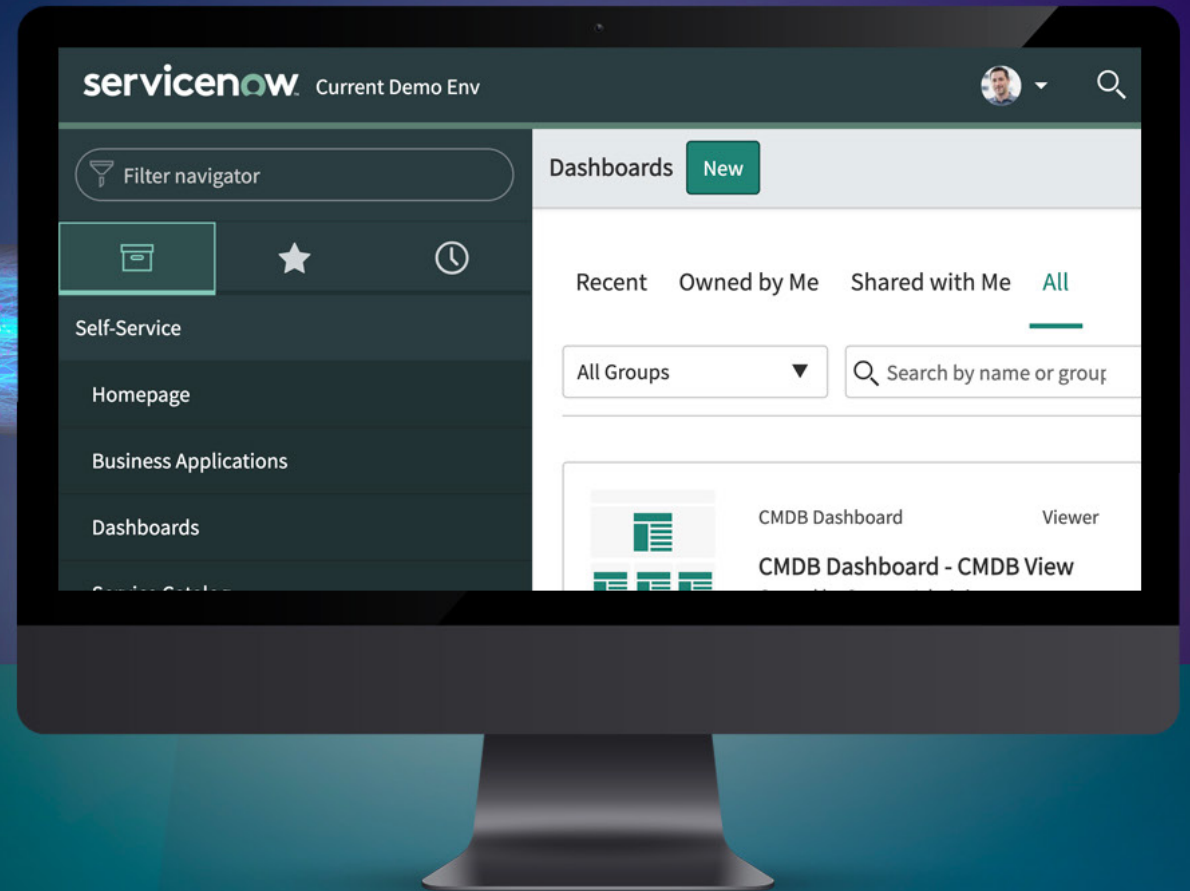




How to integrate **ALL** IT expenses into ServiceNow



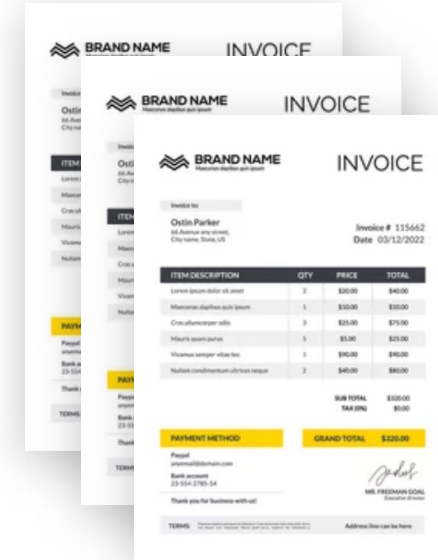
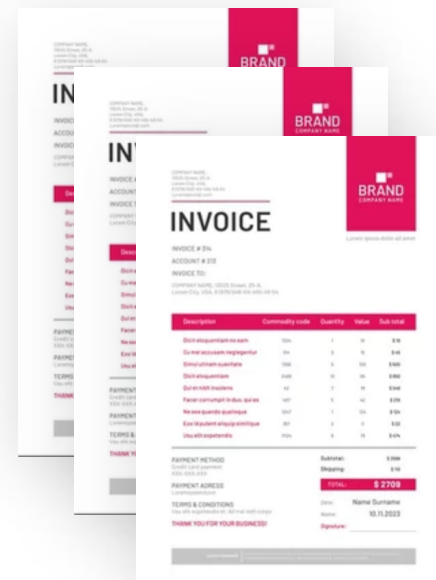
ServiceNow has quickly become the leading ITSM platform at the heart of the majority of fortune 500 companies.

