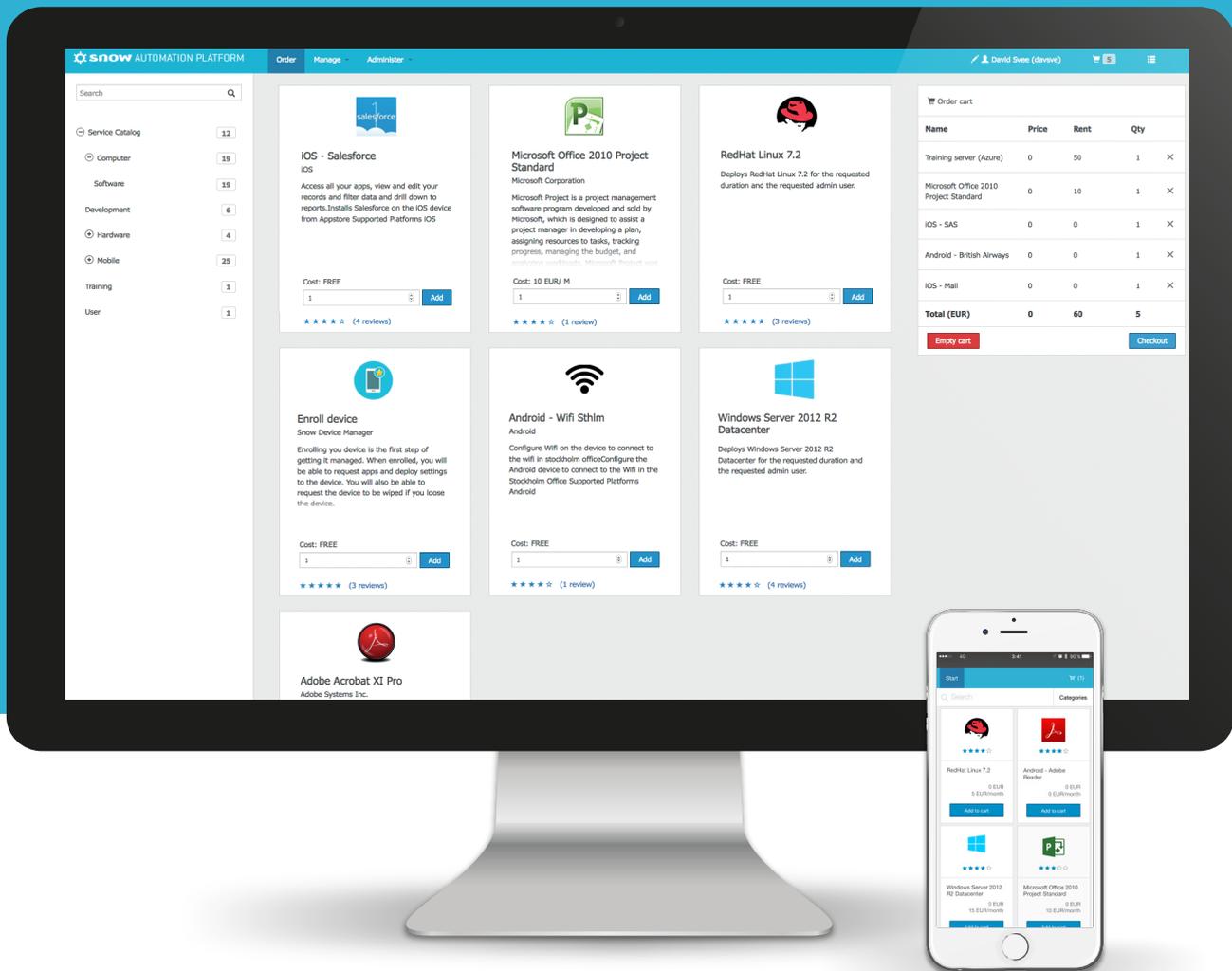


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# Snow automation platform



Define and implement automated processes that support software and services optimization for:

- Software Asset Management
- Cloud infrastructure
- Mobile estate management
- Self-service portal

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# Snow automation platform

Snow Automation Platform provides the capabilities to automate and integrate a diverse range of business processes. The platform supports organizations to increase the value and effectiveness of their Software Asset Management (SAM) programs, cloud strategies, and IT asset management.

The platform facilitates communication between the Snow SAM platform and other business systems, enabling automation of processes such as software requests, license harvesting, cloud provisioning and decommissioning, and device enrollment. Snow Automation Platform extends the capabilities of Snow into existing organizational processes.

By facilitating the transformation of massive numbers of unconnected manual tasks into automated processes, Snow Automation Platform delivers benefit not only to Software Asset Managers, but to all other stakeholders – including HR, procurement, finance, business managers, and users.

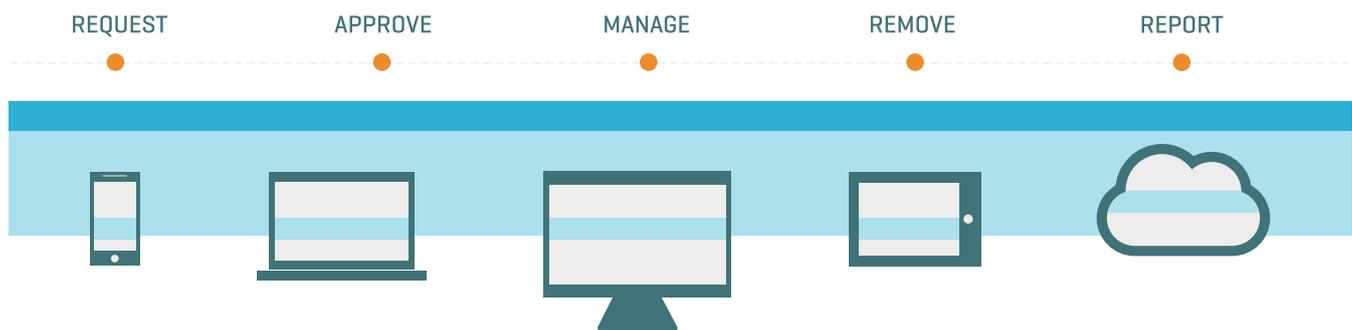
## HOW IT WORKS

Snow Automation Platform supports more than 1,500 workflow options that can be combined to build and automate complex business processes. Commonly used workflows come pre-packaged as import-and-go Automation Books.

