

Your ITFM data already lives in ServiceNow

Your ITFM tool doesn't

That gap is where cost visibility breaks down: assets, contracts, and CMDB data stay in ServiceNow, while ITFM reporting runs on a second license you still have to maintain and defend. Bring it natively onto the platform you already run closes that gap for good.

Native to
servicenow®



one control environment

30-50%
savings on ITFM
software spend

WHY TEAMS MOVE ON TO SERVICENOW



Confidence in every number

Cost, asset, budget, and service data stay in ServiceNow instance, so finance and IT are always working from the same numbers instead of reconciled copies



Savings built into the architecture

There's no separate hosting, standalone platform fee, or dedicated vendor support layer to fund. The advantage comes from using a platform you already own.



Easier to own and evolve

A flexible data model and configurable, low-code updates put allocation logic in your team's hands, with more internal control as your ITFM matures.

BRIGHTFIN VS. A STAND-ALONE ITFM SOLUTION

Criteria	brightfin	Stand-alone Solutions
 Platform	✓ Native to ServiceNow	Standalone + integrations
 Deployment	✓ Weeks	Months
 Data	✓ CMDB + CSDM aligned	Reconciled external copies
 Economics	✓ 200% ROI on a platform you already own	Second license + integration + admin
 Governance	✓ One ServiceNow control environment	A second security boundary to defend



Brightfin runs on the ServiceNow instance you already have, with no second platform to license or defend.