With ServiceNow already expertly handling service and asset management, organizations are struggling to provide a unified experience for:

- managing all IT expenses inside of ServiceNow (mobile, fixed, cloud, SaaS, etc.)
- matching IT expenses to assets and locations inside of ServiceNow
- team members requesting mobile devices, change of service, etc.

THE PROBLEM

Companies have thousands of IT invoices & expenses coming from hundreds of different vendor partners.





INVOICE

Invoice # 115662
Date: 03/12/2022

| ITEM DESCRIPTION | QTY | PRICE | TOTAL |
|-------------------------------|-----|---------|---------|
| Service plan for 10 lines | 1 | \$50.00 | \$50.00 |
| Porting fee | 1 | \$50.00 | \$50.00 |
| Activation fee | 1 | \$50.00 | \$50.00 |
| Monthly service fee | 1 | \$50.00 | \$50.00 |
| Monthly equipment fee | 1 | \$50.00 | \$50.00 |
| Monthly equipment installment | 1 | \$50.00 | \$50.00 |

Subtotal: \$300.00
Taxes: \$10.00
Grand Total: \$310.00

INVOICE

Invoice # 115662
Date: 03/12/2022

| ITEM DESCRIPTION | QTY | PRICE | TOTAL |
|-------------------------------|-----|---------|---------|
| Service plan for 10 lines | 1 | \$50.00 | \$50.00 |
| Porting fee | 1 | \$50.00 | \$50.00 |
| Activation fee | 1 | \$50.00 | \$50.00 |
| Monthly service fee | 1 | \$50.00 | \$50.00 |
| Monthly equipment fee | 1 | \$50.00 | \$50.00 |
| Monthly equipment installment | 1 | \$50.00 | \$50.00 |

Subtotal: \$300.00
Taxes: \$10.00
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| Monthly equipment fee | 1 | \$50.00 | \$50.00 |
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Subtotal: \$300.00
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Grand Total: \$310.00

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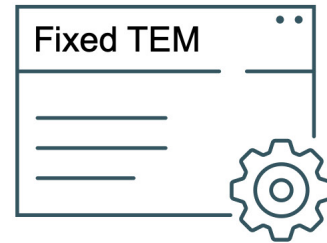
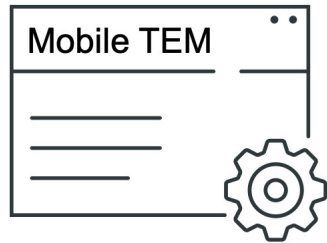
Subtotal: \$300.00
Taxes: \$10.00
Grand Total: \$310.00

INVOICE

Invoice # 115662
Date: 03/12/2022

| ITEM DESCRIPTION | QTY | PRICE | TOTAL |
|-----------------------------|-----|----------|----------|
| Amazon EC2 instance | 1 | \$100.00 | \$100.00 |
| Amazon S3 storage | 1 | \$100.00 | \$100.00 |
| Amazon RDS instance | 1 | \$100.00 | \$100.00 |
| Amazon ElastiCache instance | 1 | \$100.00 | \$100.00 |
| Amazon IAM user | 1 | \$100.00 | \$100.00 |
| Amazon CloudWatch logs | 1 | \$100.00 | \$100.00 |


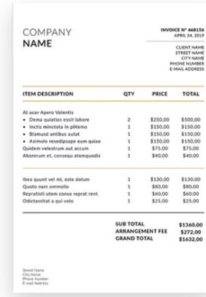
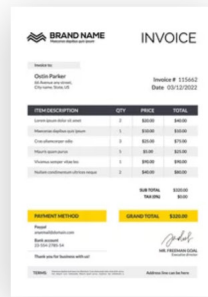
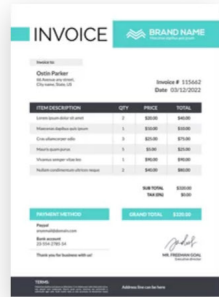
Subtotal: \$600.00
Taxes: \$20.00
Grand Total: \$620.00



Often cloud expenses go directly into ERPs

Different systems for each expense category

Those invoices are typically automated into different TEM platforms. Even when you use a singular TEM vendor, your expenses are likely in different platforms due to heavy mergers and acquisitions in the TEM space.

A stylized icon representing a mobile terminal. It features a rectangular frame with a title bar at the top containing the text "Mobile TEM". Below the title bar are three horizontal lines representing content. In the bottom right corner, there is a gear icon, symbolizing settings or configuration.

