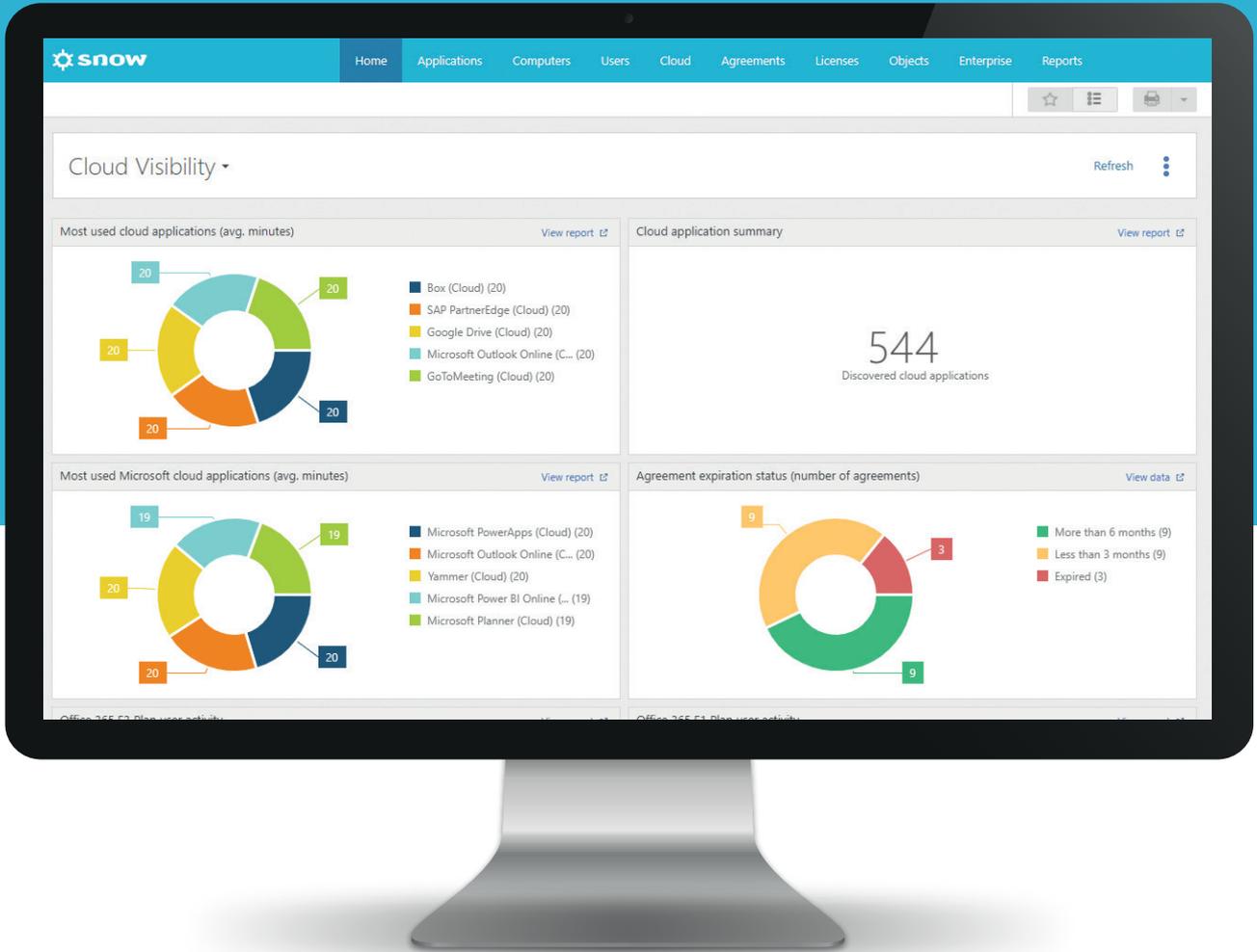


SNOW FOR SAAS

Insight and automation to optimize SaaS investment
across the enterprise



Snow for SaaS provides complete visibility of SaaS application usage and spend, enabling cost optimization and reducing security and compliance risks.

