Snow Optimizer for SAP Software, an SAP-certified application, provides SAP license optimization and management automation in a single integrated console.
Snow Optimizer for SAP® Software enables companies to achieve the transparency and understanding necessary to actively optimize and manage their SAP deployments. SAP licensing is complex, and a lack of insight into SAP licensing can result in significant financial and legal liabilities, whether from direct or indirect usage, and paying for assets that are not even utilized.

From the world’s leading Software Asset Management (SAM) software provider, Snow Optimizer for SAP® Software provides various analyses which identify and isolate named SAP users that are obsolete, duplicate or wrongly assigned. It gives you an exact understanding of your SAP baseline inventory and entitlements enabling you to optimize your SAP expenditure and entitlements.

MEETING THE CHALLENGES OF SAP LICENSING

SAP requires its customers to provide License administration Workbench (LAW) data which aggregates audit data solely for the purpose of contract compliance. However, LAW is neither intended for, nor can be used for license optimization. The ability to optimize the number of SAP users, the access and usage of engines, and the specific user license types used. Crucially, the solution can identify and trace indirect use to ascertain financial exposure and to reduce risk.

INACTIVE USERS
Snow Optimizer for SAP Software reviews the last login and generates a list of all users that have not logged into the system over a set period. It enables the SAP administrator to create automated rules to expire these user accounts so that they may be recycled or consolidated to realize savings on future procurement costs.

DUPLICATE USERS
Snow Optimizer for SAP Software's analysis capability can detect suspected duplicate named users by looking at various patterns. Duplicates can be removed from the SAP systems, creating opportunities for further cost reductions.

OPTIMAL LICENSE TYPES
Snow Optimizer for SAP Software identifies and monitors those users that have a license type well in excess of their behavior based on a long collection of usage history. It will constantly fine-tune your license allocation to make significant savings.

INDIRECT ACCESS
The growing risks associated with indirect usage are automatically highlighted and reported on within Snow Optimizer for SAP Software. This enables the organization to significantly reduce financial exposure and to alert of risk when new third-party systems are introduced.

OPTIMIZE BUSINESSOBJECTS LICENSING
By reconciling BusinessObjects licenses against SAP licenses, Snow Optimizer for SAP Software identifies any licensing gaps or overlaps. By matching usage to the correct license, eliminating duplicates and revoking licenses from inactive users, the solution refines an organization’s BusinessObjects licensing position to prevent unnecessary overspend or compliance and audit risk from underspend.

MEMORY USAGE
Snow Optimizer for SAP Software centrally monitors SAP S/4 HANA memory usage. The measurement report captures the history of memory consumption across SAP systems. Activity and statistical data can be aggregated daily, weekly, monthly or quarterly, rather than just showing 12 month peaks.
KEY FEATURES

DATA COLLECTION AND ANALYSIS
Snow Optimizer for SAP® Software has the most comprehensive data collection of user, usage activity and memory usage, as well as user access to standard and industry-specific modules, engines and self-declaration products enabling license optimization.

It detects patterns of usage and behavior behind the vast amount of usage data, isolating roles and transactional activity, and provides insight into how the SAP deployment is actually used. User activity, statistical data, and module/transactional access can be aggregated monthly. Also, it is possible to deposit contract data within the Snow Optimizer for SAP Software.

LICENSE ALLOCATIONS AND RULE SETS
Snow Optimizer for SAP Software maintains up-to-date details on which licenses are assigned where. This enables SAM managers and SAP administrators to rebalance license allocations on-the-fly, and to rightsize licensing across the SAP landscape.

Rule sets are created to quickly and correctly align the user with the correct license in the correct system, based on their activity. Snow Optimizer for SAP Software gives warnings when a limit of contractual number of licenses, engines, self-declaration products, memory usage or specific activity types is reached. All of this enables the avoidance of additional costs or penalties.

SYSTEM METERING
Snow Optimizer for SAP Software constantly monitors system measurements across the hundreds of SAP systems in an enterprise and aggregates that data and highlights key compliance concerns to the SAP administrators.

