1 What OS systems are supported?

SNOW Inventory supports all modern and popular operating systems:

◻ Microsoft Windows – all versions starting with Windows XP and Server 2003;
◻ Apple – Mac OS 10.6 and higher;
◻ Linux distributions like Ubuntu, CentOS, Debian, Red Hat, Oracle Linux, SUSE;
◻ Unix distributions like IBM AIX, Solaris, HP-UX.

## 2 What is difference between Snow Inventory and SCCM?

Primary function of SCCM is computer configuration management, not Software license reporting. SNOW Inventory agent is designed to be very lightweight and not affect computer or network performance.

SNOW Inventory has benefits over SCCM when it comes to SAM relevant data collection:

◻ Complete software metering information with no business impact;
◻ Terminal services/VDI applications and metering;
◻ Web and cloud application identification and metering;
◻ Have inventory for different Linux and Unix environments;

SNOW Inventory scanning is done on daily basis and Inventory data is always up to date.

At the same time, SCCM can also be used as an external data source for SNOW License Manager.
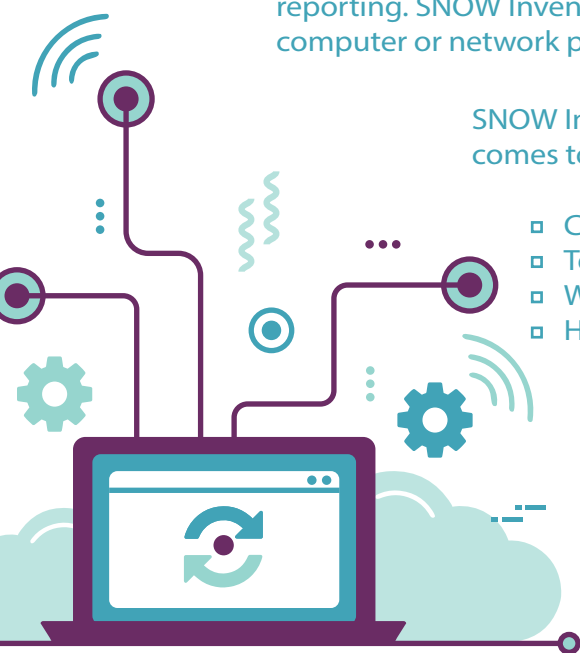
3 What 3rd party solutions can be connected or integrated to SNOW system?

The following solutions can be used to pick up Inventory data from different 3rd party systems:

- Active Directory;
- BMC ADDM;
- Dell KACE;
- FrontRange Discovery;
- HEAT Discovery:
- HP Discovery & Dependency Mapping Inventory;
- HP Server Automation;
- IBM BigFix Inventory;
- IBM License Metric Tool;
- IBM TAD4D;
- iQuate iQSonar;
- LANDesk;
- Microsoft SMS/SCCM;
- Symantec Altiris;
- Other, using automated xml import option.

The following Cloud solutions can be used to import inventory data in SNOW License Manager:

- Amazon Web Services (AWS);
- Microsoft Azure;
- Microsoft Office 365.

The following virtualization solutions can be used to import virtualization and datacentre mapping data in SNOW License Manager:

- Citric XenServer;
- Microsoft Hyper-V/VMM;
- Red Hat Enterprise Virtualization;
- VMware;
- Other, using automated xml import option.

The following MDM/EMM solutions can be used to import mobile device data in SNOW License Manager:

- MobileIron;
- VMware AirWatch;
- SNOW Device Manager;
- Other, using automated xml import option.

The following solutions can be used for 2-way data exchange integration:

- ServiceNow

4 What are the scanning/deployment scenarios?

SNOW Inventory's agent is flexible and can be deployed either as a Windows service on the machine or executed without any deployment. Deploying the client will give you full functionality and data will be sent to the server as soon as the computer is connected to the internet regardless of domain or network structure.

Running the client without any deployment requires some form of local execution such as log-on script, Active directory policy or manual action.

5 Is there an On-premise version for the tool?

Yes. SNOW has Enterprise version, where application servers are deployed on-premises on dedicated infrastructure - Windows application server and SQL Server database;

6 Is there a cloud version for the tool?

Yes. SNOW has a cloud version, where application servers are hosted on SNOW authorized partner like SQUALIO managed datacentre. Access to the solution is granted through web portal.

