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Snow optimizer for SAP® software



## The top ten reasons your organization needs Snow Optimizer for SAP® Software

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Manage your entire SAP deployment and SAP vendor relationship in a single integrated console



## INTRODUCTION

With a complex range of licensing options and lack of in-built optimization tools, it's easy for organizations to lose control of their SAP licenses and expose themselves to substantial financial and legal liabilities.

Snow Optimizer for SAP Software gives the organization the insight and intelligence required to ensure all types of SAP licensing is right-sized to actual needs – both preventing unintended overspend and putting all stakeholders in the driving seat when it comes to SAP license and contract negotiations.

This document explores the top ten reasons why you need Snow Optimizer for SAP Software.

### WITH SNOW OPTIMIZER FOR SAP SOFTWARE YOU CAN:

1. View consolidated usage data across all SAP systems
2. Automate SAP user license administration
3. Highlight potential indirect usage
4. Proactively monitor licensing with automated warnings
5. Trigger system measurement
6. Automate retirement and recycling of assets
7. Centrally manage contracts and addendums
8. Contain HANA license costs
9. Install and manage within the SAP environment (SAP certified)
10. Ensure better ROI and negotiating position

# 1

## VIEW CONSOLIDATED USAGE DATA ACROSS ALL SAP SYSTEMS

Classifying users and applying the correct license type based upon their usage can be very difficult and time-consuming, especially when users access many SAP systems.

Snow Optimizer for SAP Software provides a single-pane view of usage across all systems, relieving SAP Administrators of the task of gathering data from disparate systems and manually collating it. This saves significant time and eliminates the risk of errors introduced by manual processes.

Snow Optimizer for SAP Software eliminates duplicate, obsolete and erroneous user names, preventing unwanted or unintended access to the system and reducing unnecessary expenditure. It also profiles engine measurement data for all systems, another crucial piece of information required for correct licensing. The system displays what transaction codes have been used in a given role. The visibility of all role data supports internal SAP role auditing. This capability helps administrators refine and enhance the security on their defined roles because they can cross-reference how the role is configured against the transactions which are really performed.

### BENEFITS

- Increased visibility over the entire SAP estate
- Enhanced system security
- Consolidated view of role usage data

# 2

## AUTOMATE SAP USER LICENSE ADMINISTRATION

With its ability to define usage profiles based on consumption data, Snow Optimizer for SAP Software can automate license classifications against a user population. Because the costs of these different licenses vary so widely, it's crucial to allocate users the license type that fits their true needs.

By identifying which users best match a specific usage profile, Administrators can accurately determine if a user is correctly licensed or needs to be reclassified. Automated rules can reclassify users so that their license best matches their actual needs. This task can be scheduled or run whenever required.



### BENEFITS

- Accurate license recommendations
- Automatic user-license classification
- Increased value from existing SAP license
- Reduced exposure to unforeseen costs at the time of audit

### 3

## HIGHLIGHT POTENTIAL INDIRECT USAGE

SAP charges for Indirect Usage of its software and may penalize customers heavily if they are not correctly licensed.

Every user who creates, reads, or manipulates SAP data must be authorized and licensed to do so (whether directly or indirectly).

An example of Indirect Usage is where the SAP system is accessed or queried by a third-party application. This might be automated or could be the result of a user accessing functionality or reporting in the said third-party application. A major challenge for organizations is to quantify the financial risk that Indirect Usage to which they are exposed.

There are indicators of Indirect Usage that are tell-tale signs of the SAP system being accessed by third-party applications. By highlighting these indicators, Snow Optimizer for SAP Software enables budget planning and proactive mitigation of this financial risk.

### BENEFITS

- Highlight indicators of indirect usage
- Reduce risk of significant unbudgeted costs

### 4

## PROACTIVELY MONITOR LICENSING WITH AUTOMATED WARNINGS

Managing the SAP environment is a labor-intensive endeavor requiring a lot of manual processes which are both inefficient and prone to error. It is also a dynamic environment which makes it difficult to keep on top of changes that may impact an organization's licensing.

Some examples which cause an impact are the number of user licenses per license type, engine license requirements and other areas of compliance such as indirect usage and multiple logons. Within Snow Optimizer for SAP Software, warnings can be configured to measure these changes and provide alerts at key thresholds.

Knowing when there is potential over-usage or a breach in compliance gives Basis Administrators better control over the SAP environment and a head start in resolving any areas of concern. This in turn reduces the risk of discovering unbudgeted costs at the point of audit.



### BENEFITS

- Improve efficiencies in managing the SAP environment
- Pinpoint compliance issues that would otherwise remain unidentified until audit

## 5

## AUTOMATE SYSTEM MEASUREMENT

SAP Basis Administrators can spend weeks on preparing the LAW (License Administration Workbench) report. Using Snow Optimizer for SAP Software, this previously manual process can be fully automated. USMM transaction (system measurement) can be triggered in all SAP systems connected to Snow Optimizer for SAP Software at the push of a button.

Without this solution, Basis Administrators would need to log into each individual system and run the transaction. Where SAP systems run into tens or hundreds, Snow Optimizer for SAP Software dramatically reduces the time spent collecting and preparing the required data.

