



# Snow for Adobe Creative Cloud

## Optimize Adobe Creative Cloud

Snow helps organizations understand, manage and optimize their Adobe Creative Cloud usage and spend.

Adobe Creative Cloud is one of the best-loved software suites on the market – and with good reason; it's easy to use, widely compatible, and painless to adopt and deploy. It has become a must-have in every creative worker's toolkit.

For those managing IT software budgets, however, Creative Cloud is a thornier issue. The very ease of use and adoption that users love can lead to rapidly increasing costs. This leaves IT teams and Software Asset Management practitioners caught in the middle between creative teams who want unhampered access to licenses and finance teams demanding to know why license costs are spiralling out of control.

### Complex Licensing Challenges Create Waste

Adobe Creative Cloud licenses are frequently purchased but then unassigned and even assigned licenses can remain unused. Furthering complications, administrators must determine if Adobe's All App or Single App license model is more cost effective for each user. Without data to understand what is being used, Adobe Creative Cloud can make up a large part of the estimated 30% of SaaS costs that are wasted each year.

### Detailed, Accurate Usage Data is Key to Effective Cost Management

Snow's solution solves these challenges by providing detailed usage statistics, allowing visibility beyond the number of licenses bought to understand how many are actually being used. Snow provides guidance to identify unused subscriptions and which subscription type is most appropriate for each user. When it's time for the Adobe contract renewal, Snow puts you in the driver's seat with an accurate understanding of how many subscriptions are needed. Snow tames unmanaged, costly Adobe subscriptions, giving insight and control back to IT and SAM teams.

# Benefits

## Automated Discovery of Adobe Creative Cloud Usage

- Uncover usage across the enterprise, regardless of which group or individual procured the subscription
- Gain full insight into application costs, including which departments are driving software costs
- Identify all license types and Adobe component usage

## Manage Usage and Reduce Risk

- Enable integrated views of on-premises and cloud usage for visibility and control
- Reduce risk associated with unknown users
- Track application adoption with detailed usage statistics

## Optimize & Control License Cost

- Identify savings opportunities from unused accounts and duplicate users
- Reduce costs by selecting All Apps or Single App licenses, based on detailed usage information per user
- Right-size contracts by buying and renewing only the subscriptions needed

## Create Sustainable Governance Model

- Enable self-service access requests for Adobe subscriptions, enabled by automated, approval-driven workflows
- Automate entitlement imports to save time and improve reporting accuracy
- Manage Adobe Creative Cloud renewals proactively

## Manage and Optimize Your Adobe Creative Cloud Usage & Spend

[Request a Demo](#)

### Contact Snow

<https://www.snowsoftware.com>

[info@snowsoftware.com](mailto:info@snowsoftware.com)



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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.