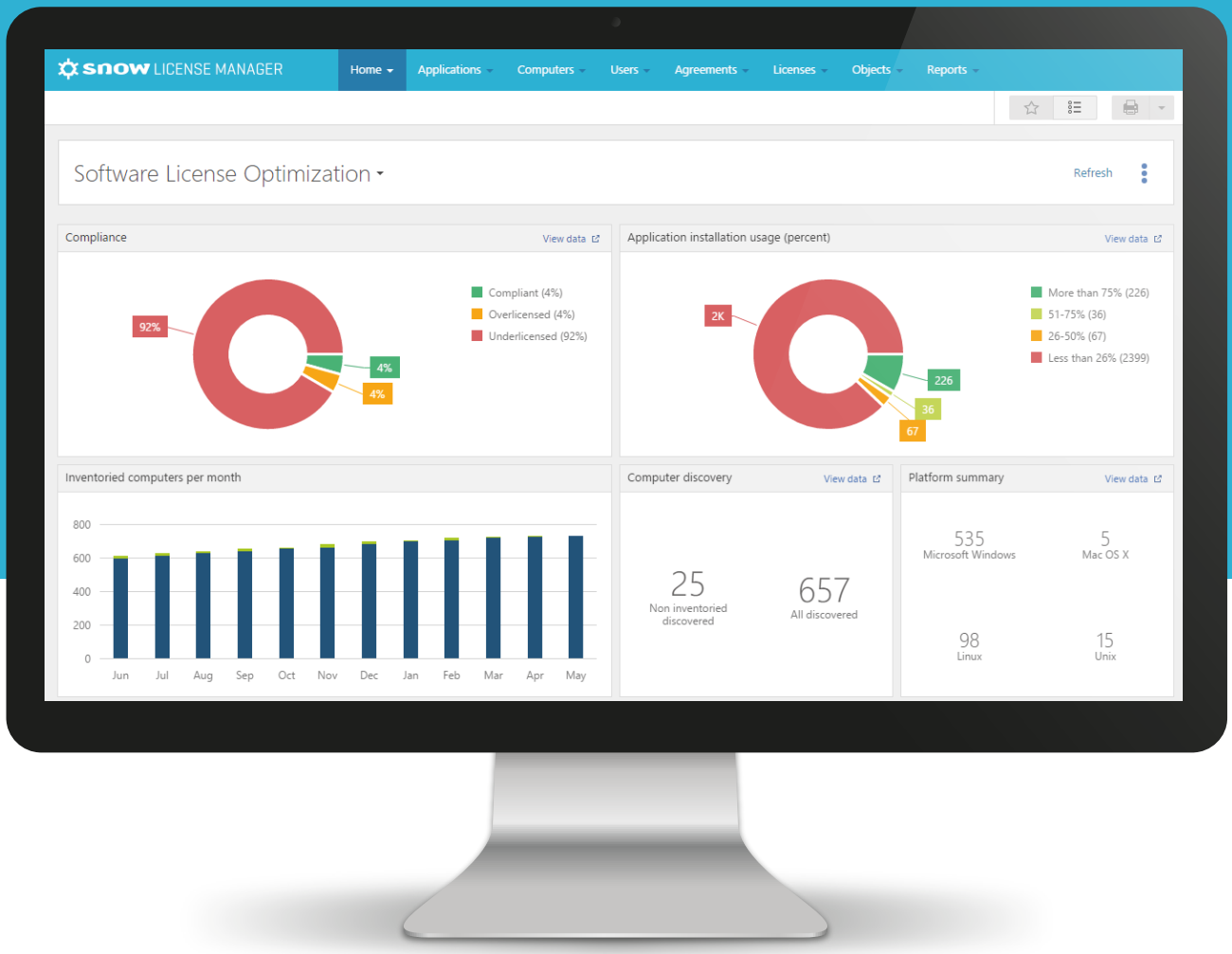
SIm Snow license manager



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.

SIm

SlM Snow license manager

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 software licensing across all platforms – desktop, datacenter, mobile and cloud.

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 productive 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 software and hardware assets, license entitlements and application usage metrics.

Software audit data is automatically translated into commercial software product information using Snow's unique Software Recognition Service.

