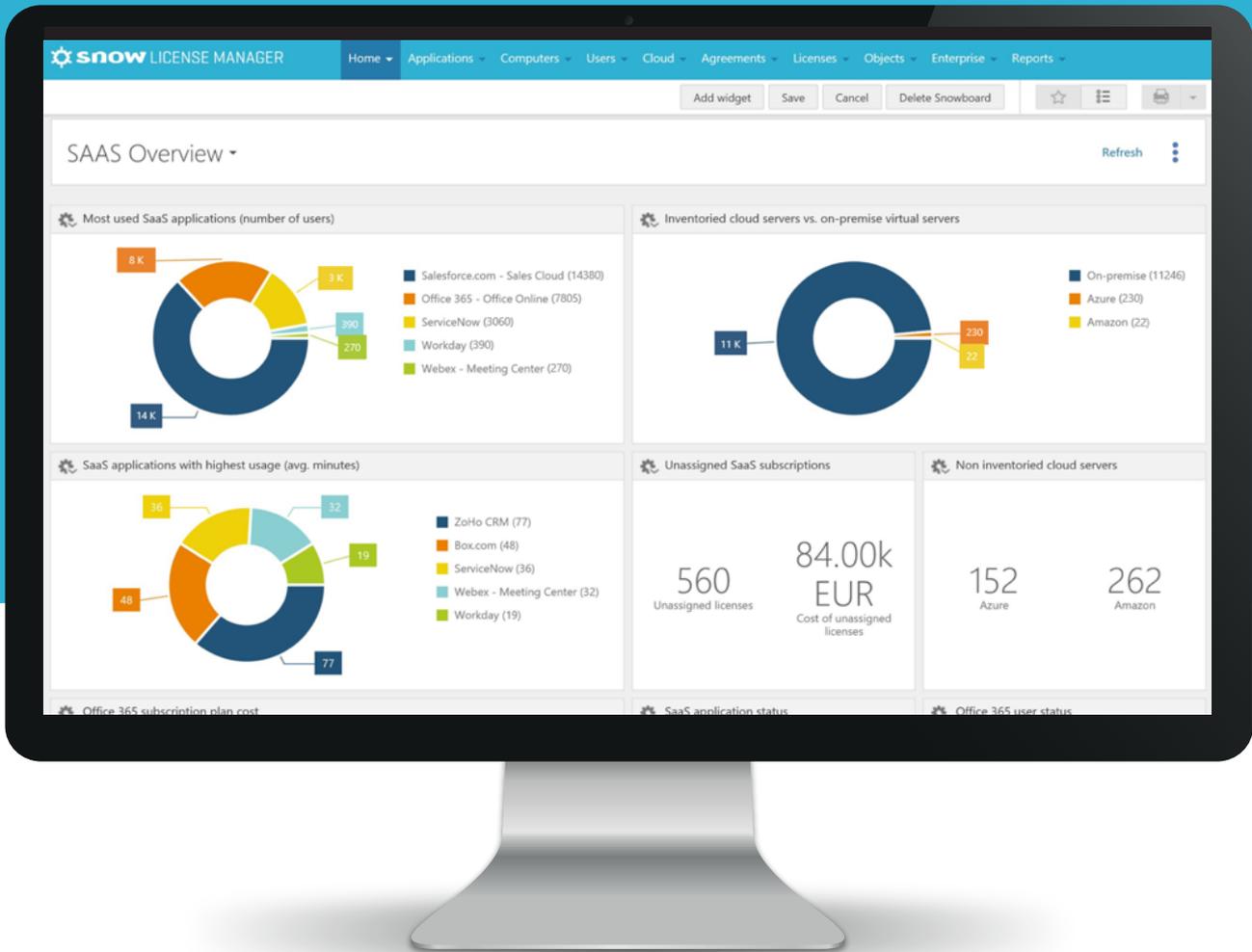# SNOW FOR CLOUD

Analytics and automation to optimize cloud
investments across the enterprise

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Snow for Cloud empowers IT leaders with the next evolution of
clear, actionable views of SaaS application and IaaS usage and
consumption, to help align with business goals and drive Digital
Transformation initiatives.

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SNOW FOR CLOUD

As organizations increase their investments in cloud services, IT leaders lack the analytical solutions necessary to align IT to business goals, including Digital Transformation initiatives. A lack of insight into rapidly increasing SaaS and IaaS consumption makes them less able to partner with business units and assume their role as influencer over all technology usage and spend.

Snow's deep analytical capabilities provides insight into technology usage across on-premise, cloud and mobile, including business unit IT, enabling IT leaders to support organizational business goals while efficiently allocating technology budgets.

SNOW FOR CLOUD – ALIGNING IT AND BUSINESS LEADERS

Snow for Cloud empowers IT and business leaders to confidently drive Digital Transformation, safe in the knowledge that IaaS and SaaS investments are tracked and proactively managed to deliver maximum value at minimum cost and risk.

