

A GUIDE FOR I&O PROFESSIONALS

REMOVE BLIND SPOTS FROM THE NETWORK

Gain control of the network, manage costs and plan future investments with total visibility of all hardware and Software across all platforms

BLIND SPOTS COST MONEY & PUT YOU AT RISK

How much do you really know about your network? Do you know how many laptops and desktops you have deployed? What about the datacenter, or your SAP systems? What about your mobile devices? Or network printers? Or IP telephones?

The chances are you have some visibility of the network. But if you answered no to any of the challenges above, you've got blind spots.

Blind spots that cost money and create risk.

And it's going to get worse...

By 2020, Gartner* predicts that large enterprises with a strong digital business focus or aspiration will see business unit IT increase to 50% of enterprise IT spending.

*Metrics and Planning Assumptions Required to Drive Business Unit IT Strategies.
Published: 21 April 2016. Analyst(s): Kurt Potter | Stewart Buchanan

That's more devices, more software and more contracts – and more blind spots – which will make it harder for organizations to manage what they own, what they are entitled to use, or what they pay for.

Despite this decentralization, the central IT function is still critical to ensuring that operations run smoothly, providing:

- Security
- Support
- Software compliance.

Establish a single source of truth across the network.

Whether you are responsible for IT operations, ITIL, or SAM, Snow can provide complete visibility of your network, including devices like mobiles, tablets, laptops and desktops, datacenter

This eBook will help you ensure that you have all the bases covered to gain visibility of all software and devices in use across all your IT estates.

servers and clusters, cloud apps and infrastructure, and even network devices such as printers, routers and IP phones.

Removing your IT asset blind spots, ensures that unnecessary costs and unacceptable risks are avoided and service levels can be maintained.

KNOW YOUR UNKNOWNNS

With an average of 4.3 devices per user and the rapid growth of Shadow IT, without the right inventory and usage-monitoring technologies and processes in place, you can quickly lose sight of the number of connected devices, applications and licenses in your estate.

The first step in the process of getting a grip on the situation is Discovery, which automatically identifies what assets and entitlements exist across your organization. And where the gaps are.

You need to discover all the assets that consume software licenses or the users that consume software licenses through their devices.

The ability to discover your assets from Active Directory or from another IT operations-governed source will provide you with the devices you 'know' exist in the organization.

However, the real challenge lies in discovering the assets that are not governed by IT. The ability to know your unknownns.



SNOW SHINES A LIGHT ON ALL HARDWARE DEVICES AND SOFTWARE ASSETS

Snow can discover and audit all types of assets including network devices, mobiles, laptops, servers, and even cloud-based investments; offering the most comprehensive view of all IT assets both on and off the corporate network.

Through automatic inventory of all known assets, and identification of assets not stored in the global asset repository, Snow removes the blind spots.



There are known knowns; there are things we know we know. We also know there are known unknowns; that is to say we know there are some things we do not know. But there are also unknown unknowns – the ones we don't know we don't know.

Donald Rumsfeld, US Secretary of Defense, February 12, 2002

INVENTORY = DETAILED INSIGHT



Having discovered all your known assets and your blind spots it's time to inventory.

Given an ever-changing IT landscape and that up to 50% of IT spend is beyond control of the IT department, organizations need to be able to take stock of all discovered assets across the network to mitigate risk, create realistic plans, and budget for the future based on actual usage.

To achieve this, you need to be able to:

- Interrogate your systems and detect application usage across different platforms
- Identify session virtualization and detect web applications
- Meter VDI usage
- Consolidate information from mobile devices.



Define the tool you need to acquire, based on the gap between the data required to achieve your software license management objectives and your existing data.

Gartner Inc. Three Use Cases Can Help You Select the Right SAM Tool
10 November 2015 Analyst(s): Hank Marquis | Victoria Barber

Snow provides audit information at all layers, providing organizations with detailed insight into the installations and configurations across their estates – whether applications run on a device, or if they are streamed, and irrespective of location: desktop, datacenter, cloud, or mobile device.

