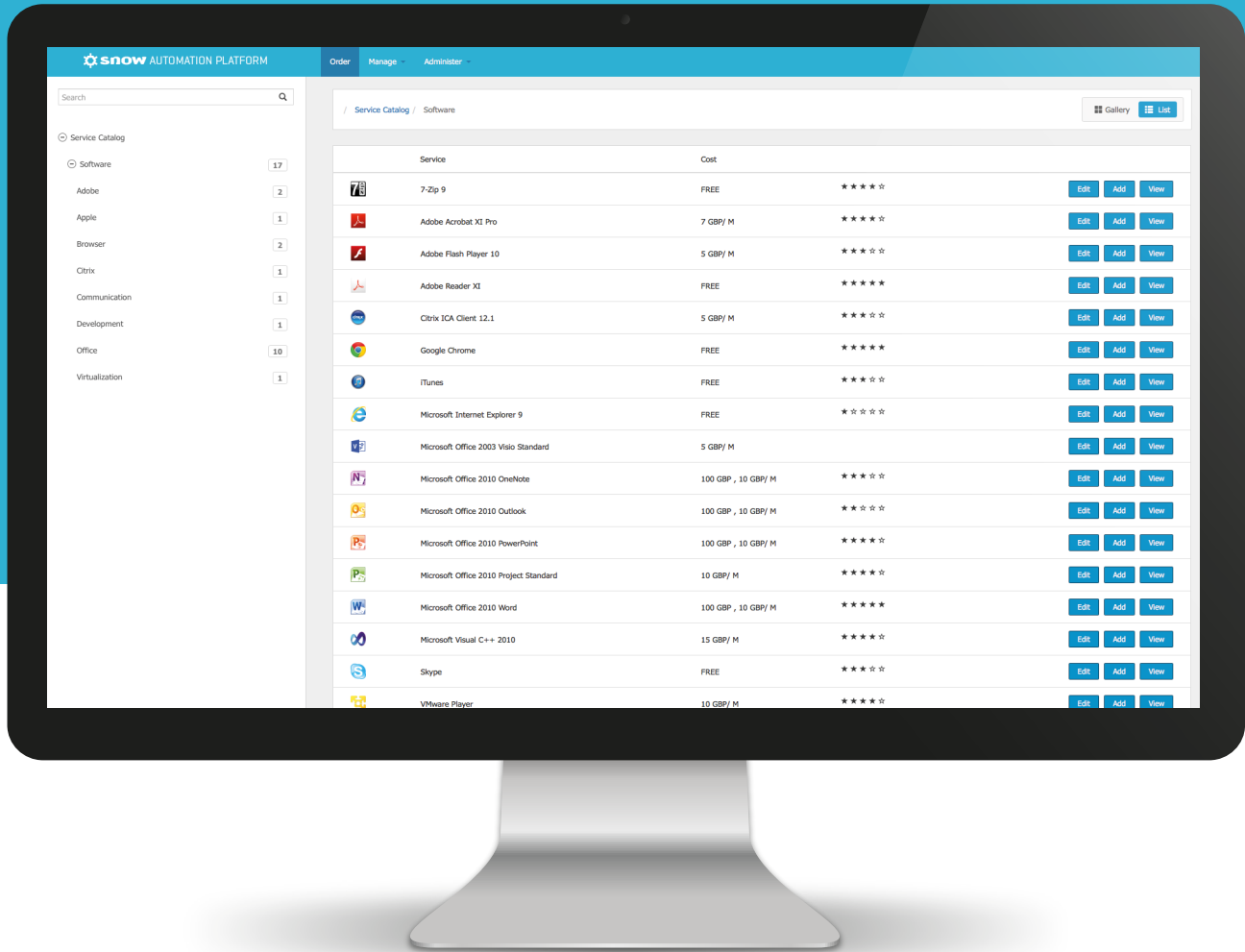


Ap

# Snow automation platform



Define & implement automated process to support software optimization.





# Snow automation platform

Snow Automation Platform gives organizations the ability to automate and integrate a diverse range of processes that increase the value and effectiveness of the Software Asset Management (SAM) program.

From facilitating the bi-directional exchange of information between the Snow SAM suite and other systems, to automating processes such as software requests and re-harvesting, Snow Automation Platform extends the inherent capabilities in Snow License Manager into the organization's tailored SAM processes.

By replacing myriad manual tasks with automated processes, Snow Automation Platform delivers benefit not only to Software Asset Managers, but all other stakeholders (HR, procurement, business managers, end users, etc.) that have a role to play in managing an organization's use of software.

