

C1 SmartStart for IT Asset Management (ITAM)

Trusted lifecycle. Lower cost. Stronger governance.

SmartStart deploys ServiceNow ITAM fast—delivering accurate asset inventories, automated lifecycles, and reduced software/hardware spend through governance, normalization, and reclamation.

Complete Lifecycle

Hardware + software
from request to
retirement

Normalized Inventory

Accurate, reconciled
asset data across
systems

Cost Reduction

Software license
optimization +
reclamation

Contract Tracking

Warranty + entitlement alerts

CMDB Alignment

Integration with ITSM + SecOps

Core Capabilities

- Lifecycle workflows: request → deploy → retire
- License reconciliation + reclamation
- Discovery normalization + entitlement mapping
- Contract/warranty alerts
- Inventory + compliance dashboards

Primary Use Cases

- Eliminate ghost assets
- Reduce software spend
- Automate hardware lifecycle
- Improve contract/warranty management
- Strengthen CMDB data quality

10-25%

Software Savings

Reduction in software costs
through optimization

30-50%

Audit Risk Reduction

Lower compliance and audit
exposure

\$XX-YY

Typical Investment

Based on asset count +
catalog complexity

Impact Summary: Faster fulfillment, higher inventory accuracy, and lower operational overhead through automated governance and lifecycle management.