If you need, for example, to report on software version information for the security team, Snow is able to provide the necessary up-to-date data directly to the relevant stakeholder. •

This level of insight enables you to rapidly establish a picture of your total investment, compliance risk and over- or underspend for different software assets.

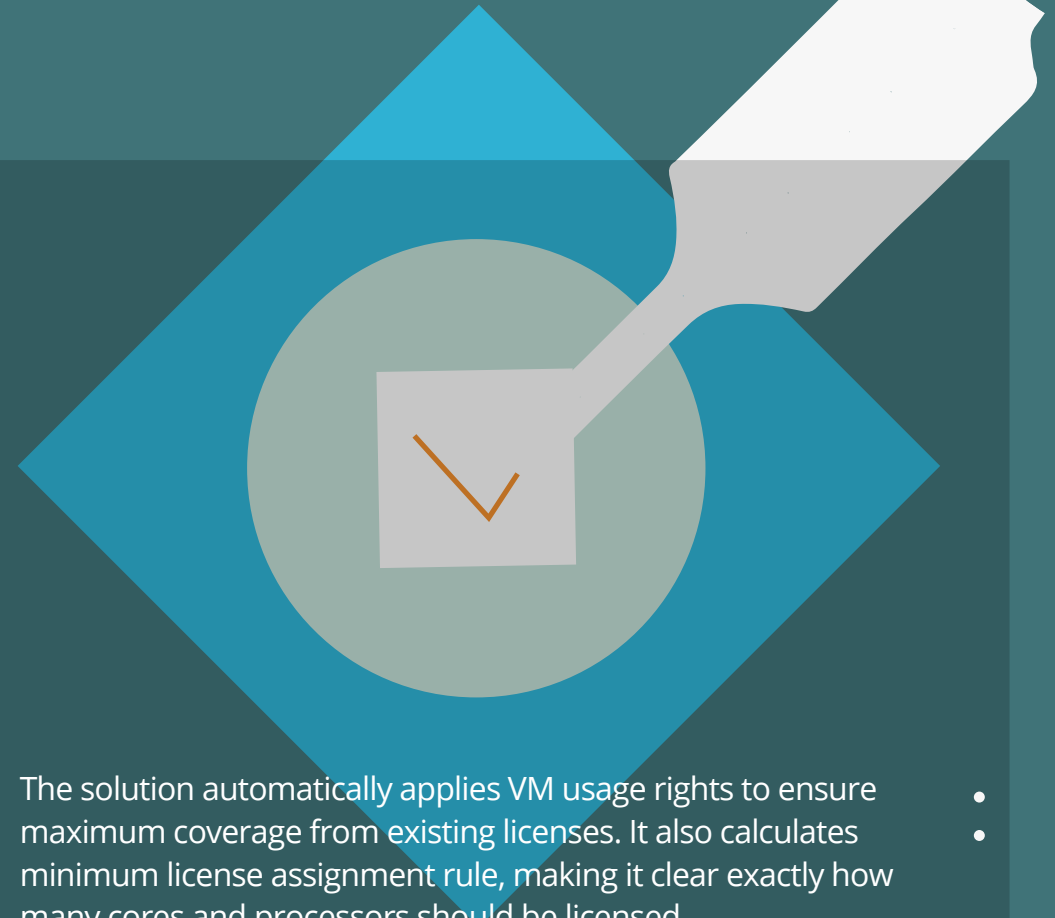
VIRTUALIZATION COMPLEXITY, SIMPLIFIED

Enterprise software is one of the largest expenses for an organization, and with the intricacies of licensing virtual assets and physical hosts, ensuring compliance can be a complex task.

Indeed, a lot of enterprise software running in the datacenter is licensed on physical capacity, or a subset thereof (such as IBM's sub capacity or Oracle's Hard Partitioning).

To understand what physical capacity needs to be licensed to run specific software in the datacenter, you need to understand the topology of the datacenter. Typically, the datacenter is an aggregation of physical host servers grouped into clusters with virtualized layers. It's an impossible task to manage enterprise software without full visibility of these datacenter components and their relationships.

