SKY

Europe's leading entertainment company benefits from Snow's automated compliance reporting

COMPANY BACKGROUND

Sky is Europe's leading entertainment company, serving 22 million customers across five countries: UK, Ireland, Germany, Austria and Italy. The group employs 30,000 people.

WHY DID YOU CHOOSE SNOW?

CREDIBILITY

We engaged a proposal team which competently aligned the Snow functionality to Sky's business goals in a very logical manner and without overstated claims about the product. The reassurance around Snow's integrity came from Snow's experts who said what it could do just as much as from what they confirmed it couldn't do. Honesty is always the best policy.

INTERFACE

As we have learnt from experience, usability is itself a design feature that is as important to us as the underlying functionality. The navigation and flow in Snow License Manager grew to be an unexpected major influencing factor during the Technical Proof of Concept (TPOC) at Sky, demonstrating a clear difference between a Software Asset Management (SAM) tool built only for techies and a SAM tool built to be usable by SAM practitioners.

PEOPLE

Every step along the way of the TPOC we were impressed with pre-sales's commitment to deliver on our demanding set of requirements. Attendance at the Play in the Snow day and Snow's annual End User Conference demonstrated to us the culture at Snow and consequently the evident fit. Sky does not see itself as just investing in a product but also the relationship that will enable it to achieve success.

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Simon Wong
Software Compliance Manager, Enterprise Software Compliance, Sky

WHAT WERE YOUR KEY PAINS & HOW DOES SNOW HELP YOU ADDRESS THEM?

Snow helps to automate compliance reporting for some of the more complicated license models, streamlining previously arduous and manual steps to generate Effective License Positions (ELPs). The maintenance of an accurate and up-to-date software recognition library was previously another major pain point and this has been demonstrably reduced by Snow. We have been impressed in particular by the responsiveness of the dedicated Software Recognition Service team and their rate of return to maintain a first-rate service.

HOW SIMPLE WAS THE BUYING PROCESS?

The buying process was as straightforward as can be for a major software acquisition, in large part due to Snow's professionalism and expertise on hand to overcome potentially difficult commercial points.

SAM HERO

Simon Wong, Software Compliance Manager for Enterprise Software Compliance at Sky uses the Snow SAM Platform to optimize licensing and ensure compliance to ensure it is in a great position every time the broadcaster comes to deal with a software vendor.

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