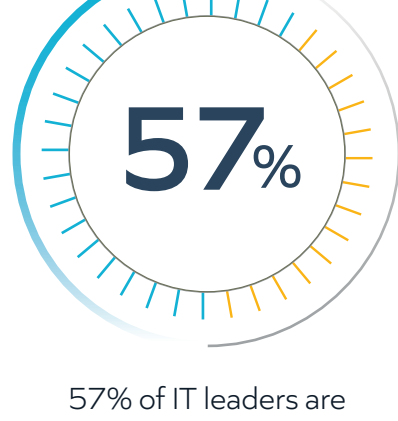


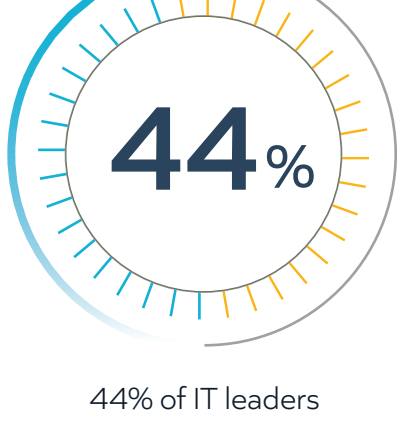
# Visualized | ITAM in a Hybrid World



## Hybrid working is here to stay...



57% of IT leaders are excited by a hybrid working future<sup>1</sup>



44% of IT leaders indicate hybrid working is a positive move<sup>2</sup>



34% of IT leaders expect hybrid work to increase employee access and consumption of IT resources<sup>3</sup>

## but new ways of working present new challenges for IT leaders...



### EXPECT

Additional funds to support and implement new ways of working<sup>4</sup>



### BELIEVE

Controlling costs to be the most challenging aspect of supporting hybrid work<sup>5</sup>

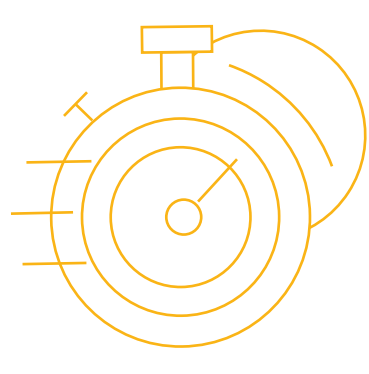


### CONSIDER

Reining in unseen application use as the most challenging aspect of transition to hybrid work<sup>6</sup>

## and new challenges require new cost optimization strategies.

### MOST IMPORTANT TASKS FOR IT LEADERS IN 2021



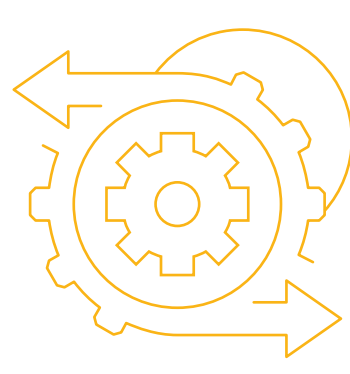
### ACCELERATE

Movements of Workloads to The Cloud (according to 52% of those surveyed)



### RENEGOTIATE

Software License/Maintenance Charges (according to 49% of those surveyed)



### MANAGE

IT Asset Management (according to 26% of those surveyed)

## How Much Is The Visibility Gap Costing You?

For every \$1 billion in company revenue, you could

**SAVE \$6 MILLION**

by optimizing controls<sup>7</sup>

## ITAM Has Been Transformed By The Hybrid World



### SAM

73% of organizations have been audited by one vendor in the last 12 months<sup>8</sup>



### SAAS

241% SaaS growth spend 2017-2022<sup>9</sup>



### CMP

75% of business have a hybrid or multi-cloud strategy in 2021<sup>10</sup>



### SAP

99% of the largest companies in the world are SAP S/4HANA customers<sup>11</sup>

## How to Continue Supporting Business Growth

### KEY AREAS THAT DRIVE GROWTH

### WHAT YOU CAN ACHIEVE WITH SNOW

**1**

#### VISIBILITY

Visibility of data and applications across the on-premises data center, cloud, and SaaS environment.

- Discovery, inventory, normalization
- License and contract management
- Entitlements and compliance
- Discovery of security and PII risks

**2**

#### OPERATIONAL EFFICIENCY

Operational Efficiency to leverage key technologies to enable more seamless working for yourself and IT end users.

- Continuous optimization
- Analysis and recommendations
- Automated workflows
- Self-service IT

**3**

#### GOVERNANCE

Governance to manage risk and cost without obstructing ways of working that have been accelerated in recent times.

- Cloud automation and brokering
- Rules-based provisioning
- Proactive governance through visibility
- Establishing guardrails

## Snow: A complete solution...



### ACCURATE USAGE DATA

Gain the clear view of where technology is being used



### COST SAVINGS

Organizations that deploy Snow lower IT costs by up to 30%



### RISK MITIGATION

Minimize financial risk of audits and discover security and PII risks



### CLOUD TRANSFORMATION

Simplify IT and enable self-service to provision 160x faster

for measurable results.

**428%** **\$4 MILLION**

RETURN ON INVESTMENT (ROI)<sup>12</sup>

NET PRESENT VALUE (NPV)<sup>13</sup>

Request a demo and see how the Snow platform can provide complete insight and governance over all your technology.

[Request a Demo](#)

<sup>1</sup>Snow, 2021, Study: Hybrid Work Is Here to Stay, Bringing Its Own Mix of Complexities

<sup>2</sup>Snow, 2021, Study: Hybrid Work Is Here to Stay, Bringing Its Own Mix of Complexities

<sup>3</sup>Snow, 2021, Study: Hybrid Work Is Here to Stay, Bringing Its Own Mix of Complexities

<sup>4</sup>Snow, 2021, Software study

<sup>5</sup>Snow, 2021, Software study

<sup>6</sup>Snow, 2021, Software study

<sup>7</sup>Gartner, 2020, Software Asset Management for the Cloud

<sup>8</sup>IDG, 2019

<sup>9</sup>Gartner, 2021, Forecast Analysis – Worldwide IT spend, 2017-2022

<sup>10</sup>Gartner, 2020, Market Guide for Cloud Service Brokerage

<sup>11</sup>SAP, 2021

<sup>12</sup>Forrester, 2021, The Total Economic Impact™ Of Snow Software Asset Management

<sup>13</sup>Forrester, 2021, The Total Economic Impact™ Of Snow Software Asset Management