7 Is my data safe in the cloud?

To protect data, SNOW License Manager includes features that prevent unauthorized access and destructive attacks. Some of security implementation include:

◻ Inventory files generated by SNOW agents are secured with AES-128 encryption;
◻ Communication between inventory agents or web users and SNOW servers are secured using SSL certificates. Login to SNOW License Manager website can be prevented using IP protection;
◻ Database protection is ensured through data encryption, dedicated service accounts, no direct user access, and protection against harmful database code;
◻ User security is ensured through enforcement of strong passwords. Access to functionality is restricted by assigning users with roles
◻ Application and all the data is stored in Microsoft Azure datacentre – one of the most secure datacentres in world. Data are stored in European Union (UE).

8 Technical requirements for On-Premise version?

SNOW Enterprise solution consists of application and database server. The following is technical specification example for organization computer number between 1000 and 5000:

Application server:

◻ OS: Windows Server 2008 or later;
◻ RAM: 8 GB or greater;
◻ Processor: Single Xeon 2.4 GHz Dual Core or equivalent;
◻ Disk: 20 GB free space minimum.

Database server:

◻ OS: Windows Server 2008 or later:
◻ Database: Microsoft SQL Server 2008 R2 or later, Standard or Enterprise edition;
◻ RAM: 8 GB or greater;
◻ Processor: Single Xeon 2.0 GHz Quad Core or equivalent;
◻ Disk: 50 GB free space minimum.

Requirements for clients includes firewall configuration to allow connection to application server (or gateway service).

9 Technical requirements for Cloud version?

There is no requirement for server, however, a gateway service may be needed to forward Inventory data from local network to the server in the cloud. Requirements for gateway service are computer with Windows 7 / 2008 or later operating system version.
Requirements for clients includes firewall configuration to allow connection to application server (or gateway service). The Inventory server address is https://inventory.squalio.com:443

10   What if part of my infrastructure is in DMZ?

It's possible to install SNOW Gateway Service in the local network, which receives SNOW Inventory packages from end-clients in DMZ and forwards them to the main SNOW Inventory Server.

What kind of data is the agent capturing? 11

The agent collects information about the following categories:

- Installed applications – software name, executable file, manufacturer;
- User information – username, logon date, logon count, application usage;
- Hardware information – operating system, computer name, model, manufacturer, serial number, processor information, network adapter information, disk information, memory, monitor etc.
- Datacentre information – virtualization hosts, virttual machines, configuration.

12   What is the impact of the agent on the endpoint?

A new application will be installed on your computer (SNOW Inventory Agent). Agent does not reduce computer's power or speed.
For example, Windows computer inventory is done using very small amount of resources – 1-2% of CPU and 3-8MB of RAM once per day for few seconds.

What is the size of the agent? 13

The size of the agent is 3,5 MB.

14   What is the network load generated by the agent?

Average size of full Inventory data, which is collected once per week, is 70-100 kB.
Average size of delta inventory data, which is collected daily, is 2-20 kB.

What if I do not have Active Directory? | 15

It is possible to use SNOW software in environments without AD.
AD Group Policy Objects (GPO) can be used for SNOW agent centralized deployment.
In addition, AD connector helps to validate if all the active computers in organization has
SNOW inventory agent installed and can be used to get complementary information from
AD about users such as full Display Name.

16 | How can I distribute the agent?

It's possible to distribute agent centrally with or without agent installation or manually.
Centralized package (msi) installation can be made using:

- SCCM or other application deployment tools;
- Active Directory GPO;

Agentless scanning using AD logon scripts;

Agent local installation can be done using:

- Command prompt;
- Manual execution.
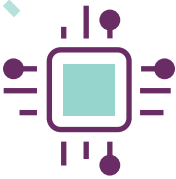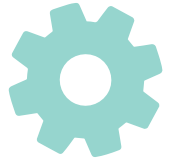
What if I have mixed infrastructure? | 17

Scanning of mixed infrastructure is supported. It's possible to mix different scanning scenarios for
different Operating Systems.

