



# SNOW SPEND OPTIMIZER

## Right-size your technology investments

Snow helps organizations understand, manage, and optimize their technology investments.

Gartner states that, "Through 2022 in any given month, over 30% of the growing expenditure on software and cloud services will be unused." Given IT leaders' mandate to wisely allocate often scarce technology budgets, this level of waste is unsustainable.

Ineffective spending extends across all environments and technologies including desktop applications, on-premises datacenter, SaaS/IaaS/PaaS, mobile, and virtualization. IT leaders are looking for solutions to deal with sources of waste such as unused and duplicate software, unnecessary, expensive subscriptions, and under-utilized infrastructure in on-premises and IaaS environments.

---

### SNOW DRIVES EFFECTIVE COST MANAGEMENT

Snow Spend Optimizer provides a complete technology optimization solution with advanced insight into opportunities to reduce spend on hardware, software, and cloud services. Detailed reports highlight provisioned but un-utilized IaaS and PaaS environments, desktop licenses and SaaS subscriptions which are assigned but unused.

---

### DETAILED, ACCURATE USAGE DATA

At the heart of technology optimization is complete visibility into not just what hardware, software and cloud services have been purchased, but what is actually in use. Usage data is critical to contract negotiation, putting organizations in the driver's seat and ensuring they only buy and renew for the software they need. Snow Spend Optimizer then goes further, building on usage data to offer dedicated, automated reporting. This reporting shows expensive subscriptions that can be downgraded, opportunities to take advantage of product use rights, and elimination of duplicate software.

# Benefits

## RIGHT-SIZE TECHNOLOGY SPEND

- Insight into unused technology spend
- Simplified datacenter optimization with support for per processor and per core license models on both virtual and physical resources
- Cloud optimization including identification of unused and underutilized accounts and unnecessary, expensive subscriptions such as Office 365 E3 versus E1

## LEVERAGE UPGRADE, DOWNGRADE, AND VIRTUALIZATION RIGHTS

- Automatic application of advanced product use rights including bundling reports to maximize the use of existing licenses
- Expert level assessments for key products such as Windows Server to identify the most cost-effective way to license in virtualized environments
- Identify license risks related to virtualization

## TECHNOLOGY PORTFOLIO RATIONALIZATION

- Automatic categorization of more than 600,000 applications to rationalize portfolio through identification of overlapping technologies
- Detailed application reporting including blacklisting and whitelisting, application history and trends

## AUTOMATED HARVESTING OF UNUSED SOFTWARE

- Proactive cost avoidance with automated removal of unused software for license harvesting
- Pooling of reclaimed licenses for reuse so that procurement requests are necessary only when no licenses are available to reuse

## Customer Story



### CHALLENGE:

With DEKRA growing rapidly through acquisition, management of its software estate became increasingly fragmented and burdensome. Without a SAM solution in place, there was no way to inventory what and how many software licenses were installed and used. License management was carried out manually in Excel, an error-prone, time-consuming process that could not give an accurate detection of unused software licenses.

### SOLUTION:

Snow provided DEKRA with a complete Software Asset Management solution including complete visibility of all technology use across the estate, identification of optimization opportunities, and detailed, accurate reporting.

### BENEFITS:

- Software license savings of more than €750,000
- Simplified global control and a comprehensive overview of the IT environment resulting in significant time savings
- Unified, consistent reporting across all subsidiaries

*“With the help of Snow’s reporting, we have now gained visibility regarding our license use and have been able to optimize our software estate. As a result, we were able to redistribute excess licenses and avoid spending on procuring more. In the first three years after the introduction of Snow, we were able to achieve savings of more than €750,000.”*

Carola Iberl, Global License Manager, DEKRA

1 Gartner: Software Asset Management for the Cloud: Consumption Management and Optimization Take Center Stage. Published: November 28, 2018. Analysts: Stephen White, Ryan Stefani

### 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](http://www.snowsoftware.com) @snowsoftware

