SNOW LICENSE MANAGER

Snow License Manager is a highly scalable, multi-platform software license optimization solution that empowers organizations to reduce their software costs and risks across the IT estate.

Snow License Manager enables organizations to optimize their software licensing, providing full visibility of software usage and entitlements to reduce costs and minimize compliance risks for all commercial software publishers.

The solution combines accurate recognition of what software is in use across the network with the ability to dynamically reconcile this against the organization's license entitlements.

Snow License Manager forms the core of an enterprise-scale integrated SAM portfolio that empowers SAM teams and business stakeholders to manage cloud resources, on-premise software licensing for user systems, mobile and datacenter.

Role-specific 'Snowboard' management dashboards can be tailored to different authorized users from across the enterprise (IT, finance, procurement, compliance, HR etc.) enabling stakeholders to be enabled with detailed analytics while reducing the administrative burden on the SAM program administrators.

Comprehensive financial management, forecasting and trending features ensure organizations get in control today and into the future.

SNOW SAM PLATFORM

Snow License Manager is the central information hub of Snow's advanced Software Asset Management (SAM) platform – providing a unified view of all cloud resources, software and hardware assets, license entitlements and application usage metrics.

Cloud software applications, infrastructure as a service (like AWS and Azure), and software that is installed across the entire estate is automatically translated into commercial software product information using Snow's unique Software Recognition Service.

Regardless of the source of inventory data, license entitlements or organizational data, a key benefit of the Snow SAM platform is the ability to turn this raw data into clean, consistent, actionable intelligence that can be used by a variety of stakeholders to make informed decisions.
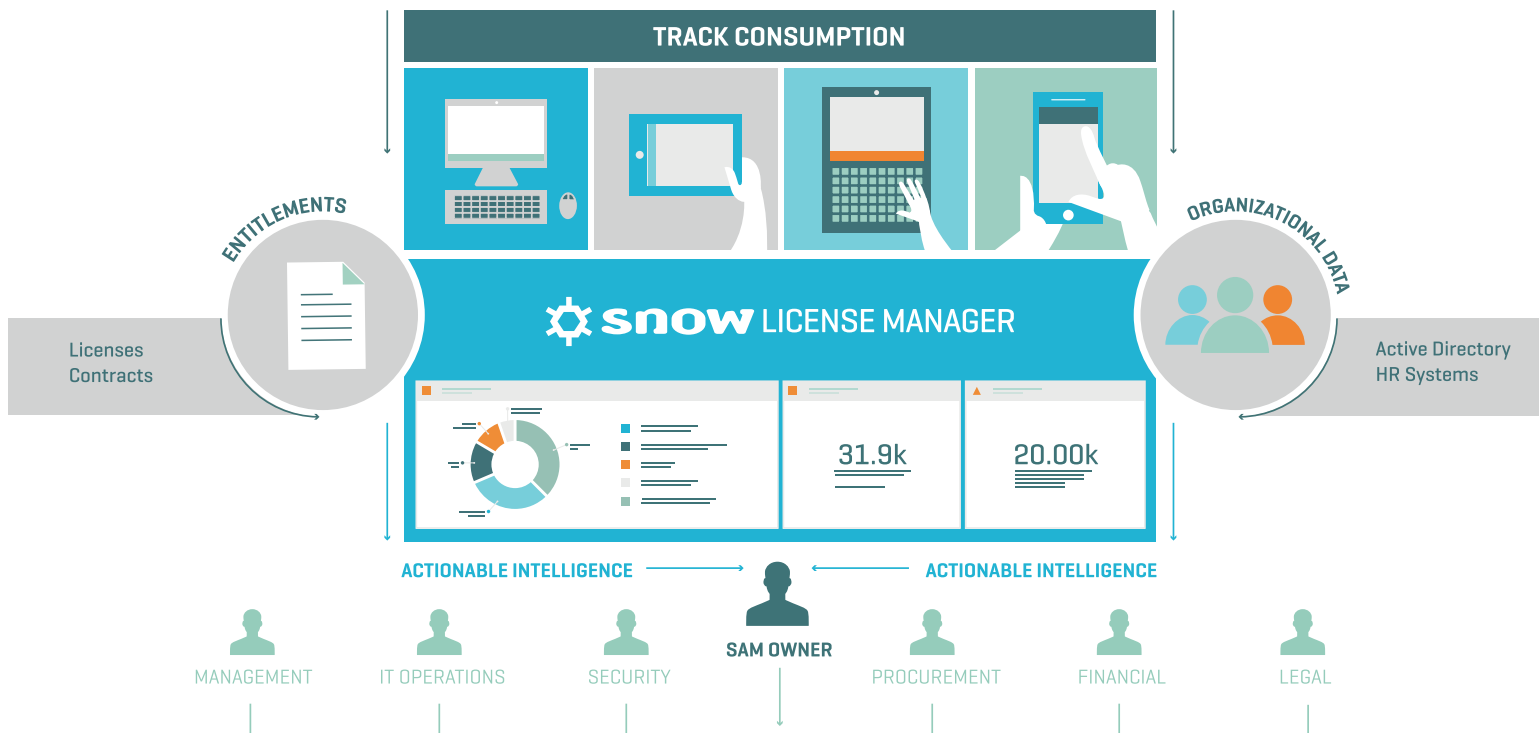
This intelligence enables organizations to create Effective License Positions (ELPs) for all software vendors, track software license expenditure, monitor usage of deployed assets and identify opportunities to reduce licensing and support costs.

The transparency of software consumption across a single application or an application family makes it clear what is used, when and where, and by whom, enabling smart optimization opportunities.

Snow addresses all aspects of SAM by providing an integrated solution (*see the back of this product sheet for the full portfolio*) to manage the discovery, inventory, data consolidation, software intelligence and license management so that organizations can be assured of comprehensive coverage for all their licensing requirements.