5



INVOICE BRAND NAME

Invoice # 115612
Date: 03/15/2022

| ITEM DESCRIPTION | QTY | PRICE | TOTAL |
|---------------------|-----|---------|---------|
| Mobile Service Plan | 1 | \$10.00 | \$10.00 |
| Mobile Service Plan | 1 | \$10.00 | \$10.00 |
| Mobile Service Plan | 1 | \$10.00 | \$10.00 |
| Mobile Service Plan | 1 | \$10.00 | \$10.00 |
| Mobile Service Plan | 1 | \$10.00 | \$10.00 |

Subtotal: \$50.00
TAX: \$5.00
TOTAL: \$55.00

INVOICE BRAND NAME

Invoice # 115612
Date: 03/15/2022

| ITEM DESCRIPTION | QTY | PRICE | TOTAL |
|---------------------|-----|---------|---------|
| Mobile Service Plan | 1 | \$10.00 | \$10.00 |
| Mobile Service Plan | 1 | \$10.00 | \$10.00 |
| Mobile Service Plan | 1 | \$10.00 | \$10.00 |
| Mobile Service Plan | 1 | \$10.00 | \$10.00 |
| Mobile Service Plan | 1 | \$10.00 | \$10.00 |

Subtotal: \$50.00
TAX: \$5.00
TOTAL: \$55.00

INVOICE BRAND NAME

Invoice # 115612
Date: 03/15/2022

| ITEM DESCRIPTION | QTY | PRICE | TOTAL |
|---------------------|-----|---------|---------|
| Mobile Service Plan | 1 | \$10.00 | \$10.00 |
| Mobile Service Plan | 1 | \$10.00 | \$10.00 |
| Mobile Service Plan | 1 | \$10.00 | \$10.00 |
| Mobile Service Plan | 1 | \$10.00 | \$10.00 |
| Mobile Service Plan | 1 | \$10.00 | \$10.00 |

Subtotal: \$50.00
TAX: \$5.00
TOTAL: \$55.00

INVOICE BRAND NAME

Invoice # 115612
Date: 03/15/2022

| ITEM DESCRIPTION | QTY | PRICE | TOTAL |
|---------------------|-----|---------|---------|
| Mobile Service Plan | 1 | \$10.00 | \$10.00 |
| Mobile Service Plan | 1 | \$10.00 | \$10.00 |
| Mobile Service Plan | 1 | \$10.00 | \$10.00 |
| Mobile Service Plan | 1 | \$10.00 | \$10.00 |
| Mobile Service Plan | 1 | \$10.00 | \$10.00 |

Subtotal: \$50.00
TAX: \$5.00
TOTAL: \$55.00

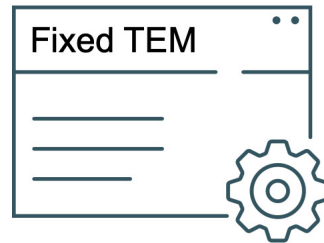
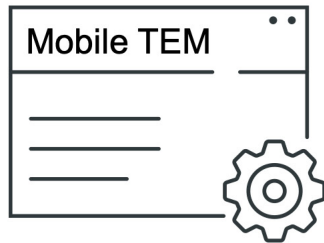
INVOICE BRAND NAME

Invoice # 115612
Date: 03/15/2022

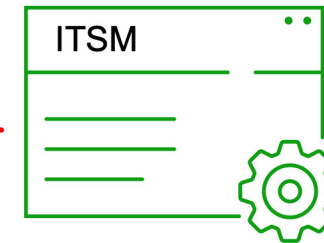
| ITEM DESCRIPTION | QTY | PRICE | TOTAL |
|---------------------|-----|---------|---------|
| Mobile Service Plan | 1 | \$10.00 | \$10.00 |
| Mobile Service Plan | 1 | \$10.00 | \$10.00 |
| Mobile Service Plan | 1 | \$10.00 | \$10.00 |
| Mobile Service Plan | 1 | \$10.00 | \$10.00 |
| Mobile Service Plan | 1 | \$10.00 | \$10.00 |

Subtotal: \$50.00
TAX: \$5.00
TOTAL: \$55.00

Companies trying to merge data from their ITSM and ERP are forced to use manual spreadsheets.



Manual spreadsheets



Watch the 2:30 video about the importance of storing IT invoice data in the same platform as your ITSM data

<https://www.brightfin.com/servicenow/#video>

How much did that project cost in cloud spend?
Which region has the highest IT spend?
How much should we forecast for next year?

TEM
mobile device
invoices
\$ _____
\$ _____
\$ _____
\$ _____

TEM # 2
fixed line
invoices
\$ _____
\$ _____
\$ _____
\$ _____

TEM # 3
cloud
invoices
\$ _____
\$ _____
\$ _____
\$ _____

ITSM
servicenow
assets
projects
locations
departments

The desire for companies to leverage their existing ITSM platform to manage TEM has led a number of legacy providers to build integrations with ServiceNow.

These integrations vary in functionality and depth, but only brightfin has the prestigious ServiceNow designation, “Built on Now.”



brightfin

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A **Built on Now** application is one that is built, natively, on the ServiceNow Platform. In other words, it's an application that has the primary business logic, user experience, and end-customer value all driven, experienced, and designed on ServiceNow.

