

Now Assist for Software Asset Management (SAM) Implementer – 8 Hour Course

This course is designed for ServiceNow professionals, SAM administrators, implementers, and consultants who want to understand and implement Now Assist capabilities for Software Asset Management (SAM). The course combines Generative AI concepts, Agentic AI fundamentals, practical implementation guidance, and hands-on implementation activities within the ServiceNow platform.

Course Duration	8 Hours
Target Audience	ServiceNow SAM Implementers, Consultants, Administrators, Trainers
Prerequisites	Basic understanding of ServiceNow platform and SAM concepts
Delivery Mode	Instructor-led / Virtual / Workshop

Module 1: Introduction to Generative AI (1 Hour)

- Overview of Artificial Intelligence, Machine Learning, and Generative AI
- Understanding Large Language Models (LLMs)
- How Generative AI works in enterprise platforms
- Use cases of Generative AI in ITSM, ITAM, and SAM
- Responsible AI and governance considerations
- Benefits and limitations of Generative AI

Lab/Activity: Discussion activity: Identify real-world AI use cases in Software Asset Management.

Module 2: Now Assist Essentials (1 Hour)

- Overview of Now Assist in ServiceNow
- Architecture and components of Now Assist
- Supported products and integrations
- Understanding AI Search and AI-powered experiences
- Prompt engineering basics
- Security and role-based access for Now Assist

Lab/Activity: Hands-on: Explore the Now Assist interface and configure basic AI settings.

Module 3: Now Assist for Software Asset Management (SAM) Overview (1 Hour)

- Introduction to Software Asset Management
- Challenges in SAM operations
- How Now Assist enhances SAM workflows
- AI-powered recommendations and automation
- Use cases for license optimization and software reclamation
- Benefits for SAM analysts and managers

Lab/Activity: Scenario-based activity: Identify AI opportunities in SAM lifecycle management.

Module 4: Now Assist for SAM Implementation Architecture (1 Hour)

- Implementation prerequisites
- Required plugins and licensing
- Data preparation and CMDB considerations
- AI Search configuration
- Understanding data sources and integrations
- Roles, permissions, and security configuration

Lab/Activity: Lab: Verify prerequisites and prepare the ServiceNow instance for implementation.

Module 5: Implementing Now Assist for SAM (2 Hours)

- Activating Now Assist capabilities
- Configuring AI prompts and workflows
- Setting up SAM-specific AI recommendations
- Integrating software inventory data
- Testing AI-generated responses and recommendations
- Troubleshooting implementation issues
- Performance optimization and best practices

Lab/Activity: Hands-on Lab: Configure and validate Now Assist for SAM in a demo instance.

Module 6: Introduction to Agentic AI (1 Hour)

- What is Agentic AI?
- Difference between Generative AI and Agentic AI
- Autonomous AI agents and workflows
- Enterprise use cases of Agentic AI
- AI-driven automation in SAM
- Future roadmap and trends

Lab/Activity: Workshop: Design an AI-driven automated SAM workflow.

Module 7: Final Workshop and Assessment (1 Hour)

- End-to-end implementation review
- Best practices for enterprise deployments
- Common implementation challenges
- Governance and compliance considerations
- Course recap and Q&A;

Lab/Activity: Capstone Exercise: Implement a sample Now Assist for SAM use case.

Learning Outcomes:

By the end of this course, participants will be able to: Understand Generative AI and Agentic AI concepts. Explain the Now Assist architecture and features. Implement Now Assist capabilities for Software Asset Management. Configure AI-driven workflows and recommendations. Apply best practices for SAM AI implementation. Design automation use cases using Agentic AI concepts.

This course provides a balanced mix of conceptual understanding, implementation guidance, and practical exercises to help professionals confidently deploy and manage Now Assist for Software Asset Management (SAM) in enterprise environments.