- It's possible to use 3rd party inventory tools for part of infrastructure.
- It's possible to manage different legal companies, which is part of the same organization, from
  single SNOW portal.
- It's possible to combine inventory from different internal and external networks by using SNOW
  Gateway services.

18 | How often is the agent updated?

SNOW Inventory Agents are updated every 1-3 months. Each update brings new
functionalities or bug fixes. Agent updating can be done automatically through SNOW
Inventory server.

What data is sent to manufacturer? | 19

SNOW solution can send anonymous information about applications to product manufacturer in
situations, when software product is not automatically recognized by SNOW Recognition Service.
The purpose of such data sending is to recognize these software names and add to global
definition database, which is updated on daily basis.

21 Can I make my personal data anonymous?

Yes. It's possible to anonymize personal data such as User names and IP Addresses. This information can be encrypted and represented in non-readable form inside the user portal.

How can I remove the agent? 22

It's possible to make uninstallation of agent, using centralized software deployment tools or AD GPO, uninstalling it manually from "Programs and Features" or using command prompt.

OPERATIONS QUESTIONS

1 How can I access cloud portal?

You can access SNOW License Manager portal login page by going to the following address https://sam.squalio.com for SNOW Cloud version.

Can I add more users/admins? 2

Yes. It's possible to add additional users to the portal. It's possible to limit user access rights by defining users' roles.

3 Can I import license data in the tool?

Yes. It's possible to bulk import license data from any of the following sources:

- ◻ Microsoft Licensing Statement (MLS) document;
- ◻ License import form in Excel.

Can I import user list? 4

No. User information is generated automatically after the scanning. However it's possible to import any complementary information about users such as Full Name or Location.

5   Can I add custom data fields?

Yes. It's possible to add any number of custom data fields for existing data objects - computers, users, application, licenses or agreements. It's also possible to create custom objects such as Printers.

Can I add custom roles for users?   6

Yes. It's possible to create custom users' roles to limit users access or available data scope. For example:

◻ Read-only users with no editing possibilities;
◻ User with access to specific organization node (e.g. country admins);
◻ User with access to specific data type (e.g. license adding only).

7   Can I scan different business units?

Yes. It's possible to scan different business units using separate agent configurations and/or Inventory gateway services.

Can I customize my alerts?   8

Yes. It's possible to choose from defined list of alerts and/or customize existing ones. However, it's possible to define custom e-mail notifications containing specific reports with user defined criteria.

9   What kind of alerts are available?

The following alert types are possible to define in the portal. It's possible to define warning / critical thresholds for each of these alerts.

◻ Computers not inventoried / not inventoried for X days
◻ Inactive computers within X days
◻ Quarantined computers / users
◻ Unused applications
◻ Under-licensed / over-licensed applications
◻ Installed / used blacklisted applications
◻ Expiring / Expired agreements / licenses / subscription licenses
◻ Users without application rights / application with user right definition
◻ Computers with less than X MB system memory / total disk space / system disk space
◻ Invalid license assignments / incomplete licenses / invalid extended licenses / unassigned licenses
◻ Virtual machines / cloud servers without client
◻ Recently installed applications
◻ Application End of life / End of support / End of extended support
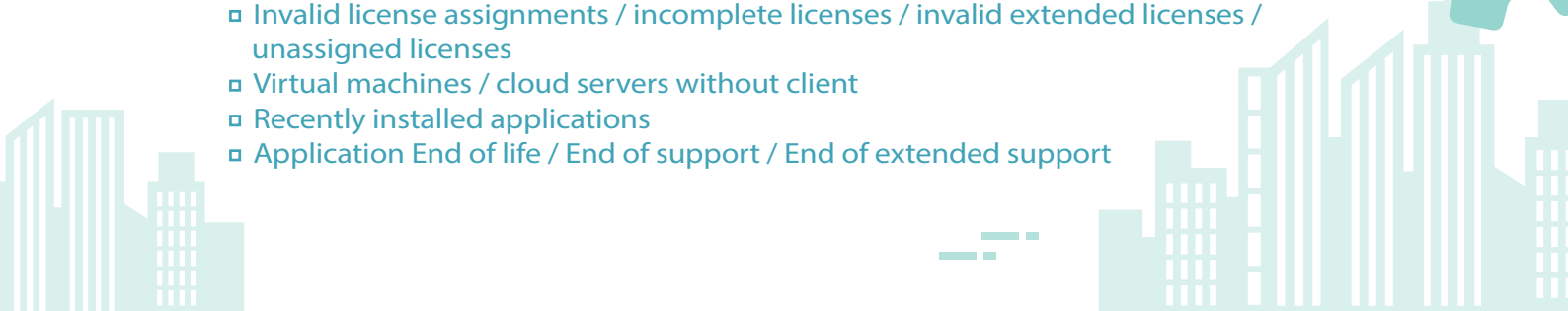
Can I make my own reports? | 10