By integrating with business systems, such as the IT help desk, Automation Platform enables a wide variety of business and Software Asset Management (SAM) processes to be streamlined and accelerated. Some of the common workflows the platform can be used to automate include:

- Requests for hardware, software and cloud resources (including approvals)
- Policy-driven subscription management and automated license harvesting
- Device and permissions management
- Cost-center tagging
- Provision and decommission of cloud resources
- Software uninstall
- User on-boarding and identity management
- Self-service

## FULLY AUTOMATED ORDER AND WORKFLOW MANAGEMENT PROCESS



Import-and-go Automation Books can be accessed directly from Snow's library, created in partnership with Snow's SAM experts or designed and modified in-product using the intuitive wizard interface. The portfolio of import-and-go automation books is under continual development. It currently includes:

- SAM optimization for Snow License Manager
- Mobile optimization for Snow Device Manager
- Cloud IaaS optimization for Azure, AWS, Google Compute Engine, and VMware
- Cloud SaaS optimization for hundreds of cloud services like Office 365, Salesforce, Webex, and more

## KEY FEATURES

### SELF-SERVICE FOR CLOUD RESOURCES, HARDWARE AND SOFTWARE REQUESTS

By ensuring that requests for resources follow the policies set by an organization, Snow Automation Platform provides control over the way hardware, software and cloud resources are consumed – a vital ingredient of optimization. Users can order the services they need, when they need them, from an approved catalog in a self-service portal. Automation Platform uses a set of automated background activities, to provide complete lifecycle management of software and services from request to retirement.

### PROVISION AND DECOMMISSION CLOUD RESOURCES

Snow Automation Platform enables organizations to reap the benefits of cloud computing while remaining in control of resources and costs. Subscription management ensures that cloud-based resources are created in accordance with the terms of the license agreement of the service provider (such as Microsoft, or AWS). Significantly, the platform ensures that cloud resources are created with a decommissioning date to ensure that they are removed as soon as they are no longer needed. Flexibility is provided through the addition of notification steps into the process.

### DEVICE MANAGEMENT

Snow Automation Platform provides users with an easy way to manage their devices, whether they are corporate provided or part of a BYOD scheme. Through a self-service portal users can download approved apps, request software, obtain network settings, download e-mail certification, and enroll or wipe an owned device.

### POLICY-DRIVEN SUBSCRIPTION MANAGEMENT AND LICENSE HARVESTING

Policies within an organization can be automated to manage software and cloud subscriptions and deliver continuous license harvesting. A 90-day policy, for example, can be set up within Automation Platform to automatically remove software from devices if it hasn't been used for three months – freeing up the license for another user. Similarly, cloud services can be optimized, for example, when users of Office 365 subscriptions at an E5 level can be set for re-assignment to E1 if they are only using SharePoint and Skype, but don't need the office applications. Notification steps can be included to enhance flexibility, providing users with an opportunity to restart the application or extend the subscription.

### INFORMED DECISIONS, COMPLIANCE, AND COST TRANSPARENCY

Owing to seamless integration with Snow License Manager, Snow Automation Platform can provide real-time compliance information at the point of approval, which eases decision making about user requests for resources like software and cloud services. Approvers receive full information about the resource and user, as well as any additional information provided by the user at the point of request.

### COST TAGGING

The capability to include cost information in the resource request process enables users and approvers to make informed decisions when ordering resources. Tagging of content such as internal cost center, enables service providers, like Microsoft and Amazon, to include this information in the billing process, improving the transparency of billing costs across an organization.

## A SINGLE PLATFORM

Snow's Automation Platform is a one-stop-shop for ordering and management of internal services, such as client software, hardware, device apps, and cloud services. Snow Automation Platform combines order and workflow management with embedded process automation.

## BUSINESS BENEFITS

### USER BUY-IN TO INTERNAL SERVICE OPTIMIZATION

Users are more likely to contribute to optimizing the use of organizational resources if they are aware of their service consumption and possess the tools to control it. Snow's Automation Platform self-service portal provides users with an overview of the services available to them, such as software and cloud capabilities, what they have requested and installed, and associated costs. It provides automated workflows to manage these services, reducing delivery times and manual tasks.

### CONTINUOUS LICENSE OPTIMIZATION

With Snow Automation Platform, license management becomes a continuously optimized process in which users can access the resources they need, when

they need them, and unused resources can be automatically appropriated elsewhere. For example, pooling harvested licenses for use by others maximizes the return on investment for cloud and software licenses, and support and maintenance costs can be minimized by being able to remove software that is no longer needed by anyone within the organization.

### COST SAVINGS

Snow Automation Platform helps organizations to make cost savings by automating manual processes, including approvals, and prevents some of the common resource related issues, such as unmanaged access to cloud services, overuse of software licenses and virtualization sprawl from occurring in the first place.

## 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 life cycle 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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