MOBILE SAM

Managing software consumption and licensing whatever the device,
wherever the user is

Mobile is the new workplace: today's users regularly access data and consume software on multiple devices, from wherever they are. Organizations have had to respond to user expectations of being able to instantly consume data and make it available to them. They are delivering applications that provide access to secure corporate information which give users a consistent experience whether using a PC or mobile device.

To enable organizations to manage the many implications of this changing user behavior, Snow has introduced the concept of 'Mobile SAM' as part of its approach to managing software and licenses across all devices to include mobile platforms such as iOS, Windows Phone and Android.

Snow's integrated SAM platform provides a single pane of glass from the datacenter through PCs and laptops to mobile devices to give organizations true 360-degree visibility of what applications are in use across all platforms and how they are being accessed by users. Snow has integrated the best in Enterprise Mobile Management capabilities to deliver a truly cross-platform solution.

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MANAGING SOFTWARE CONSUMPTION AND LICENSING WHATEVER THE DEVICE, WHEREVER THE USER IS

DRIVE COST SAVINGS BY INTEGRATING MOBILE DEVICES IN THE SAM PROGRAM

Organizations can track application installs across all common mobile platforms, including iOS, Windows Phone and Android devices. This makes it easier to optimize mobile app investments such as Apple's Volume Purchase Program, Google Apps for Work, or Google Apps for Education.

MOBILE INVENTORY

Organizations can use Snow Inventory technology or leverage their existing mobile inventory solution, such as an MDM/EMM solution, to feed information into Snow License Manager on all Android, iOS and Windows mobile devices in their estate. This includes information such as hardware details, software details, owner of the devices and installed applications.

TAKE ADVANTAGE OF SECONDARY USAGE & EXTENDED PLATFORM RIGHTS

With the Mobile SAM for Apps approach, organizations can effectively cross-check software use across different platforms to ensure they are getting the full benefit of entitlement rights without creating compliance issues.

OPTIMIZE INVESTMENTS IN CLOUD APPS

Whether it's the move to Office365 or continued investment in hosted applications, Snow provides a single console for the management of all apps, whether mobile, on-premise or cloud-based.

MINIMIZE THE COST OF INDIRECT USAGE

Snow helps organizations optimize their investment in SAP, Oracle and other licensing schemes that require organizations to pay for indirect usage from remote platforms.

PROVIDE A COMMON SAM REPORTING PLATFORM

Snow License Manager forms the central hub of the integrated Snow SAM platform, consolidating software install, app usage and entitlement data from across the corporate network and beyond into a central reporting interface that can be accessed by multiple authorized stakeholders.

ANALYST VIEW

> *Many organizations need to take incremental steps toward greater SAM maturity, and Snow Software's solutions are an excellent foundation for the path toward that goal.*

Source: OVUM SWOT Assessment: Snow Software Snow License Manager 7.0 (and associated SAM solutions) – Analyzing the strengths, weaknesses, opportunities, and threats. March 02, 2015, Alan Rodger.

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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