Not only is the entire IT estate covered regardless of the location on the network or cloud resources used and devices in use, but each asset can be managed throughout its entire lifecycle.

KEY FEATURES AND BUSINESS BENEFITS

UNIFIED VIEW OF ALL ASSETS ACROSS THE NETWORK

Snow License Manager provides a consolidated view on all assets across the cloud resources, systems and network, enabling staff to use just one interface to manage multiple deployment models, software vendors, device types and locations. It includes customizable Snowboards, with detailed analytics, drill down and filters to enable easy and quick access to data. Audit data can be imported from multiple inventory sources to cover the full range of platforms (Windows, OSX, Linux, Unix, iOS, Android and Windows Phone).

OPTIMIZATION OF CLOUD-BASED APPLICATIONS

Effective management of cloud resources, from subcriptions like Office 365 and Salesforce, to infrastructure as a service like AWS and Azure; organizations are more diverse and distributed, not only from a physical perspective, but from an IT management perspective. Increasingly, business units are purchasing and deploying cloud resources without IT having visibility – increasing the over-provisioning, over-consumption and risk of non-compliance for the organization. Snow License Manager automates the discovery, reconciliation of licensing and provides detailed analytics into utilization of cloud resources. It is with this visibility that organizations can remediate and even automate the optimization of cloud resources across the entire estate.

DATACENTER OPTIMIZATION

Snow License Manager simplifies the management of complex datacenter licensing by automatically calculating the compliance position for all software including processor and processor core licensed software on both virtual and physical resources. Complex and variable licensing models from Microsoft, IBM, Oracle and SAP are automatically applied as well as minimum license assignment rules mitigating the risks of over- and under-licensing.

AUTOMATIC DETECTION OF UNUSED SOFTWARE ASSETS

Unused cloud subscriptions and software installations are automatically identified, providing the ability to easily optimize license or subscription level, uninstall and harvest licenses. With immediate insight into the total investment, compliance risk and overspend for either a single application or a whole product family, decision makers can see the license optimization opportunities or overspend and take action to reduce costs.

BUILT-IN AUTOMATION

From the automatic import of audit data from multiple inventory tools to the dynamic processing of the organization's Effective Licensing Position (ELP), Snow License Manager provides the highest levels of automation. A built-in SKU repository with advanced license intelligence simplifies data on import and registration of new and existing licenses removing time-consuming manual effort.

The robust Software Recognition Service cloud library also automates discovery of cloud resources deployed, accelerating and simplifying the management needed to regain the visibility lost when users and business units can consume cloud resources so simply and without IT.

SECURITY AND POLICY ENFORCEMENT

Snow License Manager provides transparency of license compliance for all software with the ability to build, support and enforce SAM policies to drive costs down.

Whitelisting functionality dynamically manages the approved software and cloud subscription catalog. Additional blacklisting enables the organization to identify potentially harmful software and prohibited applications such as filesharing software and gaming. The native ability to discover and report application patch versions simplifies security management and helps identify security risks.

FINANCIAL MANAGEMENT

Full insight of what is driving software and cloud costs within the organization as well as financial risk in terms of noncompliance and non-optimized assets. Snow License Manager's trending functionality of existing trends and usage patterns gives organizations powerful analytics to forecast future costs or renegotiate existing contracts.

AUTOMATICALLY UTILIZE THE FULL LICENSE ENTITLEMENTS

Snow License Manager applies product use rights such as secondary use, upgrade and downgrade, virtualization use and cloud application duplicate rights to ensure existing entitlements are utilized to the maximum extent avoiding unnecessary overspend – a significant challenge in today's multi-platform and multi-cloud environments.

POWERFUL CONTRACT MANAGEMENT

Snow License Manager provides one central repository for all licenses and contracts, together with information of software and cloud usage, enabling the organization to be fully prepared when negotiating with vendors or during software vendor audits.

SIMPLIFY MANAGEMENT OF ANY LICENSING MODEL

From Microsoft and Adobe desktop licensing to advanced IBM PVU, Oracle and SAP metrics, Snow License Manager supports optimization for the full range of commercial licensing models. As deployments models shift more to the cloud, maintaining compliance and optimization is critical for hybrid environments.

ROLE-SPECIFIC MANAGEMENT REPORTING

Snow License Manager enables stakeholders across the business to access the information they need to make the right decisions through the customizable reports, alerts and overview charts with drill down capabilities. Customized analytics enable decision makers from SAM practitioners to procurement, CIOs to CFOs, to solve for everything from compliance and audit defense, to optimization and cost reduction.

MULTI-LANGUAGE SUPPORT

Support for 13 languages across Snow License Manager's interface: US English, UK English, Swedish, Danish, Norwegian, Dutch, German, French, Spanish, Italian, Brazilian Portuguese, Simplified Chinese and Traditional Chinese.

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 lifecycle of mobile devices.

Srs

SOFTWARE RECOGNITION SERVICE

Snow's unique Software Recognition Service is an annual subscription service which offers a dynamic addition to Snow's SAM platform. It provides a constantly updated library of software and cloud recognition 'signatures' plus a fast and efficient service to recognize new and unknown applications across major enterprise IT platforms: Windows, OS X, UNIX and Linux.

In addition to recognizing more than 500,000 applications out-of-the-box, a major benefit of the Software Recognition Service is the commitment from Snow to accurately identify any unrecognized software on the network. Subscribers receive new software signatures via nightly automatic updates.

> "Clients that mature their SAM processes and use tools to focus on license optimization typically report up to 30% spending reductions within one year."
>
> **Analyst View**

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) 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 $351billion 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.

CONTACT US

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