



SNOW SPEND AUDITOR

Gain control of your technology spend

Snow helps IT leaders prepare for software license audits and gain visibility into technology spend across the entire enterprise

Gaining insights and full visibility into technology spend is critical for IT and Finance leaders, who are tasked with managing technology expense across the entire enterprise. However, as IT spend is increasingly decentralized, with more than 50% of IT spend moving out of the CIO organization and into business units, gaining this visibility is growing more difficult and complex to achieve.

COMPLETE SPEND VISIBILITY AND CONTROL

Using Snow Spend Auditor, IT leaders gain control and visibility into their technology spend.

By entering cost data and software agreements into Snow Spend Auditor, IT and Finance leaders can view technology expenses across the entire organization. Users can view technology spend by department, region or business unit, enabling IT and Finance leaders to accurately allocate costs and enable charge-backs to the appropriate organizational budget. Snow even provides reports and visibility into spend by user and device, so leaders can understand the fully-loaded costs of devices, including the hardware and software installed, enabling more granular spend management.

PREPARE FOR AUDITS

The thought of enduring a software license audit is enough to cause even experienced IT leaders sleepless nights. Using Snow Spend Auditor, however, IT leaders can have peace of mind knowing they are fully prepared for software license audits. Snow Spend Auditor provides visibility into all technology used in the enterprise and allows IT leaders to add cost data and software license entitlements and agreements. Using this information, Snow determines the effective license position for each software title, allowing IT leaders to gain a clear view of their IT estate and feel fully prepared for audits.

Benefits

MANAGE CONTRACTS, COSTS AND ENTITLEMENTS

- Holistic view of all technology contracts to manage by vendor, department or user
- Ability to assign spend to all discovered hardware, software, mobile devices, data center and cloud services, regardless of which department purchased them
- Capability to assign and track product use rights, including secondary use, upgrade, downgrade and virtualization rights

VISUALIZE

- Full technology spend information consolidated from across the enterprise
- Intuitive user interface and easy-to-customize dashboards provide the most critical information at a glance
- Ability to share technology spend data with key stakeholders to inform critical business decisions

IDENTIFY

- Determination of effective license position to prepare for audits and to manage spend more effectively
- Ability to match technology spend to users to enable cost allocation and chargeback by business unit, department or region
- Technology spend classified according to vendor to prepare for contract renewals

PLAN

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

Customer Success



CHALLENGE:

Betfair initially had no SAM tool in place, so developing even a basic understanding of how software licenses were being used at this fast growing and increasingly complex organization was a near impossible task. As a result, annual licensing true ups were based on best-guess scenarios instead of accurate, verifiable data, causing Betfair's software bills to jump significantly every year.

SOLUTION:

By using Snow Spend Auditor, Betfair gained full visibility into the entirety of their IT estate and technology spend. As a result, the SAM team was able to make informed business decisions to save money through software license reharvesting and other cost-saving measures.

BENEFITS:

- Six-figure savings delivered on day one
- Ability to realize ongoing savings by ensuring software spend is aligned to usage
- Greatly improved financial position driven by accurate technology spend data

“With six figure cost savings delivered from the outset, moving to a Snow-based SAM Managed Service was no gamble for us. The service has paid for itself many times over.”

Mark Cox, Head of Global IT Operations, Betfair

ABOUT SNOW SOFTWARE

Snow Software is the global leader in technology intelligence solutions, ensuring the trillions spent on all forms of technology is optimized to drive maximum value. More than 4,000 organizations around the world rely on Snow's platform to provide complete visibility, optimize usage and spend, and minimize regulatory risk. Headquartered in Stockholm, Snow has more local offices and regional support centers than any other software asset and cloud management provider, delivering unparalleled results to our customers and partners. To find out more about Snow Software, visit www.snowsoftware.com @snowsoftware

