RISK VERSUS POTENTIAL
Many businesses are reluctant to unleash the power of cloud capabilities across their organizations due to the financial risk. Virtualized environments can be left running empty, representing significant cost with no business value.

The inability to control or rapidly implement a process to enable virtualization capabilities is often compensated for by restricting use to just a few people – locking in knowledge and leaving business potential unharnessed.

Snow Automation Platform addresses the process issue, eliminating the financial risk associated with IaaS, enabling enterprises to unleash cloud capabilities for anyone who needs it.
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 6,000 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, data center 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.