David Gatley,

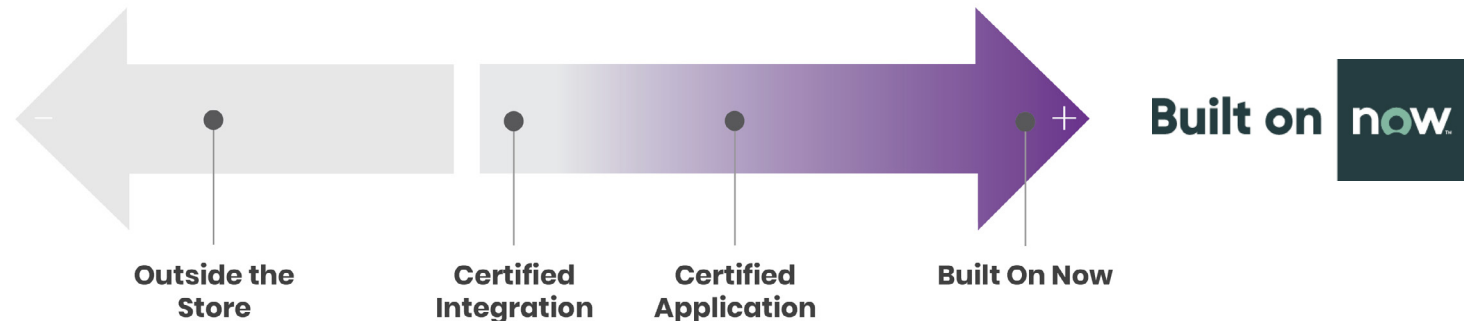
Global Lead ISV Advisory Solutions Architect
ServiceNow

brightfin

In the world of custom apps, there is a spectrum of value and trust.

The spectrum is mostly based on where app logic resides and knowing exactly how your app logic is being processed. This can lead to uncertainty and doubt around the reliability and security of applications you are using.

By using “Built on Now” apps, you instantly have a higher degree of trust that the application will perform with the same reliability and security as ServiceNow.



*Learn more or
request a demo at
brightfin.com*

Certified Integrations vs. Built on Now

The main difference between integrations and “Built on Now” is that integrations rely on external services that could experience problems at any time and cause downtime. In addition, there is always the risk that the integration, which is normally driven by APIs, also experiences problems. Existing TEM integrations are limited to simple device and service ordering from within ServiceNow, which put them at risk for fault or disruption of service.



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//

An integration that relies on an external service may go **offline** if that service is down. Or, a custom application may be processing some data externally to ServiceNow and then bringing that data into ServiceNow subsequent to that processing - if that external processing has an error, goes offline, or is impacted by a different process the ServiceNow user may be in the dark as to what has happened. With BuiltOnNow applications, these problems are not possible, as the primary business logic, functionality and user experience is driven through the Now Platform.

David Gatley,

Global Lead ISV Advisory Solutions Architect
ServiceNow

brightfin

Access your IT expenses directly inside of ServiceNow with brightfin

The image shows a ServiceNow interface with a brightfin overlay. The ServiceNow interface includes a left sidebar with navigation options like 'My Groups Work', 'Calls', 'My Calls', 'My Open Calls', 'All Open Calls', 'Technology Service Management', 'Portal', 'My Devices & Services', 'Manager Dashboard', 'Documentation Portal', 'Global', 'Mobile', 'Mobile Application', 'Mobile Application Usages', and 'Mobile Application Notifications'. The main content area displays a pie chart titled 'Users by Location' with a legend showing various locations and their percentages. The brightfin overlay is a dark-themed dashboard with a 'Home' header and a 'Welcome, Mark' message. It features a 'Financial Summary' section with a 'Period Total' of 2.5M USD, a 'Cost History' line chart, and 'Open tasks' including Uploads (5), Disputes (108), Audit (204), Reconciliation (198), and Fulfillment (244). The 'Top Contracts' section lists contracts from Verizon, Telekom, Verizon Wireless, AT&T, and Telus CA. A 'Global Overview' map is also visible.

ServiceNow Interface:

- Filter navigator
- ITIL Homepage
- Add content
- Users by Location
- 324 South State Street, Salt Lake City, UT = 471 (3.61%)
- 3260 Jay St
- 1050 Sunnyview Road Northeast, Salem, OR = 448 (3.43%)
- 450 West 14
- 4000 Atlantic Avenue, Raleigh, NC = 439 (3.36%)
- 153 South S
- My Groups Work
- All > Assignment group = (empty) > Active = true > State != Pending
- Number
- Short description
- No records to display

brightfin Interface:

- Home
- Welcome, Mark
- Build your billing reports, get audit insight, highlight the important tasks & manage your inventory from a single place
- JAN 2021
- Financial Summary
- Period Total: 2.5M USD
- Cost History
- AVG: 2.5M USD/mo
- YTD: 29.7M USD
- Saving: 85.5K USD
- Open tasks
- Uploads: 5
- Disputes: 108
- Audit: 204
- Reconciliation: 198
- Fulfillment: 244
- Top Contracts
- Verizon Verizon Enterprise: \$1,722,679.00
- Telekom Telekom Deutschland: \$379,540.00
- Verizon Verizon Wireless: \$115,178.00
- AT&T AT&T Wired: \$55,450.00
- Telus CA Telus CA 0112: \$47,946.00
- ALL CONTRACTS: 24
- Global Overview
- Inventory

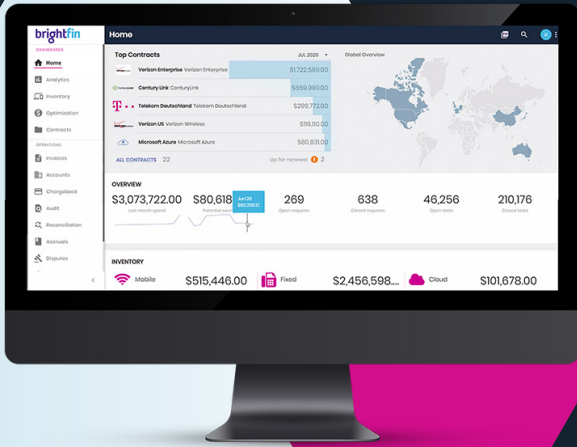


brightfin is one platform supporting mobile, fixed & cloud expenses built natively on ServiceNow

Our native ServiceNow integration makes allocations, workflows and self-service portals easy. If you don't want to deploy brightfin on your ServiceNow instance, don't worry - you can still reap the benefits with a SaaS model.

