If Software Asset Management (SAM) starts with finding the software that is installed across the network, the next vital step is to understand it. Only then can you optimize its use of software, addressing security risks, maintaining compliance and minimizing costs. The better the data, the more complete picture you will have to make informed decisions.

The challenge is that inventory—whether from one source or many—starts with a list of raw executable data and other metrics which is little or no help to SAM managers and other stakeholders across the organization. Deciphering software the title, the vendor, the version and the release date is at best burdensome, if not impossible.

Snow’s Software Recognition Service takes the legwork out of this investigation and reconciliation of raw data against commercial software titles. It processes the audit data from multiple inventory tools and turns it into meaningful information about the licensable applications being used across the IT estate. It removes the guesswork from identifying what software for Windows, Mac OS X, Linux and UNIX is installed.
A DYNAMIC APPROACH TO SOFTWARE RECOGNITION

Unlike most SAM solutions that rely on static libraries, Snow’s Software Recognition Service provides a daily update to customers’ software recognition databases and supports more software vendors and applications than any other software recognition technology. Snow’s expert teams in Sweden and the USA are constantly adding new titles, minimizing unrecognized software on the network.

CLEANSING & NORMALIZATION

Recognizing the installed application from a single inventory source is challenging for SAM solutions that rely on static software recognition databases. Working with multiple inventory solutions is simply too much for many SAM tools as they fail to cleanse and normalize audit data, leading to confusion and duplication.

Snow’s Software Recognition Service solves this problem by normalizing inventory data from multiple sources, providing the single source of truth for all software installed across the network, ensuring consistency of application title, vendor, version and more. It identifies all major and minor releases of applications, automatically aggregating them into supportable versions to minimize noise.

LICENSE INTELLIGENCE

A built-in SKU repository of over 383,000 SKUs with advanced license intelligence simplifies data on import and registration of new and existing licenses removing timeconsuming manual effort. The SKU repository is updated dynamically on a daily basis.

SUITE & BUNDLE RECOGNITION

The Software Recognition Service removes the guesswork and legwork from identifying the applications, suites and bundles installed across a multi-platform network.
FASTEST RECOGNITION OF NEW SOFTWARE
With more than 6,000 customer organizations using the Snow SAM platform, Snow teams in Europe and the USA provide a round-the-clock service to create recognition signatures and rules for newly discovered software titles. These are available to all Snow customers through the Software Recognition Service’s daily updates.

THE LARGEST SOFTWARE RECOGNITION DATABASE
Snow’s global software recognition database grows by more than 6,000 applications and 600 software publishers every month, making it by far the most comprehensive source of commercial software identification available to end users.

MULTI-PLATFORM SUPPORT
The Software Recognition Service recognizes applications, suites and bundles installed across Windows, Mac, Unix and Linux platforms as well as Android, iOS and Windows mobile platforms.

FAST, ACTIONABLE SAM INTELLIGENCE
Snow Recognition Service is a target-driven service to identify new and unrecognized applications delivering fast, straightforward, actionable SAM intelligence in the shortest timeframe possible.

ACCURATE, STANDARDIZED DATA
Having the right data enables better business decisions. With the raw data normalized, SAM managers get the visibility they need to display an effective license position - balancing the number of licenses purchased against licenses consumed. From here, they can immediately identify areas for license and spend optimization, risk reduction and compliance, audit defence and contract negotiations.

INVENTORY AGNOSTIC
As well as working with Snow Inventory, the Software Recognition Service is agnostic and can cleanse and normalize audit data from major inventory solutions including Microsoft SCCM, HP DDMI, Altiris, IBM ILMT and TAD4D, ADDM, LAN Desk, and HEAT Software (formerly FrontRange/ Centennial).

SAVE TIME WITH A COMMON APPROACH TO SAM
The Software Recognition Service reduces the overhead associated with software management by normalizing audit data from multiple inventory sources, providing the single source of truth that can be accessed by all SAM stakeholders across the organization.

QUICK RESOLUTION WITH SOFTWARE PUBLISHERS
Snow’s software recognition ensures that software titles, versions and commercial suites are recognized and presented as the software vendors have them on their price lists, minimizing discrepancies and disruption in software reviews and audits.

UPGRADE AND DOWNGRADE RIGHTS
Applications are grouped into families to automatically identify upgrade and downgrade rights. Additionally, application release date information provides insight into what version that customers are entitled to use under maintenance agreements.

METRIC/LICENSE TYPE
Typically, most applications’ license form is based on ‘installation’ however there are some that are measured via other metrics. Software Recognition Service can automatically suggest the most common metric that an application is licensed by such as ‘per user’, ‘per device’ or ‘per core’ etc.

ANALYST VIEW REGARDING NORMALIZING INVENTORY
“The Primary benefit of the normalization activity is an accurate, organized and categorized inventory across different datasets.”

SNOW SAM PLATFORM

SNOW LICENSE MANAGER
With millions of licenses sold, Snow License Manager is the world’s leading SAM solution.

SOFTWARE RECOGNITION SERVICE
Recognize commercially-licensable applications across the network.

ORACLE MANAGEMENT OPTION
Cut the costs of managing complex Oracle licenses.

VIRTUALIZATION MANAGEMENT
Identify and manage virtual assets across the network.

SNOW DEVICE MANAGER
A complete enterprise mobility management solution that handles the full lifecycle of mobile devices.

SNOW INVENTORY
The true multi-platform audit solution designed to find devices, audit software installs and track usage.

SNOW INTEGRATION CONNECTORS
Integrate Snow’s SAM platform with existing Inventory, ITAM and Service Management solutions.

SNOW OPTIMIZER FOR SAP® SOFTWARE
Manage SAP licensing to optimize one of the enterprise’s largest software costs.

SNOW AUTOMATION PLATFORM
Define and implement automated process to support software optimization.

ABOUT SNOW SOFTWARE
Snow Software’s Mission: To stop organizations paying too much for the software they consume.

Whether it’s through lack of control, lack of understanding or lack of compliance, Snow Software believes that most organizations today end up paying too high a price for their software.

To address this, Snow Software provides Software Asset Management (SAM) solutions designed to ensure that the $326 billion spent every year on enterprise software is money well spent – ensuring organizations have the appropriate licenses for the software they use – not too many, not too few.

Today, more than 4,500 organizations around the world rely on Snow Software’s on-premise and cloud-based SAM platforms to manage software licensing across more than eleven million devices, from mobile to desktop, datacenter to the cloud.

Headquartered in Stockholm, Sweden, Snow Software is the largest dedicated developer of Software Asset Management solutions, with more local offices and regional support centers than any other vendor.