REPORTING
Snow Optimizer for SAP Software produces reports for ABAP (including SAP S/4 HANA), Java-UME and BusinessObject systems, these include: user list, baseline analysis by system or user type, matrix user/data sources and role utilization.

For Business Objects and ABAP systems, the following additional reports are provided:

- Log-on analysis (in tabular and graphical formats)
- Usage analysis for CPU usage and change documents
- Module analysis (in tabular and graphical formats)
- Usage profile and Role Usage Analysis
- Memory Usage Consumption (SAP S/4 HANA).

Snow Optimizer for SAP Software now includes a license report for OpenText and allows for the central monitoring of multiple OpenText installations.

BUSINESS BENEFITS

RISK AND COST CONTROL
By monitoring unusual behavioral patterns, the Snow Optimizer for SAP® Software can detect unlicensed and non-compliant users that are accessing the SAP system. This enables companies to make proactive remediation and avoid potentially large contract renewal costs.

IDENTIFY AND TRACE INDIRECT USAGE
Indirect Usage of SAP is amongst the top licensing concerns for organizations. Snow Optimizer for SAP Software enables proactive reduction of Indirect Usage risk.

The solution rapidly identifies potential indirect usage based upon anomalous activities of named users. It reports on communications to and from external third-party systems to identify the originating user in the third-party system, highlighting the users who are indirectly querying SAP and through which system.

Snow Optimizer for SAP Software also reconciles third-party users against named users within the SAP system.

ONGOING COST REDUCTION
Enterprise maintenance for SAP licenses consumes 22% of the list price of the software every year. Paying maintenance on tens of thousands of unused licenses is tremendously costly and wasteful. It is money that could be used more productively elsewhere in the enterprise.

Snow Optimizer for SAP Software ensures that you know more about your SAP systems than anyone else, giving you the information you need to optimize your SAP systems and have the upper hand in contract negotiations and audits.

AUDIT & COMPLIANCE
By properly fitting the SAP license type to each user periodically throughout the year based on actual historic behavior over a set period (e.g. 12 months), the enterprise can assure compliance for its upcoming SAP audit and cost optimization. By having a comprehensive understanding of the usage patterns and behavior, enterprises can remain compliant and audit ready today and in the future.

NEW PROCUREMENT COSTS
Negotiating a steep discount on 5,000 new SAP professional user licenses may be a well-intentioned but misguided effort if an enterprise has 15,000 user licenses that should be retired and recycled. Enterprises can potentially save significant amounts of forward spending by more efficiently using the licenses they have already purchased.

SNOW SOFTWARE SURVEY

63% of organizations surveyed intend to assess and reduce indirect usage risk within the next 12 months

Source: Snow Software Survey, March 15, 2017
### 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 4500 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.

info@snowsoftware.com

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### SNOW SAM PLATFORM

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<td>![Slm](Snow license manager)</td>
<td>![Inv](Snow inventory)</td>
<td>![Srs](Software recognition service)</td>
<td>![Sic](Snow integration connectors)</td>
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<td>Software recognition service</td>
<td>Snow integration connectors</td>
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<td>With millions of licenses sold, Snow License Manager is the world’s leading SAM solution.</td>
<td>The true multi-platform audit solution designed to find devices, audit software installs and track usage.</td>
<td>Recognize commercially-licensable applications across the network.</td>
<td>Integrate Snow's SAM platform with existing Inventory, ITAM and Service Management solutions.</td>
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<td>![Om](Oracle management option)</td>
<td>![Sos](Snow optimizer for SAP® software)</td>
<td>![Vm](Virtualization management)</td>
<td>![Ap](Snow automation platform)</td>
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<td>Cut the costs of managing complex Oracle licenses.</td>
<td>Manage SAP licensing to optimize one of the enterprise’s largest software costs.</td>
<td>Identify and manage virtual assets across the network.</td>
<td>Define and implement automated process to support software optimization.</td>
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<td>![Sdm](Snow device manager)</td>
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<td>A complete enterprise mobility management solution that handles the full lifecycle of mobile devices.</td>
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