

Perspective is Power

snow*

About Snow Software

Technology powers business. Yet the amount of software, applications and infrastructure that organizations need to manage is sharply increasing as is the complexity. Snow Software is changing the way organizations manage their technology investments, empowering IT to drive transformation with precision and agility. With solutions for software, SaaS, SAP and hybrid cloud management, Snow provides complete insights into consumption, risks and costs, so you can drive operational efficiency and growth, and accurately govern and forecast with confidence. Decisions are informed by data, accelerating your ability to predict and respond. With Snow, you see your complete technology ecosystem with clarity and perspective, so you can focus on the big picture. We call this technology intelligence.

Who We Are

- Over 30M data points discovered daily
- Over 4,000 valued global customers, supported by our 15 offices around the world
- Over 700 global employees
- Over 160 worldwide partners
- Greater than \$100 million ARR in 2020
- \$100 million invested in R&D to create an integrated Technology Intelligence platform of best-in-class solutions for IT Asset Management
- Demonstrable and externally validated ROI of 428%*, typical payback within 6 months¹
- Recognized as a leader in Gartner's 2020 Magic Quadrant for Software Asset Management Tools²
- Recognized as a leader in Gartner's 2020 Magic Quadrant for Cloud Management Platforms³
- Select investors include Sumeru Equity Partners, Vitruvian Partners, JP Morgan, Wells Fargo

How We Help

- **Gain Visibility**
Clearly see and understand your entire technology landscape, both on-premises and in the cloud.
- **Optimize Cost**
Maximize the value of your technology investments with deep insights into usage and spend, freeing up budget to support your evolving priorities.
- **Mitigate Risk**
Avoid expensive audits, prioritize known vulnerabilities and identify applications with personally identifiable information.
- **Enable Transformation**
Empower your business with a simplified hybrid infrastructure and self-service IT.
- **Improve ITSM Data Quality**
Proven track record for delivering improved quality of CMDB data, with certified integrations for ServiceNow and a preferred partnership with BMC.

¹Source: Forrester Consulting, The Total Economic Impact™ Of Snow Software Asset Management, September 2021

²Source: Gartner, "Magic Quadrant for Software Asset Management Tools" by Ryan Stefani, July 20, 2020

³Source: "Magic Quadrant for Cloud Management Platforms" by Dennis Smith, Sanjit Ganguli, Padraig Byrne, February 13, 2020

*Return on Investment may vary by organization depending on annual software asset spend, complexity of deployment, size and scope of implementation, and an organization's dedication of internal resources to technology administration.



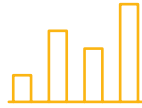
A Purpose-Built Platform for Technology Intelligence

Challenges We Solve



Technology Visibility

- Asset Discovery & Inventory
- Data Normalization
- ITSM Data Quality



Spend Optimization

- Software Asset Management
- SaaS Management
- Cloud Expense Management



Risk Management

- Audit Defense
- Data Privacy Compliance
- Vulnerability Management



Cloud Management

- Cloud Automation
- Cloud Governance
- Self-Service IT

What is technology intelligence?

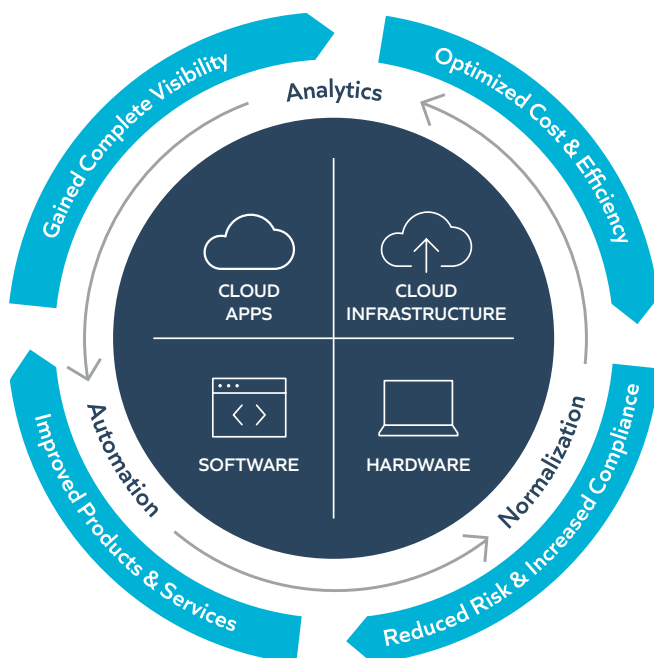
Today's organizations need complete visibility into their end-to-end technology landscape regardless of how it was purchased, where it is deployed or how it is used. And they need it delivered as a single pane of glass that empowers them to understand and optimize all their technology spend and usage, ensure compliance and governance, minimize risk, and enable them to plan for the future with confidence.

Technology intelligence is our vision of how to meet this need.

Snow brings together software asset management, SaaS management, cloud management and hardware management to provide organizations with the insights they need to thrive in a hybrid world.

Powered by Snow Atlas

Snow Atlas is the first cloud-native platform built from the ground up to provide technology intelligence for today's hybrid enterprise. Based on a microservices architecture and standardized APIs, Snow Atlas provides a unified foundation for Snow's industry leading ITAM solutions. You can gain complete insights into your technology landscape, uncover cost savings and mitigate their risk, all with the speed, agility and flexibility of SaaS delivery.



A single platform for technology intelligence that enables organizations to:

- See and manage the complete technology landscape
- Optimize costs to reduce spend and/or support growth initiatives
- Manage risk and compliance
- Accelerate digital transformation



The Snow Difference

- **Accelerated ROI.** Fast implementation and intuitive design mean you see results in weeks, with payback on Snow starting in 6 months.¹
- **Unified Platform.** Break down your data silos to manage your on-premises and hybrid cloud technologies together.
- **Unmatched Discovery.** Get normalized and augmented data, powered by the world's largest and most accurate discovery catalog with 30M+ datapoints added daily.
- **Depth and Breadth.** Gain insights on some of the most complex software, SaaS and cloud providers like Microsoft, Oracle, SAP, Salesforce, and Adobe.
- **Seamless Automation.** Actionable intelligence and self-service drive value, save time and increase productivity



Seamlessly integrates with your organization's IT ecosystem



And many more...



¹Source: Forrester Consulting, The Total Economic Impact™ Of Snow Software Asset Management, September 2021.

Customer and Market Recognition

"With Snow, we have a solution that gives us full visibility, full control and a way to present everything to leadership. Being in control, having the insight to proactively address any issues, that has added the most value."

*IT Enterprise Architect,
Global Semiconductor
Manufacturer*

"The key driver for choosing Snow Commander was that we could quickly and easily implement a self-service model for students, reducing our workload while enhancing the delivery of VMs for the study programs."

*Sami Kapanen, ICT
Manager, Häme University
of Applied Sciences (HAMK)*

"For the first time, we had the validated data to reduce the risks of an audit or a compliance violation, manage and streamline software licenses from a single place, and optimize budgeting and spending on software licenses at the enterprise level."

*Torang Hasudungan Sitorus,
Vice President, IT Quality
Assurance and Service
Management, Telkomsel*



computing
**Cloud
Excellence
Awards**
2020

WINNER

Cloud Management Solution
of the Year
Snow Software
- Snow Commander





See how the power of perspective can change your organization.

[Request a Demo](#)

Contact Snow

www.snowsoftware.com

info@snowsoftware.com

Follow Snow



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.

Version 1.0 (Published 10/01/2021)

Copyright 2021 Snow Software AB. All Rights Reserved