Yes. It's possible to create custom reports based on the data which are available in SNOW License Manager portal. The reports can be saved, shared with other users or created on user defined schedule.

11 | How can I reset user password?

Password can be changed under user setting page. If the password is forgotten, you can use "Forget your password" option in login page, specify your registered e-mail address and you'll receive new password shortly on your e-mail.

Is there a support available? | 12

Yes. If you're using SNOW Cloud version, please contact SQUALIO regarding any questions or problems you're experiencing with SNOW system.

If you're using SNOW Enterprise version, please use SNOW support portal, support e-mail or telephone number to register any incidents. Detailed information about the support is available here: https://www.snowsoftware.com/int/support/support-qa.
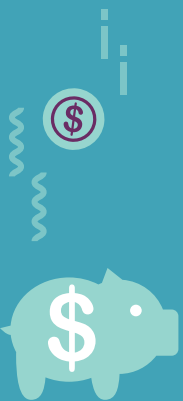
Can I export reports? | 13

Yes. It's possible to export any report to csv, xls, pdf or xml format files.

14 | Can I input financial information?

Yes. It's possible to add the following financial information:

- Computer purchase price;
- Software cost;
- License and agreement purchase price;
- Maintenance and support costs.

Can I add attachments to agreements, licenses? | 15

Yes. It's possible to add documents and attach them to licenses, agreements or computers.

16 Does the tool recognize SKU?

Yes. SNOW has a database that contains more than 800'000 SKUs. SKU repository simplifies data on import and registration of new and existing licenses. The SKU repository is updated dynamically on a daily basis

What if I have in-house built software? 17

SNOW Recognition Service may not identify in-house built software, which is no globally available for commercial purpose. It's possible to request SNOW support to add specific software to global recognition definitions or identify it manually.

18 How often the data is refreshed?

Data in SNOW License Manager portal are automatically updated once per a day during night time. During data update process, access to user portal is limited.

How often the Effective Licensing Position is recalculated? 19

License compliance is recalculated once every hour. It's possible to re-calculate it manually.

20 What is the size of software recognition library?

There are more than 500 000 different applications from more than 80 000 software producers in SNOW Recognition database. Database is updated and new applications are added every day.

Who is updating the library and how often does it happen? 20

SNOW Software Recognition database is maintained by SNOW Recognition team, which consists of more than 20 people. Database is updated and new applications are added every day.

21 What happens if a computer is decommissioned?

If computer is decommissioned, it can be deleted from system automatically after specified time of inactivity, or computer can be deleted manually from the SNOW License Manager portal.

What happens if a computer is reinstalled? 22

If computer is reimaged with the same computer name (host name), then computer object is updated in SNOW License Manager as well. If computer name is changed, there will be 2 computer objects reflected, from which the old computer should be deleted manually or it will be automatically cleaned up after certain amount of time.

Can I access and continue using tool if my licence has expired? 23

If SNOW License Manager license has expired, access to License Manager will be terminated, but data will not be deleted immediately. Whenever license is renewed, you can keep using SNOW as normal.