Drive Digital Transformation with deep analytical insight into SaaS and IaaS consumption

CLOUD VISIBILITY

Snow's cloud discovery, inventory and consumption tracking abilities provide detailed analytical insight into IaaS resources and SaaS applications consumption, regardless of who is using or paying for them. It combines cloud usage data with full visibility of on-premises technologies to provide a single view of hybrid IT infrastructures.

Effectively plan and budget, avoiding wasteful cloud spending such as unused SaaS subscriptions and zombie VMs

CLOUD GOVERNANCE

Armed with a holistic view of the organization's technology investments, IT and financial leaders achieve a level of influence previously beyond their reach. Management dashboards facilitate accurate budgeting, forecasting and cost allocation - protecting the enterprise against overspend and compliance risks while embracing the opportunities offered by Digital Transformation initiatives such as Cloud-first, DevOps and Business Unit IT.

Provide the agility and speed business partners demand while maintaining governance and cost controls

AUTOMATED CLOUD MANAGEMENT

Snow's automated controls maintain cloud visibility and cost control with self-service access requests, standardized cloud environment tagging, simplified license harvesting and reassignment and subscription-level management.

Automatically maintain visibility and control

> *We could be unaware of software that wasn't purchased through our IT department. Snow gives us the necessary insight into what is out there that, without it, would be hidden from us.*

Jeff Walters, Director of IT Support Services,
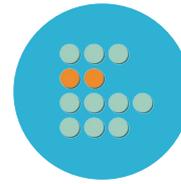Kroenke Sports & Entertainment (KSE)

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KEY FEATURES AND BUSINESS BENEFITS
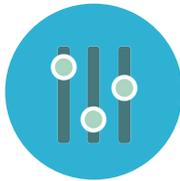
DISCOVER

- Align IT and business goals with automated discovery of 1000+ SaaS applications, regardless of which department purchased the subscription

- Protect against audit risk with virtual machine discovery across public cloud environments

- Create a foundation for visibility and control with granular usage detail of SaaS applications and IaaS environments

- Create accurate license positions with automated data collection
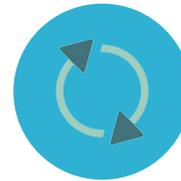
MANAGE

- Create consolidated view of all application, environment, and device usage with advanced analytics across on-premise, public and private clouds and mobile

- Reduce administration cost and effort with auto-mated entitlement import for the most critical SaaS vendors such as Office 365, SalesForce, Dropbox, Zendesk, Cisco WebEx, Box and Google G Suite

- Provide insight into cost drivers with drill down capability to departments and users

- Highlight risks associated with software usage in public cloud environments with detailed inventory reporting

OPTIMIZE

- Identify and reassign duplicate and unused SaaS subscriptions

- Assign the most cost-efficient SaaS subscription for each user

- Identify and deprovision zombie VMs running in public clouds

- Proactively manage and negotiate SaaS renewal agreements

GOVERN

- Automatically identify overentitled SaaS subscriptions with detailed, component-level usage information

- Reduce administration costs with self-service access requests for SaaS subscription and IaaS environment

- Build effective governance and cost containment with role-and-responsibility based access for IaaS environment creation

- Avoid wasted spend with time-bound provisioning of expensive subscriptions (Ex: Project 365, Visio 365 and PowerBI Pro) and IaaS environments

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Slm Snow license manager

With millions of licenses sold, Snow License Manager is the world's leading SAM solution.

Inv Snow inventory

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

Srs Software recognition service

Recognize commercially–licensable applications across the network.

Sic Snow integration connectors

Integrate Snow's SAM platform with existing Inventory, ITAM and Service Management solutions.

Om Oracle management option

Cut the costs of managing complex Oracle licenses.

Sos Snow optimizer for SAP® software

Manage SAP licensing to optimize one of the enterprise's largest software costs.

Vm Virtualization management

Identify and manage virtual assets across the network.

Ap Snow automation platform

Define and implement automated process to support software optimization.

Sdm Snow device manager

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

ABOUT SNOW SOFTWARE

Our Mission: Stop organizations paying too much for the software & cloud services they consume.

Whether it's through lack of control, lack of understanding or lack of compliance, Snow (www.snowsoftware.com) believes that most organizations today end up paying too high a price for their software.

Headquartered in Stockholm, Sweden, with European headquarters in Bracknell, UK and US headquarters in Austin, Texas, Snow Software is the largest dedicated developer of Software Asset Management (SAM) solutions, designed to ensure that the $351billion spent in 2017 on enterprise software is money well spent – ensuring organizations have the appropriate licenses for the software they use – not too many, not too few.

With more local offices and regional support centers than any other SAM solutions provider, more than 4,500 organizations around the world rely on Snow Software's on-premise and cloud-based SAM solutions to manage software licensing across more than 11 million devices, from mobile to desktop, data center to the cloud.

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