## HOW IT WORKS

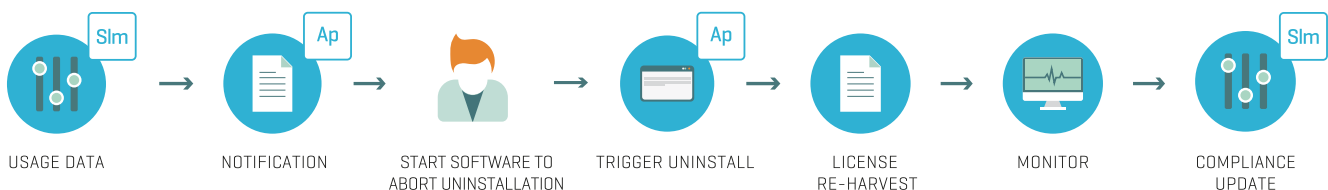
Snow Automation Platform is the common technology that underpins more than 1,500 workflow options. These workflows can be bundled and packaged as 'Automation Books' to accelerate and streamline a wide variety of SAM-related processes, such as:

- Software requests and approvals
- Automated re-harvesting and subscription management
- Centralized license pools
- Cost transparency and user-initiated uninstalls
- Permissions management.

In addition to SAM-related processes, Snow Automation Platform is capable of delivering greater value to the organization in areas such as:

- Integration with Service Desk systems
- User on-boarding
- Virtual machine provisioning and removal
- Requesting Hardware.

Automation Books can be accessed directly from Snow's library, created in partnership with Snow's SAM experts, or designed and modified in-product using the wizard interface.



## KEY FEATURES AND BUSINESS BENEFITS

### SOFTWARE REQUESTS AND APPROVALS

Snow Automation Platform brings control to how software is consumed in an organization, enabling true software license optimization. This is achieved by ensuring that software requests follow the organization's approval policy. Once users have selected the available applications via a web request portal, automated activities perform in the background to deliver a seamless experience for users to get the software they need, when they need it.

### RE-HARVESTING AND SUBSCRIPTION MANAGEMENT

SAM managers and application owners can, in just a few steps, implement subscription terms and continuous re-harvesting plans. Software is removed automatically from users' computers based on a lack of usage or the subscription expiring. Users are informed before removal, giving them time to start the application again or extend the subscription. This enables automated license optimization and ensures compliance out of the box.

### INFORMED DECISIONS AND COMPLIANCE

Thanks to seamless integration with Snow License Manager, business managers can access live compliance information at the point of approval and make informed decisions about users' requests for software. Approvers get information about the application and user, and see the reason behind the request, which can be an optional or mandatory field.

### WIZARD-BASED AND CONFIGURATION-BASED INTERFACE

With Snow Automation Platform workflows, the user experience can be configured to suit the needs of the organization and its users. Administrators can configure which applications are to be made available in Snow License Manager and can tailor the views that users interact with to manage their software requests, approvals and services.

### AUTOMATION BOOK WORKFLOW OPTIONS

With free-to-use best practice Automation Books, Snow offers the ability to implement automatic license optimization and a streamlined software request process right out of the box. Organizations can pick and choose what they need, processes can easily be added, configured and perfected as they go.

### USAGE STATISTICS

The overview of usage statistics in Snow Automation Platform enables better planning, identifies bottle necks and request trends for service orders. Additionally, by putting estimates into the time savings of activities, the aggregated time saved shows the return on investment of using Automation Platform.

### CONTINUOUS LICENCE OPTIMIZATION

License management becomes a continuous optimizing process, with users able to have the software they need when they need it, and for the software that they no longer use, it can be automatically re-harvested. The re-harvested licenses can be pooled and requested by other users, maximizing the return on the organization's software investments. For software that is no longer used at all, costs can be minimized by cancelling support and maintenance.

### QUICK WINS OUT OF THE BOX

Implementing new processes generally needs to be done step by step and often requires short ROI along the way. With Snow's Automation Books, Snow Automation Platform can use inventory and license information from Snow License Manager to automate many of the traditionally manual tasks in the SAM process. These include publishing applications with predefined workflows, providing approvers with real time compliance, and re-harvesting software to enable license optimization.

### USER BUY-IN TO SOFTWARE OPTIMIZATION

In the request interface users can search for, and get fast access to, the services they need. The ease of requesting new services with automated workflows cuts delivery times to a minimum. In addition to placing requests, users can also see the list of their current services and uninstall software, even if it was not originally ordered through the request portal. This enables your users to be aware of their consumption and help the company use the software it has bought in best possible way.

### DRIVING COST SAVINGS

Avoid software related challenges before they happen, for example, Snow Automation Platform helps you become audit-ready before an actual audit is at your doorstep and gets you prepared to negotiate new license agreements with an optimized software estate.

### AUTOMATE AVAILABILITY AND DEPLOYMENT OF SOFTWARE

Users get fast access to the software and services they need thanks to automated availability and approval processes which remove many time-consuming and repetitive administrative tasks. Costs are immediately lowered by delivering an automated request-to-delivery approval process, defining single approvers, approval groups or approval chains as required.

## ANALYST VIEW

*Shifting from IT cost cutting to optimizing the business value of information technology presents a tremendous opportunity to not only lower overall enterprise operating costs, but also to deliver the business capabilities that improve performance and enhance competitiveness.*

Source: Gartner: How to Shift the Focus From IT Cost Cutting to Business Optimization  
September 25, 2015, John P Roberts, Barbara Gomolski, Sanil Solanki.

## 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.

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