Snow Cloud Control:
Perfecting Cloud Spend

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According to Gartner®, public cloud spending is expected to exceed 45% of enterprise IT spending, up from 17% in 2021[1]. With cloud spend taking such a significant part of IT budgets, organizations are looking for ways to optimize that investment so they can maximize employee productivity and innovation while running profitably and securely. Snow Cloud Control from Snow Software is the cross-team solution that makes that optimization a reality.

The challenges of cloud adoption

As they adopt and embrace cloud technology, enterprises may encounter the following challenges:
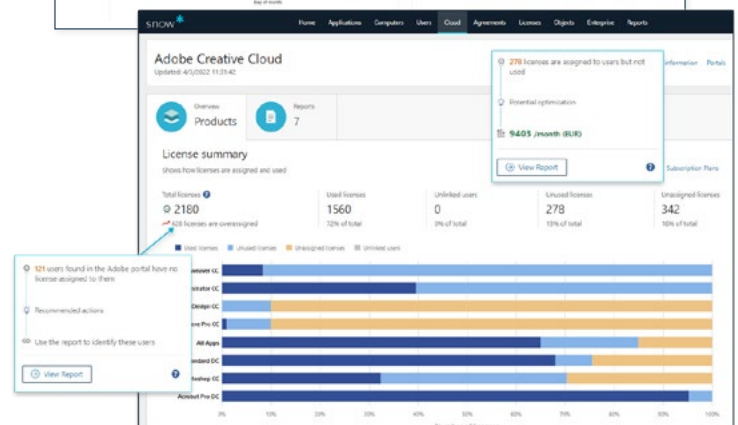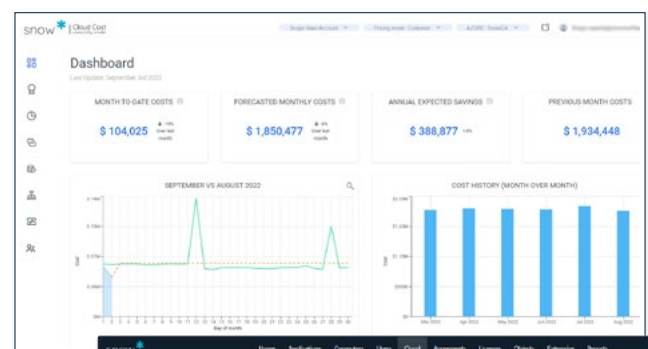
- Economic uncertainty
- Rising costs
- Security concerns
- Lack of visibility into cloud assets
- Unused resources and wasted spend
- Inaccurate forecasting
- Complex cloud bills and difficulties in making cost-related decisions
- Inadequate tools to coordinate processes and people
- Manual cumbersome reporting

The power of Snow Cloud Control

Snow Cloud Control provides complete visibility across public cloud resources and SaaS applications. It empowers organizations with the ability to optimize those assets, simplify their tech stack, eliminate redundant applications and reduce unnecessary cloud spend.

Snow Cloud Control offers:

- Technology from a two-time Gartner® Magic Quadrant leader that combines the worlds of IT asset management (ITAM) and public cloud services

- A trusted global team of ITAM and cloud cost (FinOps-certified) experts for both cloud infrastructure and SaaS

- A partner network to support your digital transformation

1 "Gartner Says Four Trends Are Shaping the Future of Public Cloud." Gartner.com, 2 Aug. 2021.

Better collaboration for complete cloud optimization

With Snow Cloud Control at work, cross-functional teams can access a single source of data and leverage personalized dashboards that fuel better decision-making. Whether they're part of Cloud Operations, FinOps or Engineering, team members can collaborate efficiently to expose and govern shadow IT, identify underutilized cloud services and eliminate operational redundancies.

Additionally, these teams can act upon recommended insights and savings plans from Snow Cloud Control. For example, Snow Cloud Control gives Finance and Business leaders the granular detail to budget and allocate costs more precisely to measure project or application performance. In another example, a Cloud Operations team could also could act on insights to consolidate public cloud service providers much more easily after an M&A transaction. Implementing Snow Cloud Control is an important step toward achieving Technology Intelligence — the comprehensive understanding of all your technology investments and the insights into those assets that will support key business priorities and swiftly react to market trends.

Key Features	Key Benefits	
Personalized dashboards and reports Obtain user-friendly, actionable insights on multiple public cloud assets, Kubernetes and SaaS applications.	Aggregate view of cloud expenses for cross-functional collaboration.	**Visibility**
Asset inventory and discovery View assets across multicloud services and over 8,000 normalized paid, unpaid, sanctioned and unsanctioned SaaS applications.	Gain visibility into cloud infrastructure, applications and usage to control and optimize costs.	
Cost allocation Inform chargeback and showback with cloud virtual tags and user-based SaaS consumption to drive accountability.	Attribute all cloud costs based on usage.	**Governance**
Categorizing Categorize cloud services and applications by vendor and type.	Control shadow IT for greater security.	
Waste elimination Identify underutilized or unused cloud resources and SaaS to eliminate wastage.	Optimize cloud resources and quickly reduce cloud costs.	**Optimization**
Actionable insights for savings Get cost-saving recommendations on cloud and hybrid applications (e.g., Microsoft 365®, Adobe Creative Cloud).	Improve speed of decision-making with an easy-to-use tool.	
AI/ML for budget, forecasting and anomaly detection Leverage the latest technology to cut out manual work and inefficiencies.	Improve forecasting and budgeting of IT and Cloud Operations.	

Keep Cloud Costs in Check

Request a Demo

Contact Snow

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About Snow Software

Snow Software is changing the way organizations understand and manage their technology consumption. Our technology intelligence platform provides comprehensive visibility and contextual insight across software, SaaS, hardware and cloud. With Snow, IT leaders can effectively optimize resources, enhance performance and enable operational agility in a hybrid world.

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