



STRATEGIC SOLUTIONS FOR  
SOFTWARE ASSET MANAGEMENT

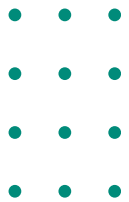
# BOMBARDIER'S SUCCESS STORY

Case Study

**INDUSTRY**  
MANUFACTURING

**LOCATION**  
CANADA

**TECHNOLOGY**  
SERVICENOW



# ABOUT THE CLIENT

Bombardier, a Montreal-based global manufacturing company founded in 1942, is a leader in the aerospace and rail industries. Renowned for designing and manufacturing business jets, commercial aircraft, and rail equipment, Bombardier's international presence reflects its commitment to innovation, sustainability, and client satisfaction, making it a trusted partner in shaping the future of mobility

## BUSINESS CHALLENGE

- **Global Complexity:** Bombardier, a world-leading business aircraft manufacturer, faced a formidable challenge due to the intricate nature of its global network of service centers and the complexity of its IT infrastructure.
- **Lack of Visibility:** The company struggled with insufficient visibility into both infrastructure and end-user devices, hindering its ability to comprehensively report on software (SW) entitlements, usage patterns, and unlicensed installations.
- **Overspending on Licenses:** The absence of clear software asset visibility resulted in overspending on software licenses, as Bombardier grappled with challenges in optimizing spending and ensuring compliance with licensing agreements.
- **Operational Impact:** The lack of a robust Software Asset Management (SAM) framework impacted operational efficiency, hindering the company's ability to make informed decisions about software assets.
- **Strategic Imperative:** Recognizing the critical nature of the challenge, Bombardier identified the need for a strategic solution to gain real-time insights into software assets, enabling precise reporting on SW entitlements, usage metrics, and unauthorized installations.

- **Optimizing Spending:** The primary goal was to establish a more streamlined and cost-effective approach to Software Asset Management, addressing the challenges of overspending and ensuring compliance in an increasingly complex IT landscape.

## OUR APPROACH

Royal Cyber's comprehensive solution was designed to address Bombardier's challenges in a phased manner, focusing on enhancing visibility, capturing crucial data, and optimizing software asset management. The critical components of our approach included:

### SERVICENOW DISCOVERY IMPLEMENTATION

- **Scope:** Implemented ServiceNow Discovery across 6 on-prem data centers, 2 cloud data centers, and 25+ global offices.
- **Outcome:** Achieved enhanced visibility into Bombardier's infrastructure, covering a staggering 455,000 devices.

### INTUNE AND MECM INTEGRATIONS

- **Scope:** Designed and implemented integrations to capture end-user devices and handheld data.
- **Outcome:** Successfully collected data from 200,000 devices, comprehensively understanding the end-user environment.

### SOFTWARE ASSET MANAGEMENT (SAM)

- **Scope:** Leveraged the data from Discovery and InTune/MECM integrations for SAM.
- **Outcome:** Captured over 5 million software installation instances across infrastructure and end-user devices. Configured ServiceNow to publish software utilization, identify unlicensed installs, and provide insights into associated costs.

# RESULTS

## ENHANCED VISIBILITY

- Implemented ServiceNow Discovery across six on-prem data centers, two cloud data centers, and 25+ global offices.
- Improved visibility into Bombardier's infrastructure, covering a staggering 455,000 devices.

## END-USER DEVICE DATA CAPTURE

- Designed and implemented integrations for InTune and MECM to capture end-user devices and handheld data.
- Successfully collected data from 200,000 devices, comprehensively understanding the end-user environment.

## SOFTWARE ASSET MANAGEMENT (SAM)

- Leveraged the data from Discovery and InTune/MECM integrations for Software Asset Management (SAM).
- Captured over 5 million software installation instances across infrastructure and end-user devices.

## INSIGHTS AND REPORTING

- Configured ServiceNow to publish software utilization reports, enabling precise reporting on software entitlements, usage metrics, and unauthorized installations.
- Gained real-time insights into software assets, facilitating informed decision-making regarding software assets.

## **COST OPTIMIZATION**

- Addressed the challenge of overspending on software licenses by optimizing spending through improved visibility and reporting.
- Established a more streamlined and cost-effective approach to Software Asset Management.

## **OPERATIONAL EFFICIENCY**

- Overcame the lack of a robust Software Asset Management (SAM) framework, enhancing operational efficiency.
- Enabled Bombardier to make informed decisions about software assets, contributing to improved overall operational effectiveness.

## **STRATEGIC SOLUTION IMPLEMENTATION**

- Responded to Bombardier's strategic imperative by providing a comprehensive solution that addressed global complexity and IT infrastructure challenges.
- Aligned the solution with Bombardier's goal of establishing a strategic approach to Software Asset Management.

## **ACHIEVED COMPLIANCE**

- Ensured compliance with licensing agreements by identifying unlicensed installs and providing insights into associated costs.
- Mitigated non-compliance risk through a systematic and data-driven approach to Software Asset Management.

# KEY TAKEAWAYS

## Enhanced Visibility

Covered 455,000 devices globally.

## Data Capture Success

Collected data from 200,000 end-user devices.

## SAM Impact

Managed 5 million software installations.

## Cost Optimization

Improved spending with streamlined SAM approach.



# Royal Cyber

## Simplifying IT for Customers & Partners

Royal Cyber Inc., Headquartered in Naperville, IL, is a leading software organization that provides services ranging from application development and deployment to training and consultancy.

We commenced the operations in the year 2002 as a specialized technology provider striding in as a software deployment service provider, assisting clients in meeting the standards and demands of doing business in the rapidly changing marketplace.

**[Click here to learn more about Royal Cyber](#)**