Snow empowers organisations to defuse the ticking time-bomb that is mobile device software licensing

Submitted by: Origin Comms Ltd
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Snow becomes first vendor to integrate native mobile device inventory & license management into enterprise-wide Software Asset Management program

October 20, 2015: Snow Software, the leading developer of on-premise and hosted Software Asset Management (SAM) platforms, today announced the world's first Software License Optimisation solution to offer native support for mobile devices. This follows the vendor's acquisition of Enterprise Mobility Management (EMM) solution provider, The Institution, earlier in the year.

Snow License Manager FR3 enables Snow customer organisations to natively extend their current SAM program to all types of tablets and phones devices running iOS, Android and Windows platforms.

Snow's own research, undertaken internationally in the summer of 2015, showed that 97% of organisations now provide mobile devices to staff, yet 80% of those same organisations do not currently include mobile devices and apps in their current Software Asset Management policies.

Axel Kling, CEO at Snow Software, commented: "Spend on Mobile is skyrocketing as it becomes the new workplace. Users are connecting to business applications and services from whatever device is most convenient at any given time. This brings great business benefit, but also significant risk in the form of unnecessary costs and software licensing compliance failures. By integrating mobile devices, complete with full app inventory, and combining it with Snow's proven technology to measure the use of business software, we are offering organisations the same strong ROI on their mobile deployments that they currently see on desktop, datacenter and cloud apps."

Snow's research found that 67% of organisations are already supporting multiple mobile operating systems and that 90% of employees use more than one devices to perform work tasks.

The latest enhancements in Snow License Manager make it easy for authorised stakeholders across the organisation to manage costs and compliance for mobile apps, maintain agreements and licenses associated with mobile devices, and track how mobile devices comply with internal hardware and software policies.

In addition to the capabilities described above, Snow is offering customers in the UK, Nordics, USA the additional option to deploy the full Snow Device Manager solution, providing a comprehensive suite of Enterprise Mobility Management capabilities.
For more information on Snow License Manager and mobile devices, visit www.snowsoftware.com.

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About Snow Software
Whether it's through lack of control, lack of understanding or lack of compliance, Snow (www.snowsoftware.com) believes that most organizations today end up paying too high a price for their software.

To address this, Snow provides Software Asset Management (SAM) solutions designed to ensure that the $320 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.
More than 5,000 organizations worldwide rely on Snow to optimize licensing across in excess of ten million devices, from the mobile to desktop, datacenter to the cloud.

For the latest information on Snow regional operations and staffing, please visit
www.snowsoftware.com/int/company/about-snow-software

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