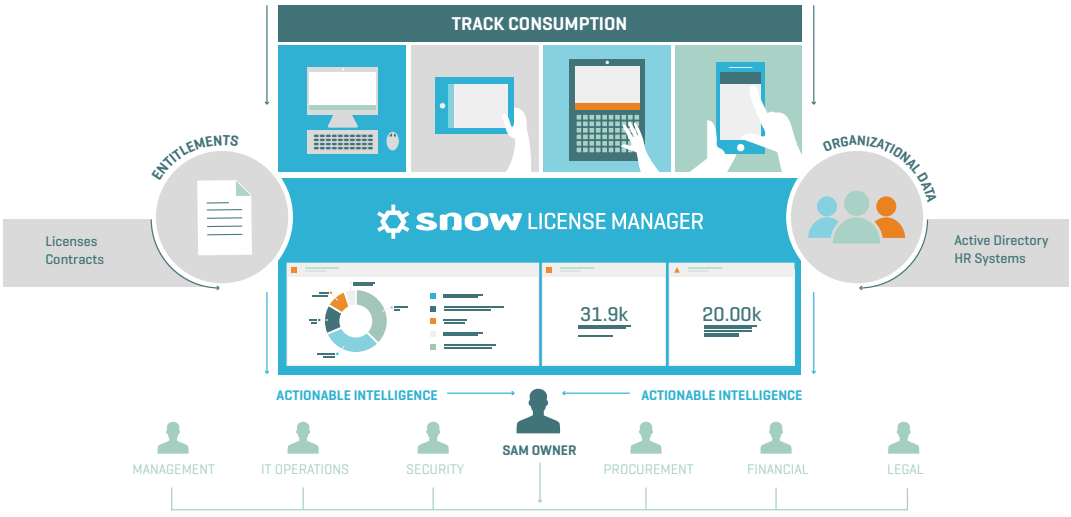
Regardless of the source of inventory data, license entitlements or organizational data, a key benefit of the Snow SAM platform is the ability to turn this raw data into clean, consistent actionable intelligence that can be used by a variety of stakeholders to make informed decisions.

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 obvious what is used, when and where, 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 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 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 network, enabling staff to use just one interface to manage multiple software vendors, device types and locations. It includes customizable Snowboards, with interactive widgets, 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).

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. Core factors for Microsoft and Oracle are automatically applied as well as minimum license assignment rules mitigating the risks of over- and underlicensing.

AUTOMATIC DETECTION OF UNUSED SOFTWARE ASSETS

All unused software installations are automatically identified, providing the ability to easily uninstall and re-harvest licenses. With immediate insight into the total investment, compliance risk and overspend for either a single application or a whole product family, SAM managers can see the potential 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.

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 catalog. Additional blacklisting enables the organization to identify potentially harmful software and prohibited applications such as filesharing software and gaming.

FINANCIAL MANAGEMENT

Full insight of what is driving software cost within the organization as well as financial risk in terms of non-compliance and non-optimized assets. Snow License Manager's trending functionality of existing trends and usage patterns gives organizations powerful support 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, and virtualization use rights to ensure existing entitlements are utilized to the maximum extent avoiding unnecessary overspend – a real challenge within fast changing virtual environments.

OPTIMIZATION OF CLOUD-BASED APPLICATIONS

Tracking the use of cloud-based applications by individual users puts the organization in control enabling cost reduction of SaaS delivered subscription licenses. Full insight into all major private cloud technologies allows the tracking, measurement and optimization of any software regardless of how it is delivered and where it resides.

POWERFUL CONTRACT MANAGEMENT

Snow License Manager provides one central repository for all licenses and contracts, together with information of software 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.

ROLE-SPECIFIC MANAGEMENT REPORTING

Snow License Manager enables all SAM stakeholders across the business to access the information they need to take the right decisions through the customizable reports, alerts and overview charts will drill down capabilities.

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.

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 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 357,000 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 to it receive the new software signatures via nightly automatic updates.

ANALYST VIEW

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

Source: Gartner: Cut Software Spending Safely with SAM
Published March 16, 2016 | Analysts: Hank Marquis, Gary Spivak, Victoria Barber.

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.

ABOUT SNOW SOFTWARE

Snow Software's Mission: To stop organizations paying too much for the software they consume.

Whether it's through lack of control, lack of understanding or lack of compliance, Snow Software believes that most organizations today end up paying too high a price for their software.

To address this, Snow Software provides Software Asset Management (SAM) solutions designed to ensure that the $326 billion spent every year on enterprise software is money well spent – ensuring organizations have the appropriate licenses for the software they use – not too many, not too few.

Today, more than 6,000 organizations around the world rely on Snow Software's on-premise and cloud-based SAM platforms to manage software licensing across more than eleven million devices, from mobile to desktop, datacenter to the cloud.

Headquartered in Stockholm, Sweden, Snow Software is the largest dedicated developer of Software Asset Management solutions, with more local offices and regional support centers than any other vendor.

info@snowsoftware.com

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