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CASE STUDY

CUSTOMER STORY · SERVICENOW-NATIVE TEM

Running TEM outside ServiceNow? Here's what it really costs.

A global athletic apparel and footwear brand weighed a non-ServiceNow TEM solution. Here's what it found, and why it brought TEM inside its instance.

ESTIMATED UP-FRONT COST OF TEM OUTSIDE SERVICENOW

$100K+

PLUS ONGOING UPKEEP
~$65,000 a year

FOOTPRINT
Global, multi-country



AT A GLANCE

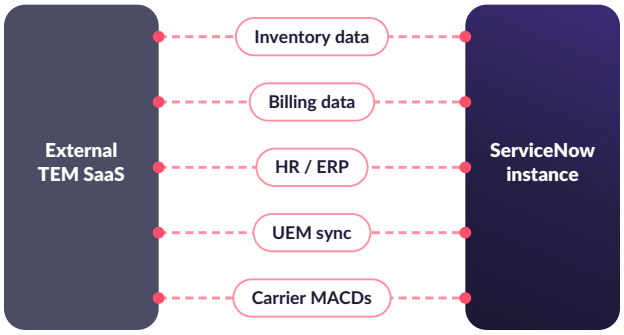
INDUSTRY	THE QUESTION	THE RISKS	THE OUTCOME
Global athletic apparel & footwear	Run TEM inside or outside ServiceNow?	Cost, security & data accuracy	TEM data & workflows inside ServiceNow

THE CONSIDERATIONS

Outside the instance, costs add up.

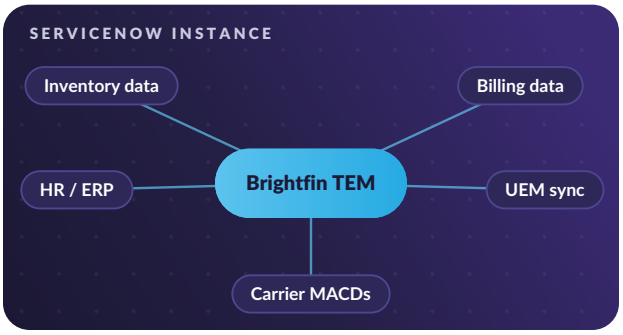
For ServiceNow-based organizations, managing TEM outside the instance can create problems with **data accuracy, manual processes and security**. When this global athletic apparel and footwear corporation considered a non-ServiceNow solution, here's what it faced.

OPTION A **TEM outside ServiceNow**



Every connector has to be **built, maintained and re-certified**, and every one sends data outside the instance.

OPTION B **TEM native in ServiceNow**



TEM data and workflows live **inside the instance**: no outside copies, no extra connectors to babysit.

THE PRICE OF GOING OUTSIDE

Two bills: one to build it, one to keep it running.

ONE-TIME COSTS

$100,000+

Estimated capital expenditure

- ServiceNow developer resources to build integrations for inventory data, billing data, HR/ERP systems, UEM synchronization and carrier MACDs
- Country-specific, customized workflow setup

ONGOING COSTS

~$65,000 / year

Estimated annual cost

- API and integration maintenance as carrier data changes and ServiceNow upgrades roll out
- Periodic re-certification of integrations with each ServiceNow upgrade
- Continuous report generation and consolidation from multiple sources

Before you sign with any TEM vendor, ask: where will our telecom data live, how many integrations will we build and maintain, and what happens to them at every ServiceNow upgrade?

THE RESULTS

Native TEM. Fewer risks. More control.

THE RISKS OF KEEPING TEM OUTSIDE

Data residency

With a SaaS tool, essential company data resides outside the corporate environment, creating security and compliance risk.

Integration vulnerabilities

Every inbound and outbound integration must be carefully monitored and managed to prevent unauthorized access and breaches.

Access & compliance

Meeting corporate policies and regulatory requirements is harder when data is stored and managed externally.

WHAT BRINGING TEM INSIDE SERVICENOW DELIVERED

Accurate, efficient, secure management of the telecom environment.

- **Time savings**
  Automating TEM processes inside ServiceNow saved the internal team considerable time by reducing manual work.
- **Configurable workflows**
  Native ServiceNow workflows configure across regions and countries for flexibility and adaptability.
- **Inventory accuracy**
  MACD ordering data stays in the instance, so every change is reflected accurately, without the discrepancies external systems create.
- **Security & compliance**
  All TEM data stays in the corporate ServiceNow instance, so the organization keeps full control of it.
- **Consistent data flow**
  All TEM data sources integrate directly into ServiceNow for a seamless, reliable flow of data.
- **Natively built on ServiceNow**
  Built in, not bolted on

> **Keeping the data within the ServiceNow instance allows for better control and compliance management.**

Is your TEM living outside ServiceNow?

Let Brightfin evaluate your carrier spend and show you what it's hiding.

Book a 15-min call →

Cost figures are estimates for this customer's environment; your costs will vary.

Want a quick estimate first? Try the Telecom Overcharge Calculator.

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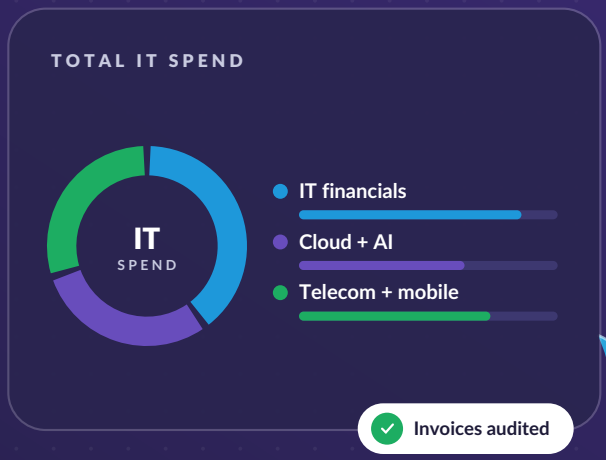
ITFM + FINOPS + TEM

See clearly. Spend better.

Total spend intelligence to plan, control, and prove the value of every technology dollar.



THE PLATFORM

Complete spend visibility

ITFM
IT Financial Management

Budget Clarity
Budgeting, workflows, variance, and forecasting

Cost Clarity
Cost modeling workflows, unit costs, and TCO

Chargeback Clarity
Chargeback and showback reporting

FINOPS
Cloud & AI FinOps

AI Clarity
Token-level AI spend governance

Cloud Clarity
Cloud spend ownership and allocation

TEM + MMS
IN THIS STORY
Telecom & Mobility

Telecom Clarity
TEM workflows, invoice Q&A, audit, and insights

MMS Clarity
MMS workflows, audit, and insights

WHY BRIGHTFIN

AI-native
First AI-native cost optimization

ServiceNow-native
Built in, not bolted on

Managed services
Experts deliver the results

Proven at scale
$14.8M in chargebacks on time

Let's talk.

See what Brightfin can save you.

Request a demo

brightfin.com/request-a-demo