iJRASET
International Journal For Research in Applied Science and Engineering Technology



INTERNATIONAL JOURNAL FOR RESEARCH

IN APPLIED SCIENCE & ENGINEERING TECHNOLOGY

Volume: 12 **Issue:** VIII **Month of publication:** August 2024

DOI: https://doi.org/10.22214/ijraset.2024.63987

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International Journal for Research in Applied Science & Engineering Technology (IJRASET)
ISSN: 2321-9653; IC Value: 45.98; SJ Impact Factor: 7.538
Volume 12 Issue VIII Aug 2024- Available at www.ijraset.com

Navigating Software Compliance and Optimization: A Comparative Analysis of Software Asset Management in ServiceNow and BMC Helix

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***Abstract:** This research paper presents a comprehensive comparison of the Software Asset Management (SAM) applications offered by ServiceNow and BMC Helix. The study examines key features, software discovery and inventory capabilities, license management, compliance tracking, optimization strategies, and integration with other ITSM processes. By evaluating their strengths and weaknesses in managing software assets, this paper aims to provide insights for organizations seeking to optimize their software investments, ensure compliance, and reduce overall IT costs.*

I. INTRODUCTION

In today's digital-first business environment, effective Software Asset Management is crucial for controlling software costs, maintaining license compliance, and optimizing software utilization. ServiceNow and BMC Helix, two leading ITSM platforms, offer sophisticated Software Asset Management applications designed to help organizations track, manage, and optimize their software assets throughout their lifecycle.

This paper aims to provide a detailed comparison of the Software Asset Management capabilities offered by ServiceNow and BMC Helix. We will explore how each platform addresses key aspects of software asset management, from discovery and inventory to license compliance and optimization.

II. BACKGROUND

A. ServiceNow Software Asset Management

ServiceNow's Software Asset Management application is an integral part of its IT Asset Management (ITAM) suite, built on the Now Platform. It offers a comprehensive set of tools for managing software assets from procurement to retirement.

B. BMC Helix Software Asset Management

BMC Helix Software Asset Management, part of the BMC Helix ITAM suite, provides an AI-driven approach to managing software assets. It leverages cognitive automation and machine learning to enhance software discovery, license management, and optimization.

III. COMPARISON

A. Software Discovery and Inventory

1) ServiceNow

a) Agentless and agent-based discovery options
b) Integration with third-party discovery tools
c) Automated software inventory updates
d) Normalization and reconciliation of software data

2) BMC Helix

a) AI-driven software discovery and identification
b) Automated software categorization and tagging
c) Real-time software inventory updates
d) Integration with BMC Helix Discovery for comprehensive IT asset visibility

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B. License Management

1) ServiceNow

a) Centralized license repository
b) Support for various license models (per-device, per-user, enterprise, etc.)
c) Automated license reconciliation
d) License allocation and reservation capabilities

2) BMC Helix

a) AI-assisted license type identification
b) Predictive license demand forecasting
c) Automated license harvesting recommendations
d) Dynamic license pool management

C. Compliance Tracking and Reporting

1) ServiceNow

a) Real-time compliance dashboards
b) Automated compliance calculations
c) Built-in reports for software audits
d) Alert mechanisms for compliance violations

2) BMC Helix

a) AI-powered continuous compliance monitoring
b) Predictive compliance risk analysis
c) Automated compliance remediation suggestions
d) Cognitive insights for optimizing compliance posture

D. Software Optimization

1) ServiceNow

a) Usage metering and analysis
b) Identification of underutilized software
c) Reclamation workflows for unused licenses
d) Cost savings opportunity identification

2) BMC Helix

a) AI-driven software usage pattern analysis
b) Automated optimization recommendations
c) Predictive rightsizing of software licenses
d) Cognitive insights for cost optimization strategies

E. Integration with ITSM Processes

1) ServiceNow

a) Seamless integration with Incident, Problem, and Change Management
b) Software CI relationship mapping in CMDB
c) Integration with Service Catalog for software requests
d) Software impact analysis for changes and incidents

2) BMC Helix

a) Unified platform for ITAM and ITSM processes
b) AI-driven software-to-service mapping
c) Integration with BMC Helix Digital Workplace for end-user software requests
d) Automated software updates based on ITSM activities

F. Vendor Management

1) ServiceNow

a) Vendor contract management
b) Renewal tracking and notifications
c) Vendor performance analytics
d) Integration with procurement processes

2) BMC Helix

a) AI-assisted vendor consolidation recommendations
b) Predictive vendor spend analysis
c) Automated contract term optimization suggestions
d) Cognitive insights for vendor negotiation strategies

IV. REPORTING AND ANALYTICS

A. ServiceNow

1) Pre-built SAM dashboards and reports
2) Custom report creation with graphical interface
3) Software spend and utilization analytics
4) ROI calculations for software investments

B. BMC Helix

1) AI-driven insights on software usage trends
2) Predictive analytics for software demand
3) Real-time KPI tracking and alerts
4) Integration with BMC Helix Analytics for advanced visualizations

V. CLOUD AND SAAS MANAGEMENT

A. ServiceNow

1) Discovery and tracking of cloud-based software
2) SaaS usage monitoring and optimization
3) Integration with major cloud service providers
4) Cloud cost allocation and chargeback

B. BMC Helix

1) AI-powered SaaS application discovery
2) Automated SaaS license optimization
3) Predictive cloud software spend forecasting
4) Cognitive insights for multi-cloud software management