SNOW FOR SAAS

As organizations increase their investment in SaaS applications, IT and finance leaders struggle to know which applications are in use, especially those procured outside of IT by business units or individuals. Industry analyst estimates indicate organizations are using 300% more SaaS applications than IT knows about. The very aspects that make SaaS so appealing—easy to procure and deploy—leads to decentralized, unmanaged SaaS usage, wasted spend, and increased security and compliance risks.

Snow for SaaS helps organizations discover, manage and optimize their SaaS applications, including hybrid applications such as Microsoft® Office 365™. With deep analytical data of technology usage across on-premise, cloud and mobile, IT and finance leaders can quickly and efficiently control technology spend and have the insights needed to support business goals.

COMPLETE SAAS VISIBILITY

Snow's discovery, inventory and consumption tracking provides detailed insight into SaaS application usage, regardless of who procured the subscription. It combines SaaS usage data with full visibility of on-premises technologies to provide a single view of hybrid IT infrastructures.

Automatically maintain visibility and control

CLOUD SPEND OPTIMIZATION

Snow for SaaS helps tackle the estimated 30% of wasted SaaS spend from unused accounts, duplicate users, and unnecessary, premium subscriptions. With usage details by application category and lifecycle stage, organizations can enable application rationalization and get control of sprawling SaaS costs.

Effectively plan and budget, avoiding wasted SaaS spend

EFFECTIVE SAAS GOVERNANCE

Snow's governance controls maintain SaaS visibility and cost control with self-service access request, automated approval and provisioning, license harvesting and reassignment, and subscription-level management to effectively mitigate budget and compliance risk.

Reduce risk from unknown applications and unapproved users

IT AND BUSINESS ALIGNMENT

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 helping organizations embrace the opportunities offered by initiatives such as Digital Transformation Cloud-first, and Business Unit IT.

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

"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. Without Snow that would be hidden from us."

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

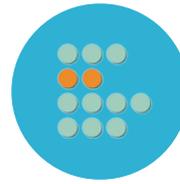
KEY FEATURES AND BUSINESS BENEFITS

DISCOVER



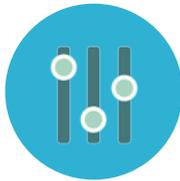
- Automate discovery of thousands of the most used SaaS applications regardless of which department procured the subscription
- Build complete visibility of hybrid applications such as Office 365 with consolidated discovery of device-based licenses, cloud subscriptions and mobile usage
- Discover free and custom SaaS applications which don't show up in financial systems or credit card statements

MANAGE



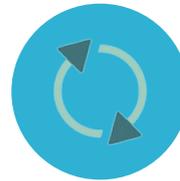
- Enable integrated views of on-premise and cloud usage for a foundation of visibility and control
- Reduce risk associated with unknown users and unapproved applications
- Build and maintain GDPR compliance by identifying SaaS-based personal data repositories
- Track SaaS adoption and migration with detailed usage statistics per application

OPTIMIZE



- Identify savings opportunities from unused accounts and duplicate users
- Right-size SaaS contracts by buying and renewing only the subscriptions you need
- Eliminate unnecessary premium subscriptions with detailed user-level analytics
- Proactively manage SaaS renewals with date-driven agreement views by application
- Enable application rationalization with usage details by application category and lifecycle stage

GOVERN



- Enable self-service access requests for SaaS subscriptions with automated, approval-driven workflows
- Maintain business continuity and improve negotiation position with automated notifications of contracts due for renewal
- Avoid wasted spend with time-bound provisioning of expensive subscriptions such as Project 365, Visio 365 and PowerBI Pro

SNOW SAM PLATFORM

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.

SaaS

Snow for SaaS

Complete visibility and deep usage insights across SaaS and hybrid applications

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 \$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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