24 Can I automate process with SNOW?

SNOW Software offers separate module "Automation Platform". When using this module, it's possible to automate different workflows or tasks associated with software asset management, for example:

- Requests for hardware and software (including approvals)
- Policy-driven subscription management and automated license harvesting
- Device and permissions management
- Cost-center tagging
- Provision and decommission of cloud resources
- Software uninstall management
- User on-boarding and identity management
- Self-service portal for users

Portfolio of import-and-go automation books currently include:

- SAM optimization for Snow License Manager
- Mobile optimization for Snow Device Manager
- Cloud IaaS optimization for Azure, AWS, Google Compute Engine, and VMware
- Cloud SaaS optimization for Office 365
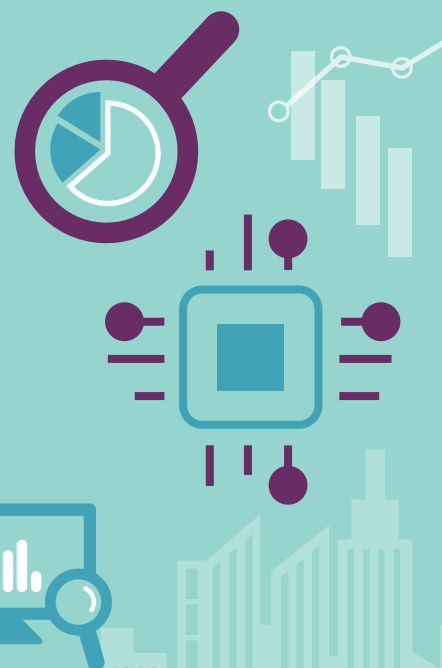
25 | Can I add mobile devices?

Yes. It's possible to import data in SNOW License Manager portal from existing MDM solutions like MobileIron, AirWatch, SNOW MDM and others, from which mobile device information can be extracted.

Does SNOW has MDM capabilities? | 26

Yes. SNOW Software offers a separate module for Mobile Device Management. It can be used as a stand-alone MDM solution and mobile device data can also be integrated in the SNOW License Manager portal.

27 | Can I scan cloud software like Office365?

Yes. SNOW has dedicated connector for Office365 to get actual information about user subscriptions and their usage. SNOW Cloud discovery can out-of-box identify other SaaS applications, which are used around IT estate.

Can I scan Azure, AWS hosted infrastructure? | 28

Yes. SNOW has dedicated connector for Amazon Web Services (AWS) and Microsoft Azure to identify what cloud servers are in use and if they're scanned using SNOW Inventory agents.

29 | Can I measure software usage time?

Yes. SNOW Inventory Agent collects information about local application usage (last access, average run time, run count). In addition, SNOW Inventory Agent can meter user defined web applications.

Can I create software whitelist or blacklist? | 30

Yes. It's possible to define blacklist or whitelist application lists using software patterns, for example, %Games%.
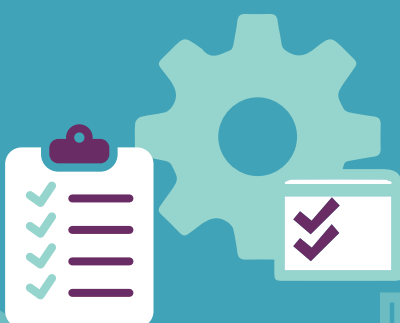
31 Can I track usage of unwanted software in the environment?

Yes. SNOW License Manager reflects information about how many and where blacklisted applications are installed and which users are actually using them.

Can I track non-authorized software access? 32

Yes. It's possible in SNOW License Manager to define specific users that has rights to use certain application. All other application usage will be alerted as non-authorised.

33 Can I track my processor/core based licences?

Yes. It's possible in SNOW License Manager to track different license types such as per processor, per core, per user/device, per concurrent user/device and other.

Does SNOW recognize software and its version as well as downgrade or upgrade rights? 34

Yes. SNOW Recognition Service works with raw data to normalize them and represent correct software names, producers, versions, editions in SNOW License Manager portal. Recognition Service also indicated possible downgrade and upgrade paths.

35 Can I track IBM/Oracle/SAP/MS licence usage?

Yes. SNOW License Manager has implemented licensing logics for major software publishers like IBM, Oracle, SAP and Microsoft. For Oracle and SAP license usage additional SNOW modules may be needed.

Where can I learn about using SNOW? 36

You can visit SNOW Software homepage https://www.snowsoftware.com, where you can find product descriptions, videos, webinars, whitepapers and more.