Plus, services + guidance to make you look good

- *Unified endpoint management*
 - *Lifecycle management*
 - *Bill pay*
 - *Procurement*
 - *Professional services*
 - *Expert guidance at all times*
-



Built on Now benefits

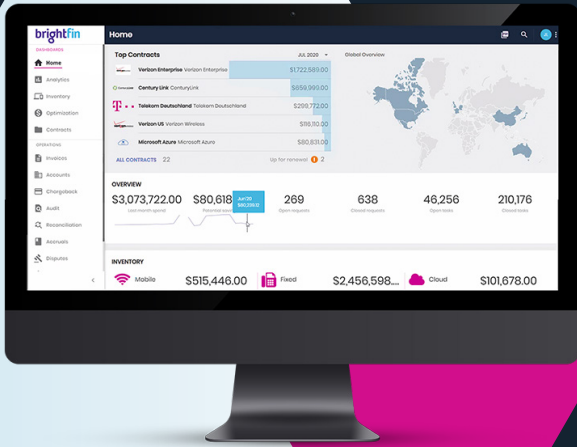
brightfin is the ONLY technology expense management solution on the market that is Built on Now. This means that the entirety of our applications reside and operate within ServiceNow giving you many advantages over legacy TEMs with siloed platforms.

#1 Fast Implementations

In most instances, ServiceNow already houses and maintains the required data needed to manage TEM. In addition, it provides the infrastructure and workflows to manage assets and services. With brightfin the only integration work is bringing provider data and actions into ServiceNow which has been mastered with over 300 provider integrations.

brightfin

*Learn more or
request a demo at
brightfin.com*



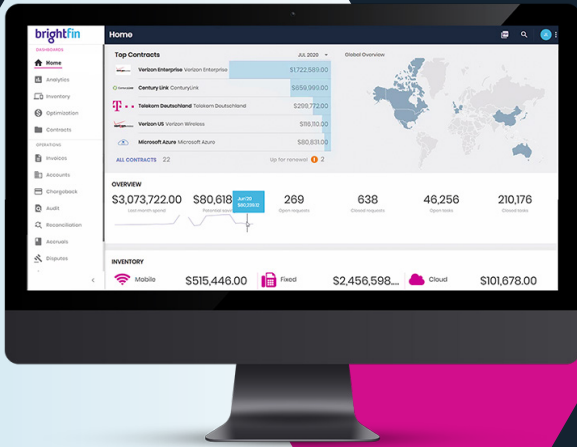
Built on Now benefits

#2 Unified User Experience

Employees gain a standardized, consumer-grade user service experience on ServiceNow. This means no matter what IT asset or service they need, they get one great experience and aren't forced to login to a separate portal for TEM requests. Users get simple, expedited services and IT teams deal with fewer escalations, emails, and phone calls.

brightfin

*Learn more or
request a demo at
brightfin.com*



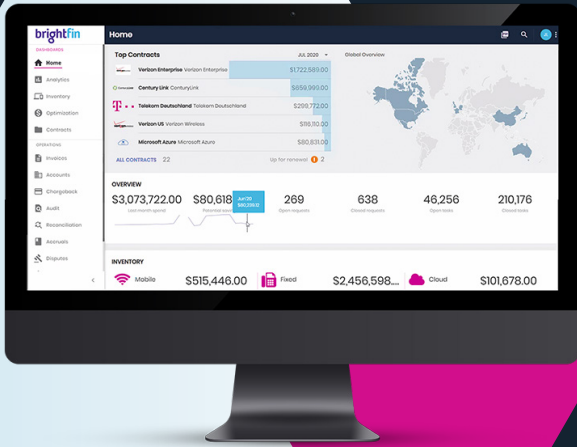
Built on Now benefits

#3 Centralized Asset Management

brightfin brings TEM inventories within ServiceNow where they are assigned to users or business units. This creates a remarkably accurate inventory system that reacts to changes captured in ServiceNow like employee transitions or location closings.

