SNOW ADOPTION TRACKER
Gain full visibility and control of your IT estate

Snow helps IT leaders understand and manage technology use across the entire enterprise in a single, consolidated view

Technology is an integral and essential component to the daily lives and successes of businesses all over the world. It allows employees to collaborate more effectively, it improves productivity and drives efficiencies throughout the organization. As technology – from mobile devices to cloud-based applications and computing – continues to become easier to purchase, deploy and use, it will also continue to become more and more prevalent in the workplace.

For IT leaders tasked with managing technology within their businesses, however, gaining complete visibility into technology use across the entire organization is a major challenge. Not only is technology easier to purchase and use than ever before, within an organization those purchase and use decisions are increasingly residing outside the IT organization. In fact, with more than 50% of IT spend moving out of the CIO organization and into business units, the result is technology sprawl that's difficult to identify,

monitor and measure. Many organizations end up with multiple tools that attempt to identify technology usage, but these tools are often overlapping, offer inconclusive or limited results and provide a fragmented and isolated view of technology use across a company.

CHECK THE BLIND SPOT

The resulting landscape of partial information creates a blind spot for IT organizations charged with managing and supporting technology. This blind spot causes a lack of IT estate visibility, which can significantly impact an IT leader's ability to serve as a trusted technology influencer and advisor to the business.

COMPLETE VISIBILITY IS CRITICAL TO SUCCESS

Snow Adoption Tracker helps close this gap by providing complete visibility of technology use within your organization through comprehensive discovery and inventory of your entire technology landscape, including end-user hardware, data center, cloud services (IaaS, PaaS, SaaS) and on-premises software. Snow's unique metering capabilities empowers stakeholders with insights into how cloud, software and hardware are being used within the organization, all within a single pane of glass.

Benefits

DISCOVER

- Automated discovery of technology use across the enterprise
- Usage discovery of hardware, software, mobile devices, data center and cloud services, regardless of which department purchased them
- Ability to share technology usage data with key stakeholders to inform critical business decisions

CONSOLIDATE

- Full technology use information in a single dashboard
- Elimination of the labor-intensive data normalization process by consolidating data from multiple sources and automatically removing duplicate or irrelevant records and standardizing vendor and product names, versions and editions
- Daily updates to support automated discovery and normalization of hundreds of thousands of applications

TRACK

- Insights into how new technology is being adopted and used as part of digital transformation efforts
- Calculation of business impact generated by new technology investment
- Ability to support users through training and best practices in use of new technology

PLAN

- Enable IT to lead digital transformation as trusted technology influencer and indispensable advisor to the business
- Technology transition planning using insights gained from complete visibility of current technology usage
- Complete measurement of digital transformation success

Customer Success

CHALLENGE:

With more than 16,000 users and 8,000 applications, William Hill, one of the World's leading betting and gaming Companies, found it difficult to get full visibility into how those applications were being used and by whom.

SOLUTION:

By using Snow Adoption Tracker, William Hill gained full visibility into the entirety of their IT estate. As a result, the Software Asset Management team was able to make informed business decisions to save money through software license reharvesting and other cost-saving measures.

BENEFITS:

- Complete visibility of entire IT estate
- Elimination of unused licenses and unnecessary subscriptions
- Greatly improved financial position driven by accurate technology usage data

"When you install Snow, you have a lights-on moment and all of a sudden you see everything and it's scary. Exciting and scary as well. But it gives you that visibility. And the first time you can actually see what you have on your estate, who's got it, how they're using it, and when they're using it. And it makes a massive difference."

Paul Logan, Change and Technology Asset Manager, William Hill