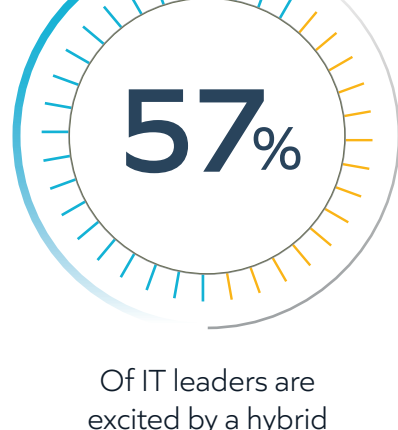


Visualized | ITAM in a Hybrid World



Hybrid working is here to stay...



Of IT leaders are excited by a hybrid working future¹



Of IT leaders indicate hybrid working is a positive move²



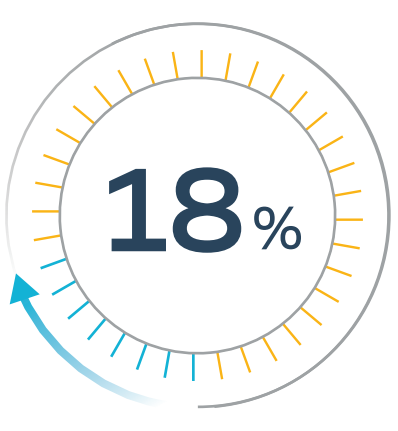
Of IT leaders expect hybrid work to increase employee access and consumption of IT resources³

but new ways of working present new challenges for IT leaders...



EXPECT

Additional funds to support and implement new ways of working⁴



BELIEVE

Controlling costs to be the most challenging aspect of supporting hybrid work⁵

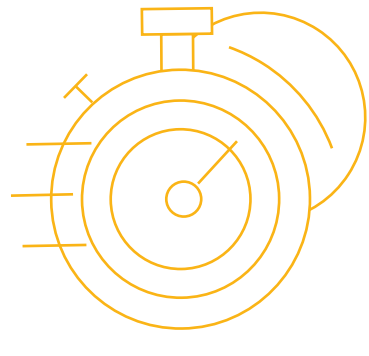


CONSIDER

Reigning in unseen application use as the most challenging aspect of transition to hybrid work⁶

and new challenges require new cost optimization strategies.

MOST IMPORTANT TASKS FOR IT LEADERS IN 2021



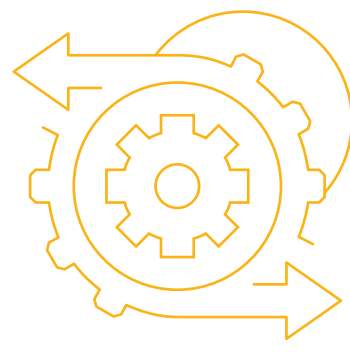
ACCELERATE

Accelerate Movements of Workloads to The Cloud (According to 52% of those surveyed)



RENEGOTIATE

Renegotiate Software License/Maintenance Charges (According to 49% of those surveyed)



MANAGE

IT Asset Management (According to 26% of those surveyed)

How Much Is The Visibility Gap Costing You?

For every \$1billion in company revenue, you could

SAVE \$6 MILLION

by optimizing controls⁷

ITAM Has Been Transformed By The Hybrid World



SAM

73% of organizations have been audited by one vendor in the last 12 months.⁸



SAAS

241% SaaS growth spend 2017-2022.⁹



CMP

75% of business have a hybrid or multi-cloud strategy in 2021.¹⁰



SAP

99% of the largest companies in the world are SAP S/4HANA customers.¹¹

How to Continue Supporting Business Growth

KEY AREAS THAT DRIVE GROWTH

WHAT YOU CAN ACHIEVE WITH SNOW

1

VISIBILITY

Visibility of data and applications across the on-premises data center, cloud, and SaaS environment.

- Discovery, inventory, normalization
- License and contract management
- Entitlements and compliance
- Discovery of security and PII risks

2

OPERATIONAL EFFICIENCY

Operational Efficiency to leverage key technologies to enable more seamless working for yourself and IT end users.

- Continuous optimization
- Analysis and recommendations
- Automated workflows
- Self-service IT

3

GOVERNANCE

Governance to manage risk and cost without obstructing ways of working that have been accelerated in recent times.

- Cloud automation and brokering
- Rules-based provisioning
- Proactive governance through visibility
- Establishing guardrails

Snow: A comprehensive solution...



ACCURATE USAGE DATA

Gain the clear view of where technology is being used



COST SAVINGS

Organizations that deploy Snow lower IT costs by up to 30%



RISK MITIGATION

Minimize financial risk of audits and discover security and PII risks



CLOUD TRANSFORMATION

Simplify IT and enable self-service to provision 160x faster

for measurable results.

428%

RETURN ON INVESTMENT (ROI)¹²

\$4Million

NET PRESENT VALUE (NPV)¹³

Request a demo and see how the Snow platform can provide complete insight and governance over all your technology.

[Request a Demo](#)

¹Snow, 2021, Study: Hybrid Work Is Here to Stay, Bringing Its Own Mix of Complexities

²Snow, 2021, Study: Hybrid Work Is Here to Stay, Bringing Its Own Mix of Complexities

³Snow, 2021, Study: Hybrid Work Is Here to Stay, Bringing Its Own Mix of Complexities

⁴Snow, 2021, Software study

⁵Snow, 2021, Software study

⁶Snow, 2021, Software study

⁷Gartner, 2020, Software Asset Management for the Cloud

⁸IDG, 2019

⁹Gartner, 2021, Forecast Analysis – Worldwide IT spend, 2017-2022

¹⁰Gartner, 2020, Market Guide for Cloud Service Brokerage

¹¹SAP, 2021

¹²Forrester, 2021, The Total Economic Impact™ Of Snow Software Asset Management

¹³Forrester, 2021, The Total Economic Impact™ Of Snow Software Asset Management