



# Comparing Oomnitza to ServiceNow: What ITAM Buyers Need to Know

## Introduction and Context

ServiceNow is the industry’s largest IT services management and help desk company, and it does an excellent job with service management, service delivery and help desk. It has a broad suite of offerings that cover many of the needs of today’s enterprise. Despite this breadth, there are areas where Oomnitza can add significant value. Because of its origin as a ticketing company, ServiceNow tends to view the world through a ticketing lens that still drives manual interactions rather than more productive automated workflows.

Here’s a quick comparison chart between Oomnitza and ServiceNow to help you understand the pluses and minuses of ServiceNow versus a purpose-built integrated ITAM like Oomnitza.

		
<b>History</b>	Integrated ITAM	Service desk / ticketing
<b>Single Source of Data Truth</b>	Yes	No
<b>Speed of Implementation</b>	4-10 weeks	>12 months
<b>Extensibility</b>	Python	Custom, requires contractors
<b>ITAM Method</b>	Agentless, automated	Manual data collection
<b>Workflows / Orchestration</b>	Free, dozens, self-service	Paid, Orchestration Packs, requires ServiceNow integration
<b>Integration</b>	CMDB, SAM, MDM, HAM	CMDB only, all other manual

## History And Technical Debt

ServiceNow was originally created as a help desk platform built around ticketing. Because the original code base remains and is now over a decade old, the core infrastructure and purpose of its initial intent has not kept up with changing market requirements. While it does offer a static ITAM capability (the IT Services Management Module), ServiceNow remains focused on help desk and IT ticketing functionalities. This heavy technical debt means ServiceNow offers less flexibility and tends to add new features at a slower pace. The older code base also means integrating third-party code or scripts is challenging, usually requiring a specialized ServiceNow developer or an expensive internal ServiceNow development team.

Oomnitza was designed as an Enterprise Technology Orchestration (ETO) system that spans traditional help desk models and more modern infrastructure delivery paradigms. Built with Python, a popular scripting language, Oomnitza is lightweight, extensible and designed to enable integration and rapid feature development. Many Oomnitza users create their own Python scripts to connect to third-party services and automated workflows. Because Python is such a well-known language and Oomnitza’s APIs are modern and standards compliant, developing on top of Oomnitza is as simple as integrating with any other element of API-driven infrastructure.

## Speed of Implementation

ServiceNow requires extensive work to design and implement any ITAM. ITAM projects on ServiceNow usually require a year or more of implementation time. Integration and customization costs typically run into seven figures. Because implementation and design are complex, mid-flight changes to account for unforeseen product requirements are expensive and disruptive.

Oomnitza can usually be running in weeks and be fully configured in less than two months. Because Oomnitza is agentless and has pre-baked integrations with dozens of software platforms (CMDB, SAM, MDM, ERP, HRIS, SSO), most of the configuration can be done by the end user and does not require engineering resources. Because Oomnitza is designed for extensibility, implementations are faster and less expensive - all you need are capable Python coders.

## Manual vs. Automated

Because ServiceNow was designed for manual ticketing distribution processes, IT asset management is also manual in nature. Even when ServiceNow is integrated with other systems and orchestrations are enabled, manual data entry is the norm. IT teams must collect and validate device and asset information by hand as part of entering it into ServiceNow systems and asset tables. In fact, ServiceNow can even increase the amount of manual labor required by IT teams because it enforces workflows through a legacy architecture with many unnecessary field requirements.

Oomnitza is designed for automated data collection via its agentless architecture. Oomnitza out-of-the-box automates the collection and reconciliation for accuracy of all major asset management software including InTune, JAMF, as well as SAM, MDM and other CMDB platforms. Because Oomnitza was designed for integration with multiple systems and as a data layer to enforce accuracy and become a “single source of truth” for all IT assets, the core focus is on automation that delegates machine addressable tasks (data collection, deduping, etc.) to automation and allows humans to focus on more complex and valuable tasks like critical service requests. By automating manual tasks, Oomnitza adds value to compliance, audit, and procurement by providing them with accurate feeds of data to inform purchase decisions and streamline audits, compliance, verification and validation processes.

## Ongoing Licensing and Maintenance Costs

Because each ServiceNow Orchestration Pack comes with an annual cost, you can easily end up spending six figures in annual licensing for ServiceNow integrations with your other systems. Likewise, any customizations made for your ServiceNow instance will be expensive to change. The TCO of a ServiceNow IT asset management implementation can quickly balloon and is difficult to reduce once you are locked into the platform.

Oomnitza has minimal licensing and maintenance costs. There is at present no charge for orchestrations and Oomnitza offers dozens of them out-of-the-box. Because Oomnitza uses Python for integrations and orchestration scripts, DIY configuration management is far simpler and quite economical. In other words, Oomnitza’s primary costs come from the baseline annual licensing price with few “gotchas” during the rest of the contract terms.

## Ask The Right Questions Before You Decide on ETO vs. ServiceNow CMDB

In today’s environment of constrained IT resources and growing demands, getting the most out of your IT asset management systems is a strategic priority as these systems increasingly play an important role in security, compliance and auditing. Agile companies that prioritize employee experience are looking to automate and orchestrate as many rote processes as possible and have the flexibility to quickly reconfigure workflows (or generate new ones) on the fly in response to business unit demands and security requirements. For these reasons, it’s important to take the following steps:

- ▶ Set clear criteria for what you want and need from a technology asset management system
- ▶ Ask detailed questions about specific use cases and costs
- ▶ Do a side-by-side spreadsheet comparison to visualize pluses and minuses
- ▶ Get all answers in writing from vendors so you can make sure you are both on the same page

As the environment for managing IT assets continues to evolve at an accelerated pace, it is critical to have the optimal approach to managing this core, critical part of your IT infrastructure. Oomnitza offers an integrated and holistic view into your IT estate that is fast to deploy, built for today’s enterprise, and can augment your existing ServiceNow implementation.

## About Oomnitza

Oomnitza is an agentless enterprise technology orchestration solution for digital business. By consolidating technology asset data from siloed systems into a single pane of glass, our customers are able to optimize their technology spend, automate their governance processes to meet compliance and auditing requirements, protect from security risks, and ensure great employee experience and productivity. Oomnitza is headquartered in San Francisco.

[www.oomnitza.com](http://www.oomnitza.com)