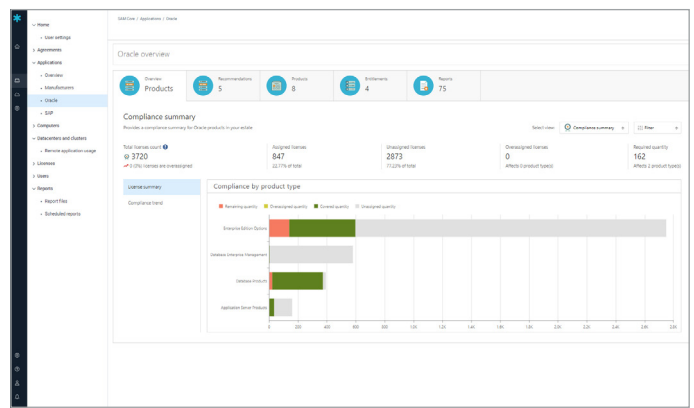


Snow Spend Optimizer

Rightsize Your Software Spend

Snow Spend Optimizer provides the most comprehensive discovery and usage data for your complicated IT environment. Our discovery, combined with the largest software recognition database in the world, gives you an unparalleled, trusted source of IT asset data. With Snow Spend Optimizer, you can quickly get down to the business of assessing IT risk and driving operational efficiencies and innovation.



Contain spiraling software costs

- Usage insights that compare licenses paid for against actual usage — **so you can stop paying for more than you need**
- Automatic application of advanced product use rights, e.g., report bundling to **maximize the use of existing licenses**
- Expert-level assessments for key products such as Windows® Server that enable you to identify the most cost-effective way to license in virtualized environments



Be audit ready

- Get real-time visibility into your compliance position and quickly pull reports to **communicate your effective license position (ELP) confidently**
- Identify license risks related to virtualization



Rationalize your technology portfolio

- With a view into your application catalog, **stop sprawl during the procurement process**
- Automatic categorization of more than 700,000 applications so you can identify overlapping technologies



Reduce risk

- Equipped with the same source of normalized asset data, teams across your organization can **report on applications at end of life or nearing end of life to reduce risk from vulnerabilities**
- Inspect what you expect by reporting on usage of denylisted applications
- Find shadow SaaS usage for both paid and free applications* (e.g., ChatGPT).

*Available in Spend Optimizer and Snow SaaS Management on Snow Atlas



Leverage your existing data



Fill in the gaps with Snow Software



Normalize & Enrich



Inventory tools

- SCCM
- HP
- Dell Kace
- BigFix
- Invati, etc.



Cloud technologies

- Vmware
- Microsoft Hyper-V
- Xen Server, etc.



Discovery

- LDAP
- Network Discovery: SNMP, SSH, WinRPC/WMI, etc.



Agreements and entitlements

- Import Wizard
- MLS Import
- Manual, etc.



End-user computing

- Hardware
- Software
- Usage



Datacenter

- Hardware, software, usage
- Oracle Verification
- IBM, Microsoft



SaaS — paid, free

- API to vendor portals
- Browser Extension



Containers

- Kubernetes



Application details

- SKU
- Application
- Version, edition, family
- Manufacturer
- License requirements
- Upgrade, downgrade
- UNSPC
- PII
- Open source
- URL
- Operating system
- Malware



Lifecycle details

- End of Extended Support Date
- End of Life Date
- End of Support Date
- Release Date

Vulnerabilities*

*Snow Risk Monitor Add-on

View reports and insights to uncover savings and risk

The screenshot displays the Snow Software interface with several key reports and insights:

- Applications are nearing end of life:** A table listing applications like Business Res 2016, Business Res 2018, and Business Res 2017, with columns for Name, Manufacturer, Quota, No license required, Installation, Users, and End of the date.
- Compliance summary:** A table showing application details such as Microsoft SQL Server 2014, Microsoft Exchange, and Microsoft SQL Server 2012, with columns for Application, Manufacturer, Total licenses, Action upgrade rights, License requirement, Available licenses, Coverage, Compliance, and Total license cost (\$K).
- Oracle overview:** A dashboard showing 5 Products, 8 Recommendations, 4 Policies, 4 Instances, and 72 Reports.
- Compliance by product type:** A bar chart showing compliance levels for Microsoft Office, Oracle Database Management, Oracle Products, and Application Core Products.
- Insights:** A sidebar on the right providing potential spend-optimization opportunities, such as "1453 Named User Plus licenses for Database Products are unassigned" and "504,125.00 risk".

Why Do Organizations Use Snow?



Comprehensive inventory and usage data across your hybrid IT environment



Discover sanctioned and unsanctioned apps by leveraging the user as the authoritative source



The Snow Data Intelligence Service is the most up-to-date and accurate normalization engine in the industry



For Oracle Database and Database Options, Oracle Middleware and Oracle Java

Customer Story:

Panasonic Information Systems Europe

Challenge

Due to the organizational structure, local business units maintained their software asset records on their own and depended on spreadsheets often submitted by already very busy executives. With comprehensive audits and external consultants engaged to help at considerable expense, the business units needed a more effective solution.

Solution

The organization implemented a centralized software asset management for on-premises and cloud assets across 12,000 employees and multiple business units.

Benefits

- \$100,000 potential Microsoft® license savings
- 8,500 users managed
- 450 unused licenses recovered
- Consolidated agreements

“Using the new transparency delivered by the Snow Software SAM solution, we have negotiated five new framework agreements with major vendors. We can procure licenses at significant discount, assigning them to the Panasonic companies from a single pool, while ensuring compliance.”

Ulf Kuetemeyer, Senior Manager of Contracting & Procurement, Panasonic Information Systems Company Europe

Panasonic®



Let's Get Started

Our team is standing by to discuss your requirements and deliver a demo of our industry-leading platform.

[REQUEST DEMO >](#)

Contact Snow

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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.

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