Can I collect software installation keys? 37

No. SNOW does not collect software installation keys with exception of Microsoft Operating System activation key. Product producers usually encrypt software activation information such as serial keys in order to avoid any unauthorised use of such data.

38 Can I deploy or uninstall software using SNOW?

No. SNOW does not offer installation / uninstallation functionality. However, it's possible to use SNOW Automation Platform to automate processes related to these tasks.

39 Can SNOW capture information about device geo-location?

No. SNOW does not collect geo-location data. However, it's possible to set up rules (e.g. IP patterns) to automatically sort the computers in different business units or countries.

40 Can I identify outdated software?

Yes. SNOW Recognition Service indicates software, which is End of Life, End of Support or End of Extended support.

Can I identify devices without antivirus? 41

Yes. SNOW License Manager contains prebuild reports with computers, which are missing a specific application type such as antivirus installed on it.

1 How can I reduce software costs with SNOW tool?

Over licensed software -
Reduce new license purchase
Harvest under-utilized apps
Eliminate unnecessary purchase
Reduce hours spent on financial cost calculations for future subscriptions and agreements, based on ready to use data

Reduction in support -
Renew license contracts based on usage
Renew support contracts based on need
Rationalize application amount by standartizing the company environment
Reduce hours spent for information gtathering about user systems in support cases

Audit readiness -
Reduce impact on business (man-hours saved)
Mitigate risks of penalties
Eliminate some audits through pre-emptive actions

Does SNOW guarantee compliance of the environment? 2

Snow does not guarantee that environment will be compliant, as this is something that customer must care for.
Snow can serve as a tool to follow and get true data about current status of your environment, this information can then be used for well targeted actions to resolve any compliance issue as well as optimize costs and reduce unneeded complexity or costs.

3 Are there any other costs that SNOW might reduce?

App rationalization -
by assessing actual amount of usage of similar purpouse apps, like PDF readers, IT Manager can effectively remove similar purpouse apps from the environment, thus reducing the complexity of the environment, reduce support case amount due to different app issues and perform cleanup of the PC.

Staff Efficiency gains -
with the high quality data normalization and software recognition, SNOW provides single platform of information for multiple departments - finance, business development, procurement, service desk. With the information available, key decisions related to software strategy and operations can be made effortlessly and in a faster manner than it would be done without the quality intelligence.

Non-compliance penalties -
VBased on Gartner assessment almost 70% of enterprise companies will have an audit made by software vendor within a year, this as well as GDPR compliance risks generate a very high potential cost that might occur in case of nonconfirmity findings. Mature SAM process allows this risk to be controlled and reduced, by providing intelligence about potential issues, beforehand.

4 How can my Financial department benefit from SNOW?

DRIVE DIGITAL TRANSFORMATION

It is not just IT that is responsible for driving the organization's Digital Transformation. Leading CIOs are closely aligned with the needs and goals of their business partners but have a financial responsibility to ensure efficient allocation of scarce resources. They need full insight into how technology is being used, especially SaaS application and IaaS environment usage for which there is often little visibility. They need advanced analytics that gives an integrated view of application and environment use across on-premise, cloud, and mobile. Analytics that provides justification for rapidly increasing cloud spend.

ELIMINATE OVERSPEND & WASTE

You wouldn't let an employee buy a new desk if there was one already going spare. So why allow the organization to buy software and cloud services it doesn't need or agree to support terms that far outweigh the current
use of the applications to be covered? Understand where the slack is in software assets and you can reallocate them across the organization to save and substantially cut waste.

AVOID UNBUDGETED COSTS

What's the worst kind of cost? Unbudgeted cost. With a 70% chance that your organization will be audited by at least one software vendor in the next 12 months, unless you have full visibility of your current Effective License Position, you can expect the unexpected in terms of unbudgeted software costs. What's worse; you probably didn't need all of the cloud resources and software in the first place.

SOFTWARE ASSET MANAGEMENT = SNOW

Snow's Software Asset Management platform is used by more than 4,500 organizations around the world to manage the cost and effectiveness of software and hardware investments. For the CFO and finance / procurement teams, that means having visibility of all software and cloud assets, license entitlements and usage. Shared access with other SAM stakeholders makes it easy to implement and enforce processes that deliver better financials for the organization.