By connecting to both the physical hardware and the deployed virtualization technologies, Snow builds a comprehensive picture of both host and guest devices, determining the relationship between the two, and identifying the physical resources allocated to virtual machines (often critical to accurate software licensing).



The solution automatically applies VM usage rights to ensure maximum coverage from existing licenses. It also calculates minimum license assignment rule, making it clear exactly how many cores and processors should be licensed.

Snow also includes which virtual machines have not been inventoried to ensure that the picture of licensing and risk is complete.



EXAMPLE:

IBM products that are perceived as being expensive such as Tivoli and WebSphere can be licensed either in full capacity or sub-capacity mode. Products licensed in full capacity mode typically cost five times more than the same product licensed in sub-capacity mode, so it is absolutely crucial to ensure that all eligible products meet IBM's sub-capacity requirements.

To take advantage of sub-capacity licensing, IBM mandates that its License Metric Tool (ILMT) be installed in the virtual environment.

Snow Inventory combines data from ILMT with data about the software deployed across the estate. Snow License Manager provides a report identifying instances of where PVU-based software is deployed on a machine but there is no associated PVU consumption data from ILMT.

This report provides all stakeholders with full visibility of the estate, enabling them to identify where to install and/or troubleshoot ILMT agents, and ensure that all additional sub-capacity requirements are met.

INVENTORY IN THE CLOUD

The huge appetite for Cloud technologies and software consumption is forecast to grow strongly in the coming year as more and more vendors offer cloud-hosted options. And while licensing metrics might change, the risk of overspend will not.



IT spending for SaaS is growing at almost four times the rate of that for application software. Independent software vendors (ISVs) are transitioning their business models away from traditional software applications to SaaS, creating new compliance challenges for I&O leaders responsible for SAM.

Gartner Inc. Augment Your Discovery Tools for Cloud Software Asset Management Right Now
Published: 09 February 2016. Analyst(s): Hank Marquis | Victoria Barber

Left unmanaged, SaaS might just as well stand for Shelfware as a Service.

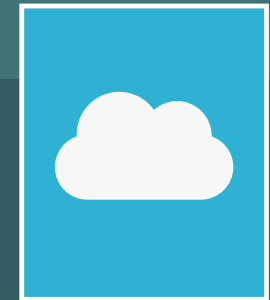
By nature, Cloud technologies – whether hardware or software – are designed to promote consumption. Greed is good.

But such greed is not good for central and Business Unit IT budgets. Snow estimates that unused cloud licenses and virtual hardware left running will soon become one of the major causes of overspend.

To address this risk, Snow brings visibility and control to cloud investments, including the ability to automatically retire unused instances in Azure and AWS, and tracking of how individuals use SaaS applications.

Even virtual instances that run for just a few hours or a couple of days – instances that are typically not picked up by scheduled inventory scans – can be tracked by embedding Snow agents into the build process.

Whether your organization is planning to increase its investment in Cloud technologies or maintain current spending levels, the risk of wasting money is high. With total visibility of software and hardware consumption, you can ensure every penny spent on IT across the organization delivers value.



SNOW INTEGRATION CONNECTORS

Many large organizations rely on more than one hardware and software inventory source to ensure they have complete network coverage.

To take stock of specific parts of an organization's estate, [Snow Integration Connectors](#) collect and import data from a range of existing third-party systems; including Microsoft SCCM, Dell KACE 100, BMC ADDM, LANDesk, and Altiris and IBM software inventory products (such as ILMT, TADd, or BigFix Inventory).

There is no restriction on how many third party Inventory Connectors can be used simultaneously to ensure 100% visibility of all network platforms and locations.

Whichever inventory feed is used, or whether it's necessary to use multiple inventory nodes to gather data from various sites and platforms, Snow Inventory's central console manages the cross-platform systems.

The inventory data from all sources is automatically processed by Snow's [Software Recognition Service](#) ensuring consistency across all hardware and software reporting, as well as preventing double-counting.



Assemble an integrated collection of discovery tools and data sources that are useful for both traditional premises-based software and SaaS.

