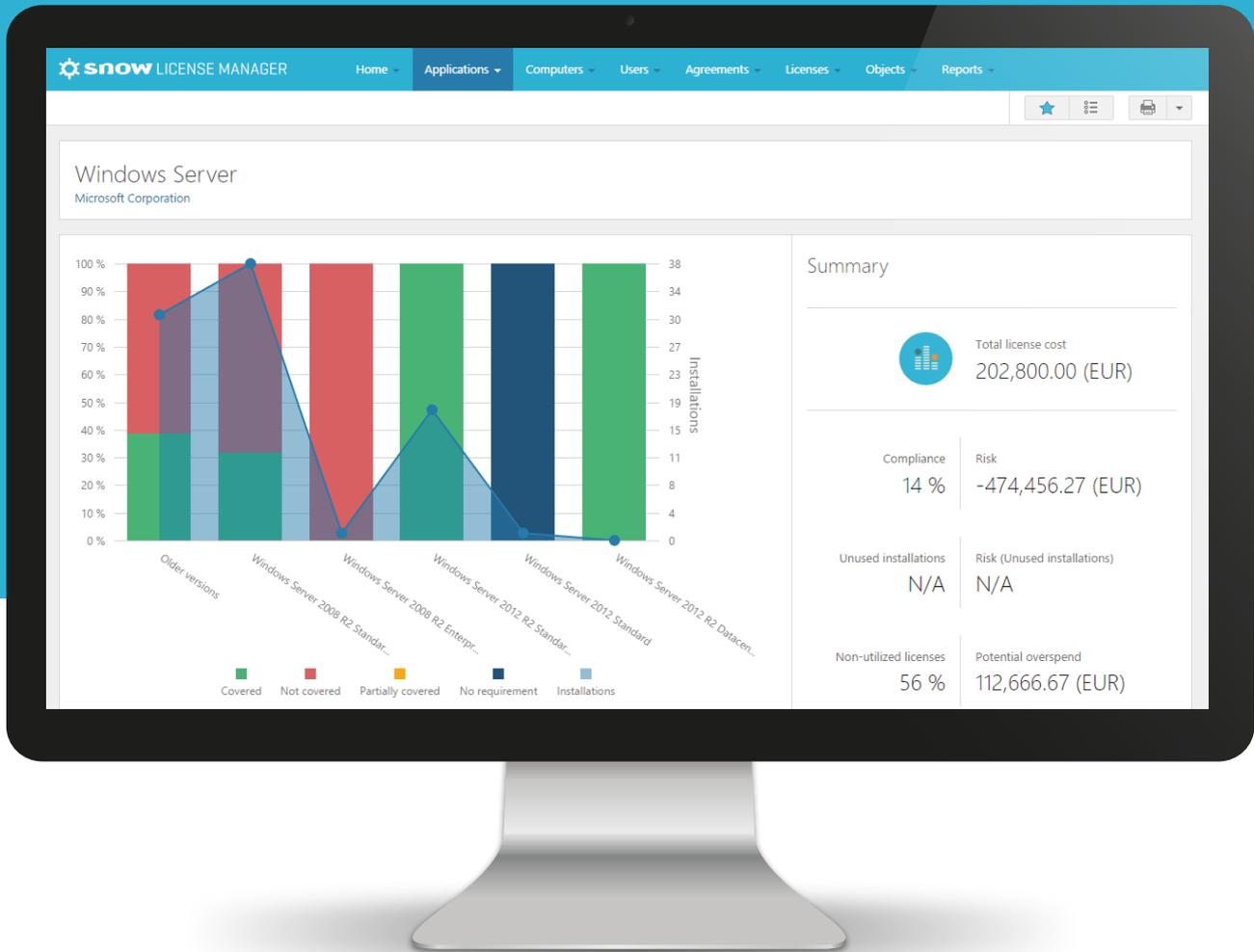


# Srs

# Software recognition service



Successfully recognize and identify every commercially-licensable application across the multiplatform network.

# Srs

If Software Asset Management (SAM) starts with finding the cloud and on-premise software that is deployed across the organization, the next vital step is to understand it. Only then can you optimize cloud services and 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 the software title, vendor, version and release date is at best burdensome, if not impossible; and managing cloud resources can be even more difficult when the average enterprise uses over a thousand cloud services.

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 cloud services, 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 products 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 cloud services and software deployed across the estate, 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.

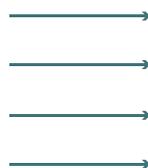
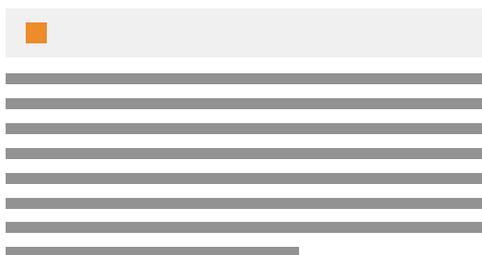
## LICENSE INTELLIGENCE

A built-in SKU repository of over 886,000 SKUs with advanced license intelligence simplifies data on import and registration of new and existing licenses removing time-consuming 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 running across a multi-platform estate, whether in the cloud or on-premise.

### RAW DATA



### ACTIONABLE INTELLIGENCE



## KEY FEATURES & BUSINESS BENEFITS

### 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 cloud services and 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.

### CLOUD FIRST

Snow Software Recognition Service supports hundreds of commercial cloud services and is built to support organizations committed to a "cloud first" initiative. Organizations can automatically track the usage of cloud services, from subscriptions like Office 365 and Salesforce, to infrastructure as a service like AWS and Azure. Snow automates the discovery, normalization and reconciliation of licensing for key enterprise applications like Oracle and SAP running in the cloud, helping maintain compliance and minimizing audit exposure.

### 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 whether in the cloud or deployed on-premise, 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 defense 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, LANDesk, and HEAT Software (formerly FrontRange/ Centennial). This ensures the successful aggregation of software titles and versions in the Snow License Manager software repository, eliminating duplicates and ensuring that technical versions are aggregated into commercial version groups.

### CATEGORIZATION

Snow classifies applications according to the UNSPSC Standard enabling the business to run reports that are required to make informed decisions. For example, the business can generate a report on all the antivirus applications within their network and use it for consolidation purposes.

### QUICK RESOLUTION WITH SOFTWARE PUBLISHERS

Snow's software recognition ensures that software titles, versions, bundles 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 customers are entitled to use under maintenance agreements.

### METRIC/LICENSE TYPE

Typically, most applications' license form is based on 'installation' or 'download' 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 license manager

Snow License Manager enables organizations worldwide to optimize their software licensing across their entire system, mobile, datacenter, and cloud estate; providing full visibility of software usage and entitlements to reduce costs and minimize compliance risks for all commercial software publishers. As the hub of Snow's SAM platform, Snow License Manager provides a unified view of all the cloud, software and hardware assets (for over 79,000 vendors, including vendors such as Microsoft, Adobe, IBM, Oracle and SAP), license entitlements and application usage metrics, in use across the across all platforms – desktop, data center, mobile and cloud – in an organization's network.

**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](http://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 \$351 billion 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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