## BENEFITS

- Reduce effort to prepare license audit documents
- Reduced risk of data errors produced from manual data consolidation
- More time for Basis Administrator to focus on business-critical tasks

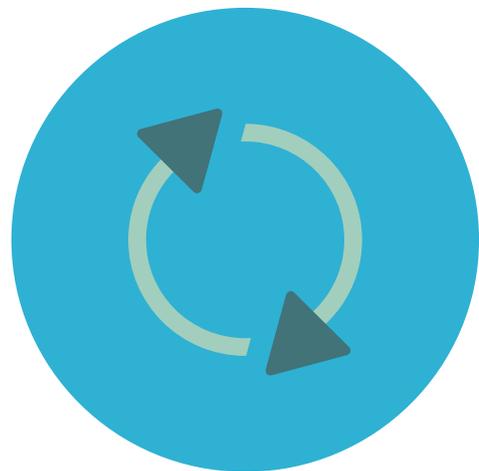
## 6

## AUTOMATE RETIREMENT AND RECYCLING OF LICENSES

The complexity of many SAP landscapes means that inactive users may not be identified using a manual process. By automating the process, costs can be effectively managed and licenses rapidly freed up for reuse.

Snow Optimizer for SAP Software enables Basis Administrators to identify inactive users and expire them. This functionality is fully configurable by the Administrator, who can decide on the length of time before a user is considered "inactive" and what action should be taken.

As data is collected from HR systems, the solution checks whether a user is still an active employee; it can also automate tasks based upon a leavers' policy by deleting users from the system on termination of employment. Snow Optimizer for SAP Software can automatically downgrade an inactive professional user to a lower-cost license type as a pragmatic cost-control action.



## BENEFITS

- Cost management
- Right-size SAP user numbers
- Automate license withdrawal of employees exiting the organization

## CENTRALLY MANAGE CONTRACTS AND ADDENDUMS

Snow Optimizer for SAP Software centrally manages all of your organization's SAP contracts and addendums. This allows for costing to be reconciled with license entitlement. The result is a single point of reference showing whether the organization is correctly licensed, in deficit or has a surplus of licenses. This is especially important if you have multiple, complex contracts.

Understanding SAP license position, combined with associated costs provides the procurement team with all the information they need to make future purchase decisions. It also enables them to leverage any excess of licenses in negotiations and avoid paying for unused licenses going forward.

### BENEFITS

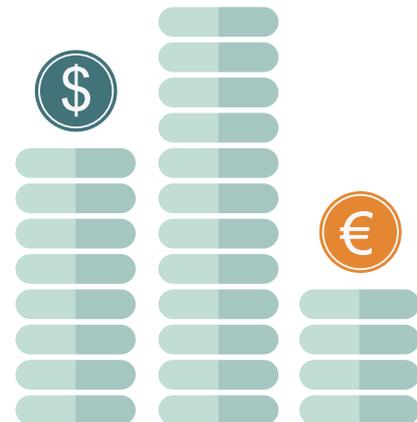
- Cost awareness and containment
- Centralized contracts to simplify business planning
- Continuous compliance monitoring

## CONTAIN HANA LICENSE COSTS

Many organizations using HANA have a license model based on peak memory usage. The usage which is aggregated across all systems can be very time-consuming to calculate. For this reason it is often left until the point of the annual system measurement to ascertain memory consumed and hence costs incurred.

Because the overheads on HANA may increase significantly over a year-long period, organizations can be left with substantial license costs which are hard to predict and budget for.

Snow Optimizer for SAP Software continuously measures HANA memory usage and aggregates the results across all systems. The insights provided enable the Basis Administrator to understand overheads and potential costs. With this information they are able to budget more effectively, and / or recommend changes to system usage which will lower resource requirements and overall license costs.



### BENEFITS

- Accurately monitor HANA resource utilization
- Contain and budget for HANA costs
- Right-size unnecessary license costs

## INSTALL AND MANAGE WITHIN THE SAP ENVIRONMENT [SAP CERTIFIED]

Snow Optimizer for SAP Software is an SAP-certified native solution for the collection and management of data from across multiple SAP systems. The SAP certification means that organizations can install and use the product in their SAP environment with confidence.

Their existing installation and applications are not affected, the SAP security features are fully employed, compatibility to future versions of the SAP Netweaver platform is ensured and all SAP-supported databases can be used.

Summarized data can also be viewed in Snow's central asset management interface - Snow License Manager. This enables authorized users of Snow License Manager to consolidate licenses across all software within the organization.

### BENEFITS

- Approved by SAP Software
- Data remains secure within SAP (only summarized data is exported)
- Rapid setup
- Start gathering data within hours
- Single interface for SAP administration & optimization

## ENSURE STRONGER ROI AND NEGOTIATING POSITION

In summary, ensuring that the SAP estate is optimized and knowing the organization's compliance position will empower all stakeholders in negotiations with SAP.

Snow Optimizer for SAP Software enables stakeholders to determine the financial impact of various scenarios and to identify potential savings.

Snow Optimizer for SAP software empowers your organization to perform all aspect of SAP contract negotiations based on real data/evidence leading to significant cost avoidance.



### BENEFITS

- Avoidance of very significant costs relative to overall IT budget
- Strong negotiation position
- Lowering of financial risk

## 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.

**Om**

### Oracle management option

Cut the costs of managing complex Oracle licenses.

**Vm**

### Virtualization management

Identify and manage virtual assets across the network.

**Sdm**

### Snow device manager

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

**Inv**

### Snow inventory

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

**Sic**

### Snow integration connectors

Integrate Snow's SAM platform with existing Inventory, ITAM and Service Management solutions.

**Sos**

### Snow optimizer for SAP® software

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

**Ap**

### Snow automation platform

Define and implement automated process to support software optimization.

## 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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