SNOW TECHNOLOGY INTELLIGENCE

The future of Software Asset Management

Single platform for visibility and manageability across on-premises and cloud environments.

The definition of Software Asset Management (SAM) is expanding in the cloud era. Traditional software is now only one part of the equation within an increasingly complex IT landscape. The past decade of innovation and rapid consumption of cloud technologies has blurred the lines between hardware, software, cloud applications (SaaS) and cloud infrastructure (IaaS) to the point that customers now need solutions that are aware of these different technologies and integrate around them accordingly.

ADOPTING TO THE CLOUD ERA

The cloud world brings with it new challenges: more stakeholders and less visibility into technology usage. One of the major disruptions of cloud adoption has been the shift from IT to business units as the primary decision maker of technology purchases.

Today, approximately 40% of IT is bought outside of the IT department with some analysts predicting this to grow to 80% within the next three years. While this shift is leading to record employee productivity, the free-for-all use of applications is translating into less visibility for IT and Software Asset Managers into what technology is being consumed. This lack of visibility is resulting in increased risk across the organization from growing audit vulnerability, unexpected IaaS and SaaS spend breaking forecasted budgets to greater exposure to security risks from software vulnerability.

ONE PLATFORM FOR TECHNOLOGY INTELLIGENCE

Organizations are increasingly cobbling together multiple point solutions to get the insights they need to optimize technology spend and minimize risk. These point solutions are solving problems for individual groups within the enterprise but needed intelligence on assets and infrastructure remain disconnected. Snow's solution: a single platform for technology intelligence across on-premises and cloud environments to help today's technology guardians solve the challenges that cloud shift has brought their organization without impeding its innovation.

Benefits

COMPLETE VISIBILITY

- Comprehensive agent-based discovery, inventory and normalization
- Manage licensing from the laptops to the data centre, across cloud, virtualized and mobile assets
- Industry's only crowd-sourced Data Intelligence Service provides clean, normalized and augmented asset data for 600K+ applications

OPTIMIZE SPEND

- Simplified data centre optimization support for per process and per core license models on both physical and virtual resources
- Leverage upgrade, downgrade and virtualization rights to maximize the use of existing licenses
- Advanced optimization scenarios including SAP, Windows Server, Office 365 and Adobe Creative Cloud

MITIGATE RISK

- Ensure organization has the right number of licenses to be compliant ahead of an audit
- Prioritize which applications pose the largest risks due to Personally Identifiable Information (e.g. GDPR) and unpremeditated software vulnerabilities
- Avoid unbudgeted costs by automating the de-provisioning of cloud instances and re-harvesting unused software licenses

IMPROVE OPERATIONS

- Enhance ITSM data quality with accurate, normalized ITSM (CMDB) data with integration into ServiceNOW, BMC and TOPdesk.
- Accelerate cloud and data centre migration with visibility into your current IT estate and determine a project plan for the move
- Automate mobile device management and self-service for cloud resources, hardware and software requests

Customer Story

CHALLENGE:

With more than 16,000 users and 8,000 applications, William Hill found it difficult to get full visibility into how those applications were being used and by whom.

SOLUTION:

By using Snow, William Hill gained full visibility into their entire IT estate. As a result, the SAM team was able to make informed business decisions to save money through software license reharvesting and other cost-saving measures.

BENEFITS:

- Complete visibility of entire IT estate
- Elimination of unused licenses and unnecessary subscriptions
- Greatly improved financial position driven by accurate technology usage data

"When you install Snow, you have a lights-on moment and suddenly you see everything and it's scary. Exciting and scary as well. But it gives you that visibility. And the first time you can see what you have in your estate: Who's got it, how they are using it, and when they are using it. That makes a massive difference."

Paul Logan, Change and Technology Asset Manager, William Hill