brightfin

*Learn more or
request a demo at
brightfin.com*



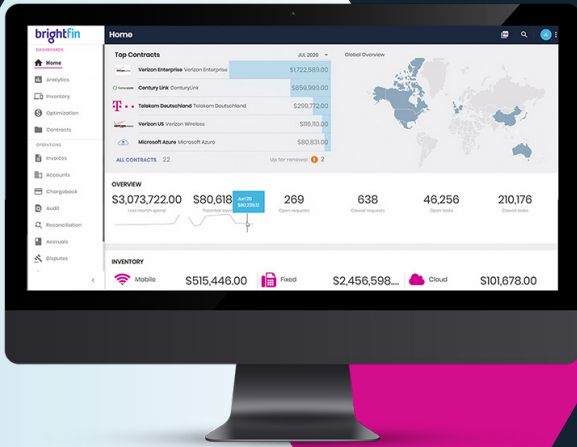
Built on Now benefits

#4 Flexibility and Control

Instead of a foreign technology platform that's controlled by a TEM partner, brightfin puts the customer in control of their data and processes. Customers can easily drive additional value with low/no code workflows to make TEM processes work better for their business.

brightfin

*Learn more or
request a demo at
brightfin.com*



Built on Now benefits

#5 Streamlined Work

As an enterprise platform, the whole organization works on ServiceNow. Digital workflows enable work that requires multiple parties to be handled with speed and ease. This could be something as simple as an approval or as complicated as an onboarding process.

