



FERRETTIGROUP

Snow ensures license optimization is plain sailing for Ferretti Group

COMPANY BACKGROUND

The Ferretti Group is a world leader in the design, construction and sale of luxury yachts, with a unique portfolio of prestigious and exclusive brands.

CHALLENGE:

As a group heavily invested in high-cost software to help both the design and manufacturing processes, Ferretti Group recognized that an advanced Software Asset Management (SAM) platform was key to optimizing its Effective License Position and management of complex licensing metrics. Specifically, Ferretti Group wanted to ensure that it was both preventing wasted expenditure on unused licenses as well as ensuring the all users had access to the software they need.

Working with SoftwareONE Italy as its preferred SAM partner, Ferretti Group discovered how easily it could deal with these challenges thanks to highly automated Software Asset Management solutions from Snow Software.

WHY SNOW?

Snow proved to Ferretti Group that there was an alternative to the SAM model where the cost of ongoing services far outstrip the cost of technology acquisition. Thanks to the wide ranging out-of-the-box features in the Snow SAM platform, Ferretti Group enjoyed a quick implementation, short learning curve and a lower Total Cost of Ownership (TCO).

This, combined with the deep knowledge and licensing expertise demonstrated by the SoftwareONE team, proved a winning combination and more than justified the initial investment.

“After having understood the importance of an accurate compliance position, we decided to use Snow Software, which equips us with consistent monitoring on application metering. This plays a crucial role in our SAM Strategy. All in all, Snow Software gives us a comprehensive and reliable solution for managing both contracts and applications.”

SAM Hero: Giuliano Capizzi, CIO at Ferretti Group

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