

# SaaS Discovery with Snow: Secure and Manage SaaS Applications

## You Can't Manage What You Can't See

Over the past year, there has been a significant increase in SaaS usage driven by the need to enable remote employees while remaining agile and innovative. Because more than 50% of technology budgets sit outside of IT, without proper management, this increase in SaaS usage can pose huge risks such as unexpected bills, SaaS sprawl and security issues.

If your organization is relying on credit card information and accounts payable to locate and track SaaS spending, you are missing a critical element to your SaaS governance strategy – visibility over actual application usage for both paid and free applications, sanctioned and unsanctioned.

The benefits of tracking SaaS usage for both paid and free applications include:



### Protect customer and employee data

Employees using apps not vetted by IT may be using unsecure passwords. 35% of Ransomware attacks came from SaaS applications. SaaS discovery helps you identify areas of risk that need securing.



### Improve GDPR compliance

Data Protection Impact Assessments are required anytime you have a new project that is likely to have high risk to people's personal data. Without understanding the scope of applications in use, it is difficult to be complainant with this requirement.



### Reduce redundant applications

When discovering applications, use a solution that can normalize and tag application types to quickly report on redundant technologies in your organization.



### Collaborate better with the business

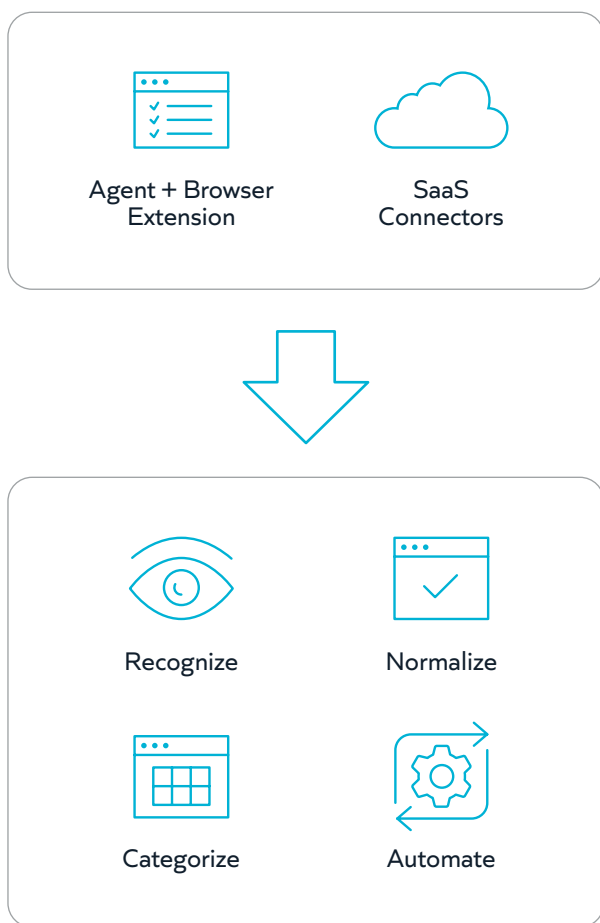
When you understand what applications are being used throughout your organization, and how, you are in a better position to have meaningful conversations about application requirements and how to best serve the business.

## How It Works

To discover the unknown, discovery must be done at the user level. To achieve this goal, Snow agents are installed on endpoints, and a browser extension is enabled to capture usage for thousands of licensed and free applications identified with our market-leading Data Intelligence Service.

Snow also provides the option to collect usage data for dozens of common applications using SaaS API connectors and also provides a custom API connector if this is the preferred method for capturing data.

### SaaS Usage Visibility



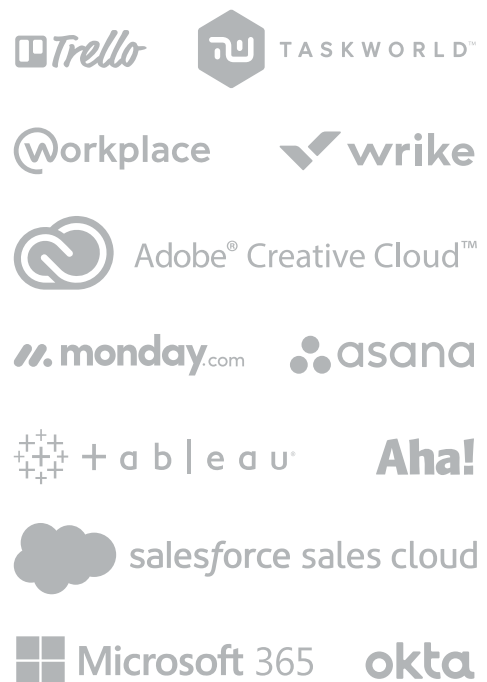
## Applications Discovered

### Over 8,000 free and licensed SaaS applications and growing

By leveraging the agent and browser extension, customers can obtain usage details for over 8,000 paid and free industry-specific and well-known applications from vendors such as VMware, Veeva Systems, IBM, Trimble, Trendspotttr, TIBCO Software, Symantec, Survey Monkey, Springer Nature, SolarWinds, Software AG, SAP AG, Refinitiv, Qualys, Paychex, Palo Alto, Oracle, McAfee, Alibaba, Amazon, Atlassian, BMC Software, Coupa, ESRI, Google and Informa.

### Directly integrate to discover in-depth usage and optimization opportunities

Use Snow's SaaS API connectors to quickly get visibility over cloud application usage for the following vendors and more. Browse the full list of [Snow's integrations](#).



## Why Snow ?



Holistic software asset management supports today's hybrid IT environments



Discover sanctioned and unsanctioned apps by leveraging the user as the authoritative source



Snow's Data Intelligence Service is the most up-to-date and accurate normalization engine in the industry

“We could be unaware of software that wasn’t purchased through our IT department. Snow gives us the necessary insight into what is out there. Without Snow that would be hidden from us.”

Jeff Walters, Director of IT Support Services,  
Kroenke Sports & Entertainment



# Discover your unknown SaaS usage today.

## Contact Snow

<https://www.snowsoftware.com/solutions/saas-management>

[info@snowsoftware.com](mailto:info@snowsoftware.com)

## Follow Snow



## About Snow Software

Snow Software is changing the way organizations understand and manage their technology consumption. Our technology intelligence platform provides comprehensive visibility and contextual insight across software, SaaS, hardware and cloud. With Snow, IT leaders can effectively optimize resources, enhance performance and enable operational agility in a hybrid world.