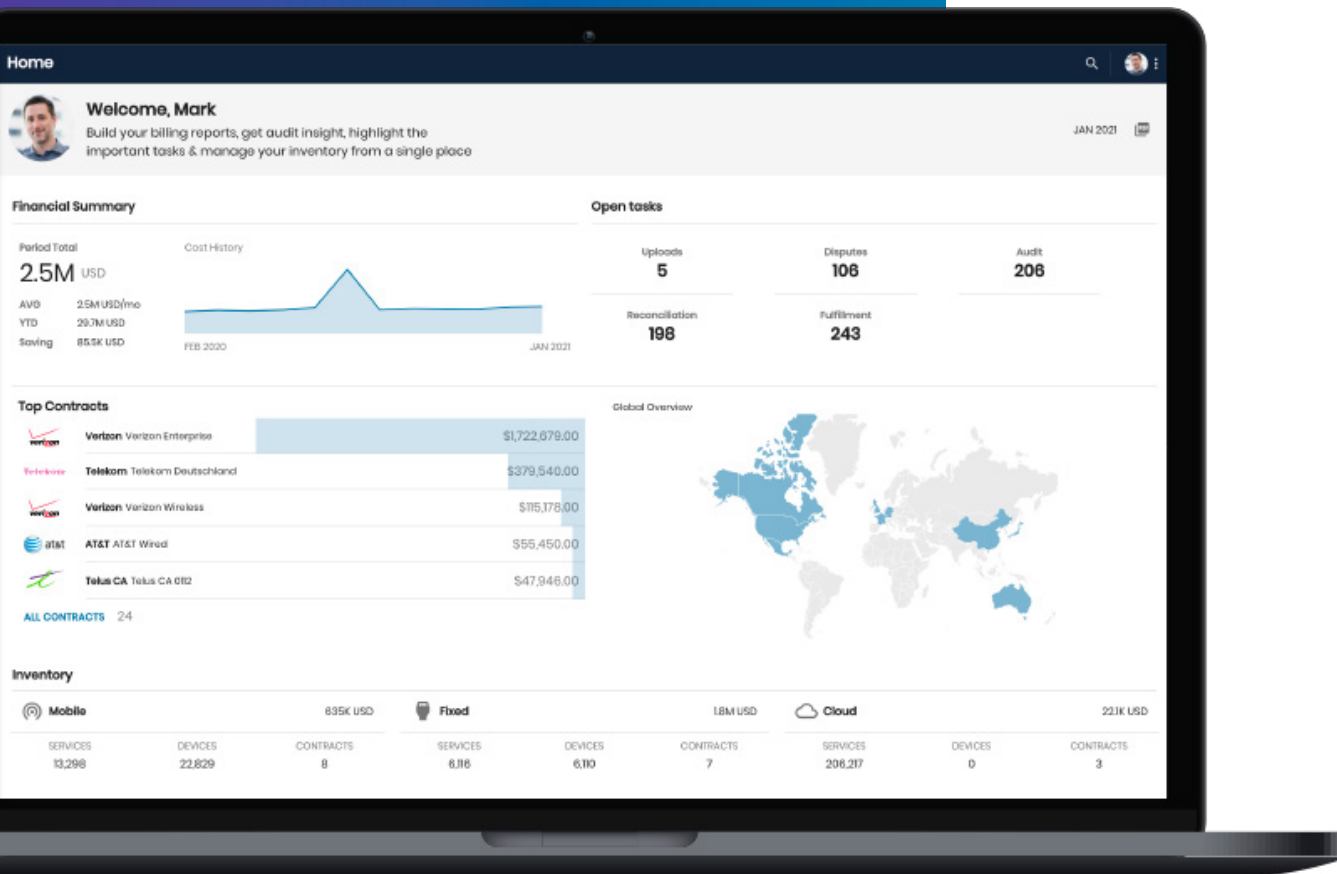
brightfin

*Learn more or
request a demo at
brightfin.com*

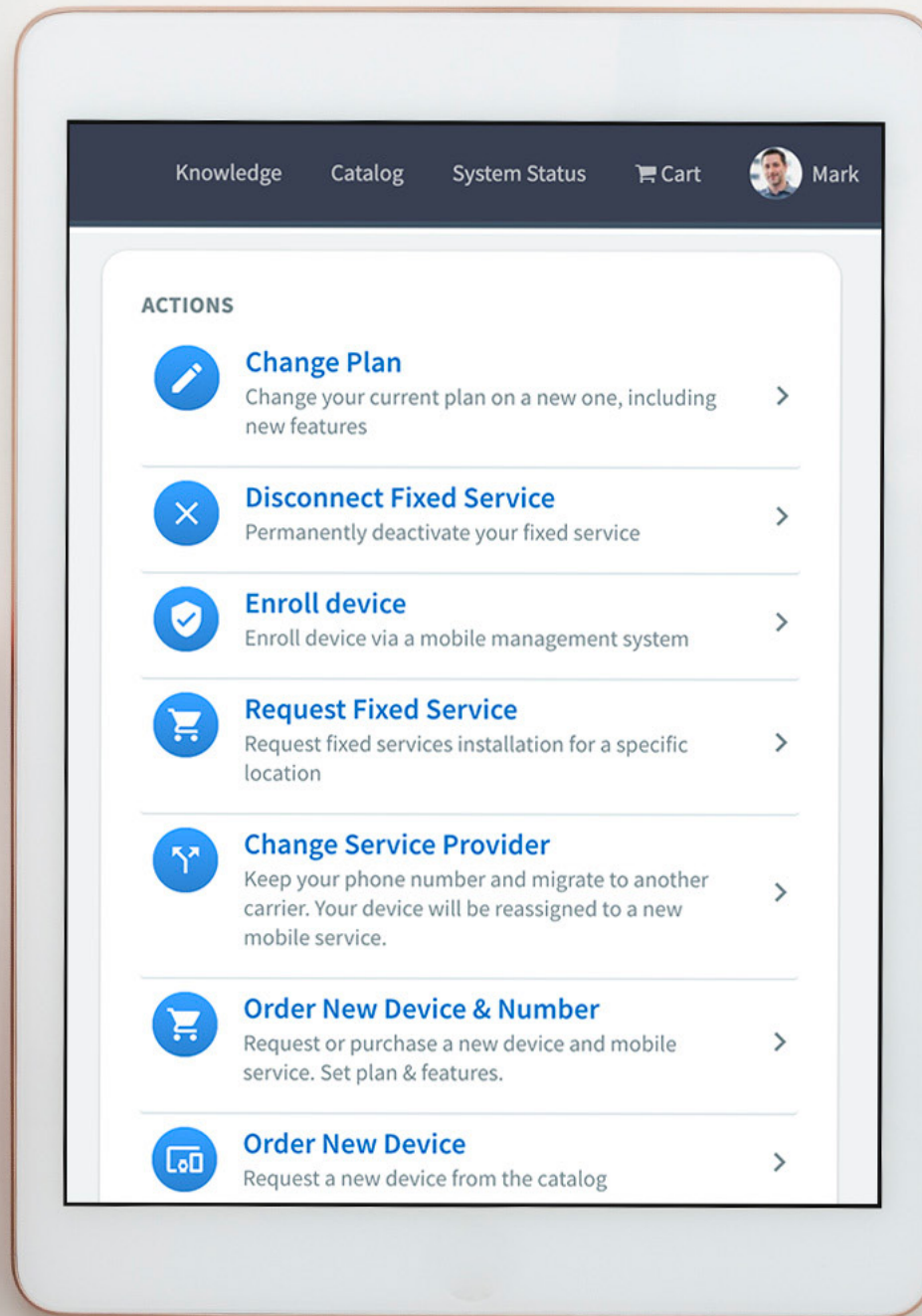
Flexible deployment models

brightfin is the only technology expense management solution that is Built on Now. This means that the entirety of our applications reside and operate within ServiceNow giving you many advantages over legacy TEMs with siloed platforms. **The best part** - you don't need to use ServiceNow or deploy brightfin on your ServiceNow instance to reap the benefits:

- *Fast implementations*
- *Unified user experiences*
- *Centralized asset management*
- *Flexibility and control*
- *Streamlined workflows*
- *No integration issues, offline issues, or processing errors*



Built on **now**



A self-service experience your team will LOVE

When a team member needs help with their mobile device, we help you deliver an experience they'll rave about.

Simple, easy-to-use self-service portals right inside of the ITSM they're already accustomed to using, which means no extra training is required.

New orders, upgrades, plan changes, and more – all with configurable rules according to your policies.



How it works

1

Get it touch with us for a quick demo.

2

Choose your deployment model. If you want to natively integrate your expenses with ServiceNow data for easy allocations, great. If you'd prefer a standalone platform, that's cool too.

3

Long before your existing TEM contract ends, we'll load all of your invoice data into our platform so you can get up-to-speed before your current contract expires.

4

We'll help you set up your self-service portal according to your team's policies for ordering, changing plans, delivery, app configuration, and more.

5

Start rocking and rolling like the IT hero you are.