VI. STRENGTHS AND LIMITATIONS

A. ServiceNow

1) Strengths

a) Comprehensive integration across ITSM and ITAM processes
b) Strong workflow automation capabilities
c) Robust compliance tracking and reporting features

2) Limitations

a) Can be complex to implement and configure
b) May require significant resources for large-scale deployments

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B. BMC Helix

1) Strengths

a) Advanced AI and cognitive automation features
b) Strong focus on predictive analytics and optimization
c) Flexible deployment options (cloud, on-premises, hybrid)

2) Limitations

a) May require investment in broader BMC ecosystem for full benefit
b) Potential learning curve for AI-driven features

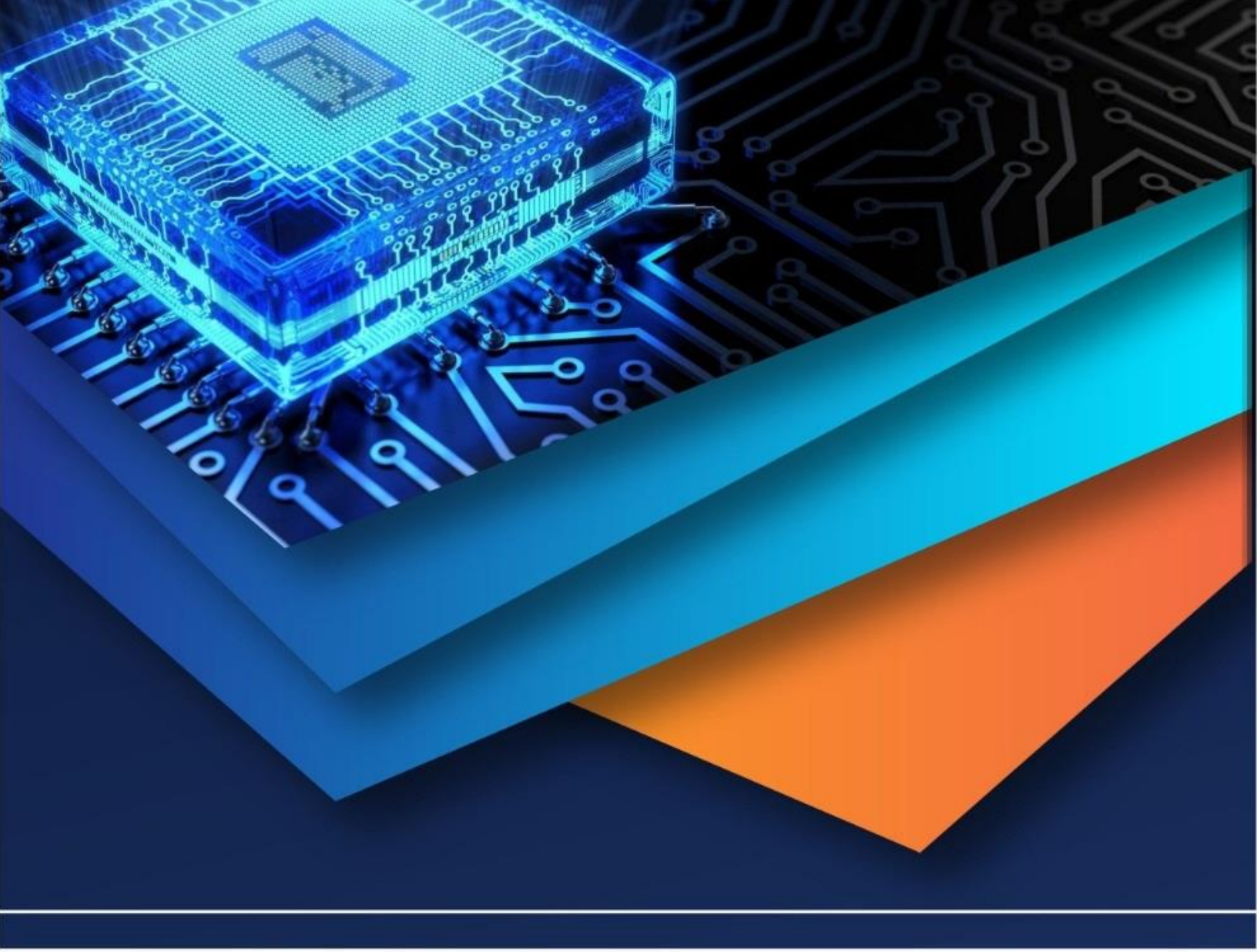
VII. CONCLUSION

Both ServiceNow and BMC Helix offer robust Software Asset Management solutions with advanced features to support comprehensive software lifecycle management and optimization. ServiceNow's strength lies in its strong integration across ITSM and ITAM processes, powerful workflow automation, and comprehensive compliance tracking capabilities, making it suitable for organizations with complex software environments and mature ITSM practices. BMC Helix excels in its AI-driven approach, focusing on predictive analytics, optimization, and cognitive automation, appealing to organizations prioritizing innovative, data-driven software asset management strategies.

The choice between these platforms will depend on factors such as existing IT infrastructure, specific software asset management requirements, the complexity of software licensing models, and long-term IT strategy. Organizations should carefully evaluate their needs, conduct proof-of-concept trials, and consider the total cost of ownership when deciding between ServiceNow and BMC Helix for Software Asset Management.

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