

## Highlight the Impact Your Platform is Delivering to the Business

Your ServiceNow program is continuing to grow, support new use cases, and onboard new users daily. With this growth comes additional budget scrutiny, transparency requirements, and a need to communicate value delivered to customers.

With Proven Optics, you can use your existing platform to showback ServiceNow usage & costs by creating ServiceNow statements.

Leverage on-platform operational and consumer data to create ServiceNow Statements and dashboards - allowing you to clearly communicate how you're supporting your users.

Key outcomes include:

- Educate users through transparency into the costs and value of ServiceNow
- Calculate the total cost of ownership of the ServiceNow applications and modules
- Encourage intelligent and informed consumption of ServiceNow products and apps
- Showback the cost of ServiceNow to customers based on utilization
- Help fund the ServiceNow program by charging back for the used ServiceNow products and services
- Hold customers accountable for their ServiceNow usage to ensure efficient and effective use of available licensing

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**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.

Nick Reade | Director, ITFM Workflows | [nick.ream@provenoptics.com](mailto:nick.ream@provenoptics.com)

*Run Your  
ServiceNow  
Program  
Like a Business*

### Key Features

- Platform automation to query on platform data for allocations
- Allocation engine to calculate and distribute costs to customers
- Automated ServiceNow Statement generator with customizable UI page
- Automatically calculate rates for licenses
- Role-based dashboards