Creating IT heroes across all industries

Healthcare

- Reduced carrier costs by 25%
- Shortened the IT onboarding process at a leading hospital from 23 hours to 1 hour

Oil & Gas

- Found \$97k in erroneous billings with a single carrier
- 17% spend reduction per line in less than 6 months

Construction

- Saved \$384k in hard costs as they grew from 500-1K devices
- Saved 140 hours of IT's time with our lifecycle management services

Law Practice

- Saved \$360K in annual costs
- 80% reduction in IT's time managing mobile devices

Technology

- 7-year relationship managing \$30M in IT expenses
- \$3M in savings

Check out our case studies at brightfin.com in the "resources" section





brightfin

★★★★☆ 4.7

Overall ★★★★★ 4.7

Ease of Use ★★★★★ 4.4

Customer Service ★★★★★ 4.9



"brightfin and ServiceNow gave us complete expense transparency, allowing us to streamline internal tasks and shut down several legacy systems to substantially reduce operating costs."

SIEMENS

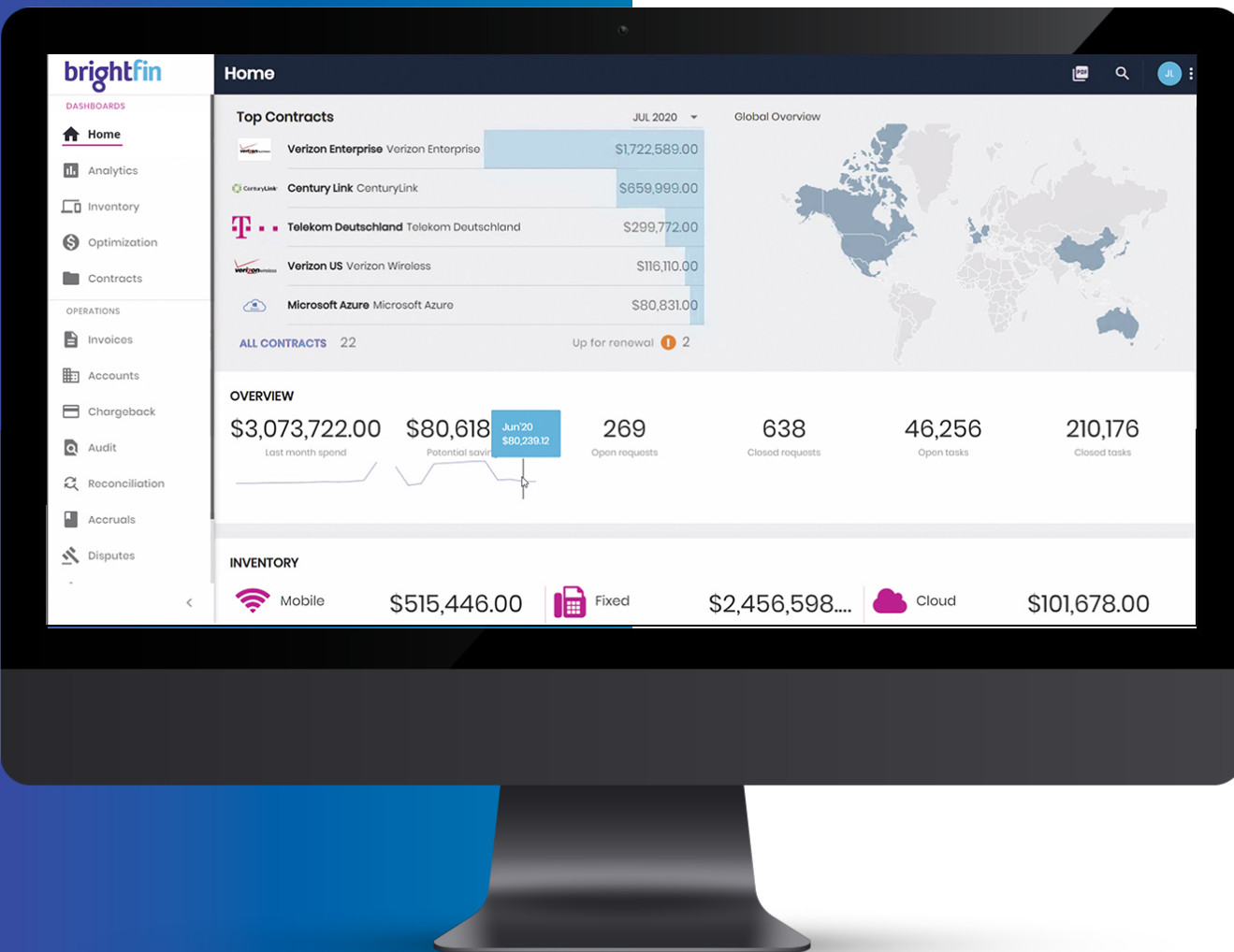
Dr. Matthias Egelhaaf
IT Services Director



Our pledge to you

- 1** We know switching TEM providers is not fun. The good news is that 99% of brightfin customers stick with us year-over-year, so this will very likely be the last move you need to make.
- 2** We'll onboard you during your current TEM contract so you can use our platform without having to pay for two systems at once.
- 3** We'll go above and beyond to find wasted or misused spend to help you continue to save money year-over-year.
- 4** Unlike other TEMs, we'll be transparent with our bill pay rebates and pass the savings along to you.
- 5** We're here when you need us. Check out what our clients say about our expert advice and guidance.





**Want to learn more
about integrating
your IT expenses into
ServiceNow?**

Let's talk