



servicenow®

Make Cost Modeling Your Strategic Advantage

A Guide for IT Leaders



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About Us

Proven Optics is the leader in IT Financial Management, with SaaS applications built to automate TBM, budgeting, and billing processes for the public and private sectors. Backed by ServiceNow Ventures, we are an Elite-status ServiceNow partner and a two-time Americas App Development Platform Partner of the Year. With 20+ years of industry practitioner experience, our team is passionate about helping IT organizations reimagine their financial processes and reassert their value to the business.





Introduction

Managing IT budgets often turns into a cycle of gathering incomplete data, fixing inconsistencies, and answering questions no one really has clear answers to. Budgets look fine on paper, but they rarely tell the full story. Many teams lack the visibility to show where IT dollars are going or how they're supporting the rest of the business.

Proven Optics helps organizations take control of IT financial management. Built directly on ServiceNow, it replaces scattered processes with a single, reliable system that handles budgeting, forecasting, and reporting in one place.

The Problem: IT Spend Is A Black Box

Most organizations don't know what their IT dollars are really funding. Budgets are built in silos. Data is scattered. And by the time finance teams finally pull the numbers together, they're often outdated or incomplete.

Service owners waste time hunting for data that doesn't add up. Executives are expected to make decisions without clear numbers. And when questions about costs come up—like “Why is this service so expensive?” or “What are we really getting for this app?”—no one has an easy answer.

The Real Cost of Doing Nothing

If the only way you understand your IT spend is through manual reports or after-the-fact reconciliations, you're not managing costs—you're just reacting to them. And that comes with a price.

- Budget decisions are based on assumptions, not facts.
- Departments argue over unclear chargebacks.
- High-value staff spend more time managing spreadsheets than solving problems.
- Poor visibility leads to overpaying vendors, keeping redundant apps, or delaying needed upgrades.
- Missed savings or misaligned investments drag on growth and performance.

These issues don't show up on the general ledger, but they quietly cost you time, money, and credibility.

A Clearer Way to Manage IT Costs

Proven Optics was built to make cost modeling something you can trust, use, and act on. Running natively on ServiceNow, it connects financial data with the operational systems your teams already use. That means no more manual reconciliations or disconnected reports.

It gives your IT finance team, service owners, and executives a shared view of the numbers. You can see what's been spent, where, by whom, and why—and finally have the data to support better decisions.



Built for Executives, Used By Everyone

The Business View Dashboard is designed for leadership.

It shows year-to-date spend, budget tracking, and investment by business priority. You can see what's on track, what's not, and what to fix.

At the same time, service owners get tools to drill into their cost drivers—licenses, labor, infrastructure—and track unit costs over time. If something changes, they can see why and adjust quickly.

Visibility & Accountability

With Proven Optics, showback and chargeback are no longer vague estimates. Costs are tracked to actual usage, by business unit, application, or service. If someone questions a bill, you can show them the data. This cuts down on disputes and helps teams take more ownership of their consumption.

At the same time, service owners get tools to drill into their cost drivers—licenses, labor, infrastructure—and track unit costs over time. If something changes, they can see why and adjust quickly.

What You Can Expect

Here's what using Proven Optics really looks like in day-to-day work:

- Your CIO can walk into a board meeting with clear data on how IT spend supports business strategy.
- Your finance team isn't chasing numbers—they're analyzing them.
- Service owners finally know what their services cost—and can back it up.
- Budget conversations shift from “why so much?” to “what's worth investing in?”

And instead of spending weeks pulling reports, teams can focus on decisions that move the business forward.

Why Now?

IT costs are rising. Cloud, SaaS, hybrid infrastructure—they all add layers of complexity. If you can't clearly explain and justify your technology spend, it becomes the first place leadership looks to cut.

The right time to fix IT cost management is before your budget gets cut, not after.



Next Steps

Book A Demo– See the Cost Model live and ask questions as we walk through real examples.

Download the Product Overview– A one-page summary of what Proven Optics does and how it fits into your current ServiceNow environment.

Talk to Us– Have specific needs? Let's discuss how this would look for your business.



Built on ServiceNow. Powered by AI.



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