expiration activities

### Agenda:

- Software Model Lifecycle
- Lab 5.1: Manage software model lifecycles
- Software Installation Optimization
- Lab 5.2: Optimize software installations
- Software Retirement
- Lab 5.3: Manage software retirement

## **Module 6: Reporting and Analytics**

### Objectives:

- Explain Performance Analytics for Software Asset Management
- Discuss the differences between analytics and reporting
- Describe Software Asset Management dashboards and content

### Agenda:

- Software Asset Analytics Dashboards
- Software Asset Management Publisher Dashboards
- Software Asset Management Subscription Dashboards
- Software Asset Management Other Dashboards

May 4 - 6, 2026 | 9:00 AM - 5:00 PM CDT

May 20 - 22, 2026 | 9:00 AM - 5:00 PM CDT

Jun 1 - 3, 2026 | 9:00 AM - 5:00 PM CDT

Jun 15 - 17, 2026 | 9:00 AM - 5:00 PM CDT

Jun 29 - Jul 1, 2026 | 9:00 AM - 5:00 PM CDT

# SERVICENOW SOFTWARE ASSET MANAGEMENT (SAM) PROFESSIONAL FUNDAMENTALS

Course Code: 821291

ON-DEMAND

\$0 USD

## On-Demand Outline

### **Introduction to Software Asset Management**

- Introduction to Software Asset Management: Module Introduction (Utah)

### **Introduction to Software Asset Management (Utah)**

- SAM Product Overview (Utah)
- SAM Requirements and Recommended Practices (Utah)
- Introduction to Software Asset Management: Knowledge Check (Utah)
- Introduction to Software Asset Management: Summary (Utah)

### **Trustworthy Data**

- Trustworthy Data: Module Introduction (Utah)
- Trustworthy Data Overview (Utah)
- Import Software Entitlements (Utah)
- Import Software Data Using System Import Sets (Utah)
- Software Discovery (Utah)
- Discovery Model Normalization (Utah)
- Content Data Services (Utah)
- Trustworthy Data: Summary (Utah)
- Trustworthy Data: Knowledge Check (Utah)

### **Practical Management**

- Practical Management: Module Overview
- Practical Management Overview (Utah)
- Software License Metrics (Utah)
- Software Entitlements and Allocations (Utah)
- Software Reconciliation (Utah)
- Practical Management: Summary (Utah)
- Practical Management: Knowledge Check (Utah)

### **Operational Integration**

- Operational Integration: Module Introduction (Utah)
- Operational Integration Overview (Utah)
- Software License Contracts (Utah)
- Software Spend (Utah)
- License Change Projection (Utah)
- Software Request and Sourcing (Utah)
- Software Remediation (Utah)
- Operational Integration: Summary (Utah)
- Operational Integration: Knowledge Check (Utah)

### **Strategic Conformance**

- Strategic Conformance: Module Introduction (Utah)
- Strategic Conformance Overview (Utah)
- Software Product Lifecycle (Utah)
- Software Installation Optimization (Utah)
- Software Retirement (Utah)
- Strategic Conformance: Summary (Utah)
- Strategic Conformance: Knowledge Check (Utah)

### **Reporting & Analytics**

- Reporting & Analytics: Module Introduction (Utah)
- Reporting & Analytics Overview (Utah)
- ServiceNow Performance Analytics (Utah)
- Dashboards (Utah)
- Reporting & Analytics: Summary (Utah)
- Reporting & Analytics Knowledge Check (Utah)

### **Certified Implementation Specialist – Software Asset Management Voucher Info**

#### **On-Demand Labs**

- Lab: Prepare the SAM Environment (Utah)
- Lab: Import Software Entitlement Data (Utah)
- Lab: Import Software Installation Data (Utah)
- Lab: Review Software Discovery Results (Utah)
- Lab: Normalize Software Discovery Models (Utah)
- Lab: Content Service and Job Results (Utah)
- Lab: Manage Software Products and Models (Utah)
- Lab: Manage Software Entitlements and Allocations (Utah)
- Lab: Reconcile Software (Utah)
- Lab: Create Software License Contract (Utah)
- Lab: Analyze Software Spend (Utah)
- Lab: Calculate License Change Projection Costs (Utah)
- Lab: Publish and Request Software (Utah)
- Lab: Source and Receive a Software Request (Utah)
- Lab: Remediate Software Licensing (Utah)

- Lab: Manage Software Asset Lifecycle (Utah)
- Lab: Optimize Software Installs (Utah)
- Lab: Manage Software Retirements (Utah)



# SERVICENOW SOFTWARE ASSET MANAGEMENT (SAM) PROFESSIONAL FUNDAMENTALS

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PRIVATE GROUP TRAINING

3 Day

Visit us at [www.globalknowledge.com](http://www.globalknowledge.com) or call us at 1-866-716-6688.

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