



# SYMRISE AG

Symrise uses Snow for proactive and highly automated license management.

## COMPANY BACKGROUND

One of the three leading suppliers in the Flavor and Fragrance Industry, Symrise is a global provider of aroma, flavorings, cosmetic active ingredients, raw materials and functional ingredients as well as sensorial and nutritional solutions. Headquartered in Holzminden, Germany, the Group is represented in over 40 countries worldwide.

## CHALLENGE

Due to its expiring SAP® configuration contract, Symrise AG had to reconfigure its licenses within a six-week time period. Additionally, the company quickly needed to assess its Microsoft compliance position. This would lead to very high internal costs.

## WHY SNOW?

With Snow Software, Symrise AG has been able to manage and control its SAP licensing in a highly automated manner as well as forecast future spend with the software vendor. In addition, Snow License Manager has automatically calculated the compliance position for, and usage levels of, Microsoft software across the company's IT estate. This was achieved together with Snow Professional Services. These improvements provide Symrise AG with continuous and proactive license management and ensure it always has the visibility it needs to optimize its license costs.

“Starting with the quick and easy implementation of the Snow Optimizer for SAP software, Snow quickly demonstrated via a proof of concept that its software solutions provide very effective results when handling time-critical licensing requests. At a later stage in rolling out our SAM project, Snow has also helped us quickly analyze our license situation for the Microsoft environment. We feel that Snow Software has provided Symrise with a comprehensive and highly-automated solution for Symrise AG license management.”

Karlheinz Steinsiek, Lead Buyer IT, Symrise AG

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