



CLOUD IaaS OPTIMIZATION FOR GOOGLE COMPUTE ENGINE

POWERED BY SNOW AUTOMATION PLATFORM

Create, use, manage, and remove virtual machines in line with your business needs. Provide access to Google Compute Engine (GCE) for all users, with visibility over costs and billing, while preventing virtualization sprawl and zombie VMs.



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.

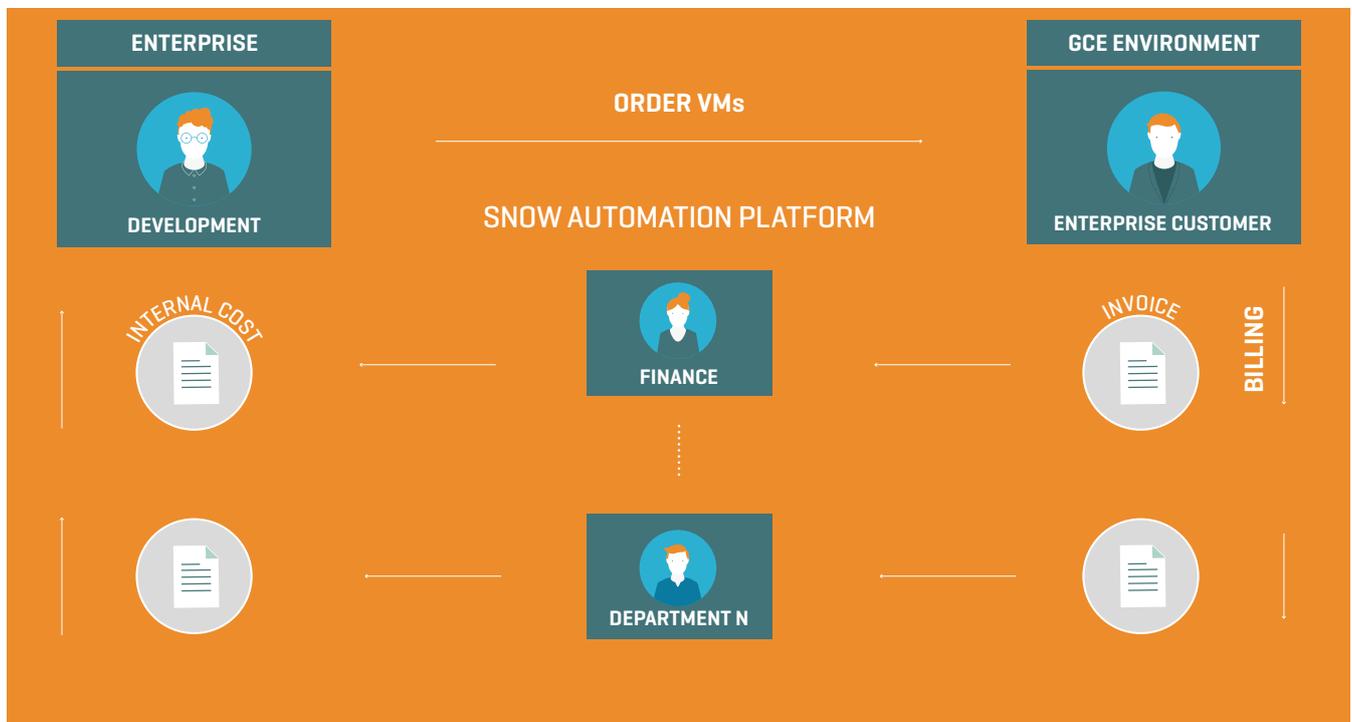
The inability to control or rapidly implement a process to enable virtualization capabilities is often compensated for by restricting use to just a few people – locking-in knowledge and leaving business potential unharnessed.

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.

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Snow Automation Platform provides configurable capabilities for building workflows that are customized to your business needs. The platform comes pre-configured with a number of Automation Books – including one for GCE – enabling you to be up and running instantly. With the Automation Book for GCE, you can order and secure virtual assets within minutes. The pre-defined features allow you to:

- Order VMs on the fly – providing scalability and instant access for users
- Enable GCE capabilities for any user in your organization – no need to restrict access to avoid financial risk
- Assign internal costs, so that all users and approvers are aware of costs associated with cloud services – no surprises at the accounting stage
- Include flexibility in your processes – subscription periods can be extended or shortened by users, preventing over ordering ‘just in case’
- Implement single or multi-level approvals – ensuring control and transparency
- Define role-and-responsibility based access – restricting ordering to users and groups that need GCE services
- Adopt a subscription model for usage – avoiding virtualization sprawl, zombie VMs and overspend
- Assign predefined tags to match usage against invoices received, or create your own tags that suit your business needs – removing the barrier between development and business units.



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 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.

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