How can my Legal department benefit from SNOW? 5

Compliance and financial risk reports can provide good insight in the current level of inconsistency or issues within the environment. Audit readiness is of extremely high value considering the possible fines in case of incompliance. Having a mature SAM program can often deflect audit possibilities as vendors do not bother to audit companies that invest in control tools and mechanisms.

How can my Support department benefit from SNOW? 6

Single source of data - reduced time of analysis and assessment
Support contracts renewed based on need
Precise and up to date data for each PC and user profile
Intelligence about Saas cloud software

7 How can my IT department benefit from SNOW?

DRIVE DIGITAL TRANSFORMATION

Leading CIOs know the importance of aligning themselves to business goals such as Digital Transformation. This alignment is only possible with a detailed understanding of all technology usage, especially cloud. Snow's deep analytical capabilities provides insight into technology usage across on-premise, cloud and mobile, including business unit IT, enabling CIOs and IT leaders to support organizational business goals while efficiently allocating technology budgets.

FULL VISIBILITY OF THE IT ESTATE

Regardless of the growth of so-called Shadow IT, or the increasingly diverse and distributed nature of devices, platforms, cloud services and software in use across the entire technology estate, the CIO needs to have complete visibility of every devices, every software app and every licensing agreement. You're flying blind without it.

MAXIMIZE PRODUCTIVITY

Your staff doesn't have the time to react to every technology related request – whether it be an overburdened help desk, a new-hire process that takes too many steps hindering employee onboarding, or an engineering team struggling with system workloads that slow sales agility. Snow's comprehensive SAM solution provides visibility where you need it, improves decision making speed, and automates manual tasks to accelerate organizational processes and deliver substantial improvement to IT productivity.

MINIMIZE AUDIT THREATS

There is a 70% chance that your organization will be audited by at least one software vendor this year. An audit is disruptive, time-consuming and can be costly if you're not ready and able to defend your position. You need to know your Effective License Position for all key vendors before they come knocking.

ELIMINATE SECURITY RISKS

Out of date applications, unapproved software installs, unauthorized devices. These are the root of much of the security risk facing your organization. All of which can be addressed through application whitelisting, accurate identification of software versions and alerting on unapproved apps whether installed or running in the cloud.

8 How can my Security department benefit from SNOW?

Security department can receive alerts and reports about multiple types of events or data within the environment:

End-of-life software
Blacklisted software like games, file sharing apps, malware
Security sensitive software usage, like Flash players
Information about authorized or unauthorized access to business critical apps
Alert about uncommon usage - access to sensitive systems outside working hours
Report about devices which should or should not have VPN software
Reports about software executed from external USB drives, this is especially important in case when user is not local administrator of PC.

9 How can my Procurement department benefit from SNOW?

You're the organization's go-to person for software procurement. They know that if they need it fast and at a good price, you're the person for the job.

You don't need a Software Asset Management solution.

Or do you? When you're making that purchase of new software licenses, are you sure you don't already have spare entitlements lying around? ? When you're getting ready to purchase a new cloud service as part of a cloud-first initiative, do you know if any departments have bought subscriptions under their own budget? When you're negotiating the annual support agreement, do you know how many copies of the application are actually being used?

NEGOTIATE FROM A POSITION OF STRENGTH

You pride yourself on getting a great deal from suppliers. Your negotiation tactics are legendary. But you're flying by the seat of your pants. Wouldn't it be more effective to base negotiations knowing software subscriptions and installs and their usage over time, rather than guesswork? You could see exactly how many applications have been deployed, what SaaS subscriptions are in use, what cloud services are being used in public clouds, what versions of each and how much they are being used.

DEMONSTRATE YOUR VALUE

You know you're good. But wouldn't it be great to show the value you bring to the organization in hard facts? Show cost and utilization for cloud services …How about management reports that show how cloud and software expenditure or vendor agreement costs have changed year on year, or how software utilization is fully optimized?

10 What is the usual Pay Back Period for SNOW?

Typical Pay Back Period for Software Asset Management program can be from 6 months up to 2 years.
This depends heavily on the environment size, amount of compliance issues and license types (subscription or standalone), maturity of SAM process and flexibility within the company to adjust.