Augment Your Discovery Tools for Cloud Software Asset Management Right Now
Published: 09 February 2016. Analyst(s): Hank Marquis | Victoria Barber

NORMALIZATION: DYNAMIC RECOGNITION



Inventory – whether extracted from one source or many – starts with a list of raw executable data and other metrics, and is of little or no help to SAM managers and other stakeholders in the organization. Deciphering software, the title, the vendor, the version, and the release date is at best burdensome, if not impossible.

SINGLE SOURCE OF TRUTH

When data from multiple sources is fed into Snow Inventory, risk is mitigated as all duplicates are identified and removed.

Snow's Software Recognition Service reconciles raw data against commercial software titles (vendor, version, suites, bundles, and more).

It identifies all major and minor releases of applications, and automatically aggregates them into supportable versions, which minimizes noise.

Unlike most SAM solutions, which rely on static libraries, Software Recognition Service provides customers with a daily update, ensuring that their recognition databases are up to date with the latest releases. Snow supports more software vendors and applications than any other software recognition technology.

With more than 395,000 applications from 66,000 manufacturers,* Snow's global software recognition database grows by around 10,000 applications and 2,000 software publishers every month, ensuring your IT team won't have to operate in the dark.



The level of software compliance attainment (including for mobile, mainframe and cloud-based applications) depends upon both deep data collection and the ability to enrich that data with external information to meet vendor-specific metrics, usage policies, and terms and conditions.

Gartner Inc. Market Guide for Software Asset Management Tools.
Published: 03 November 2015. Analyst(s): Hank Marquis

And as organizations invariably use more than one inventory data source, the process of normalization becomes all the more important.

*Snow September 1, 2016: Applications in the database: 396 346
Manufacturers in the database: 66 308

THE FUTURE IS NOW

Imagine a world where aggressive vendor audit practices are a thing of the past because you know what's on your network, can manage compliance, answer audits confidently, reduce costs on expensive support contracts, and remove unused software.

Specifically designed with Software Asset Management in mind, Snow Inventory provides the single source of truth for all IT assets on all major enterprise computing platforms, giving organizations the ability to track hardware assets, software deployments, and usage.

With that full visibility of what's in use through Snow License Manager, you can fully manage the licensable applications and hardware assets discovered on the network, and create realistic plans and future budgets based on actual usage and real needs. Redundant software can be reclaimed, compliance positions can be calculated, risk minimized and costs reduced.



The activities of discovery and inventory, and sometimes (but not always) normalization, are commonly provided as a single solution, and some (but not all) reconciliation solutions also include software license optimization operations.

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WANT TO REMOVE THE BLIND SPOTS FROM YOUR NETWORK?

Why not experience first-hand what it's like to get full visibility of your estate with the world's most popular sam platform.



TAKE A SNOW TEST DRIVE TO SEE IT IN ACTION.

ABOUT SNOW SOFTWARE

By managing software in use across the organization, Snow creates tangible savings and releases budgets, giving enterprises around the world the confidence to invest in new technologies such as virtualization, cloud and mobile.

Snow provides C-level executives, software managers and procurement professionals actionable intelligence on software installs, usage and entitlements across all platforms – from mobile to desktop, datacenter to cloud – saving up to 30% of software spend in year one.

Some call it Software Asset Management, Enterprise Mobility Management, Unified Device Management or even just license compliance.

Like thousands of organizations around the world, we call it Snow.

SNOW SAM PLATFORM

Slm

Snow license manager

With millions of licenses sold, Snow License Manager is the world's leading SAM solution.

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.

Inv

Snow inventory

The true multi-platform audit solution designed to find devices, audit software installs and track usage.

Vm

Virtualization management

Identify and manage virtual assets across the network.

Sos

Snow optimizer for SAP® software

Manage SAP licensing to optimize one of the enterprise's largest software costs.

Sdm

Snow device manager

A complete enterprise mobility management solution that handles the full lifecycle of mobile devices.

Ap

Snow automation platform

Define and implement automated process to support software optimization.

Om

Oracle management option

Cut the costs of managing complex Oracle licenses.