

A Glimpse Under the Hood

The Critical Components Needed for Building a Next-Generation Software Monetization Experience



Jam Khan

Sr Dir Professional Services, SafeNet



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The **Business** of Software Licensing

“We have a **manual process** now for generating license keys and would like to **automate** with a self-service portal”

“We know we need to do something about licensing but we **don't** know where to start or what we need to look at.”

“We implemented licensing two years ago and it's been a **painful mess** for our **customers**. Can you help us fix it?”

“The number one cause of a failed licensing project is poor **business integration** followed by a lack of **project management**”

“We have **multiple licensing systems** now due to **acquisitions** and need to bring them together under a **single model**”

“Can you help us understand what we should be looking at for **requirements** or do you have **samples** that others have used?”

“We have a homegrown back office solution now and are looking at **enhancing** it with a commercial tool.”

“We are in the middle of a licensing implementation and **it's just not going well**. Can you get us on track?”

“Half of our **customer calls** are for licensing. Can you **help US** figure out what we are doing wrong?”



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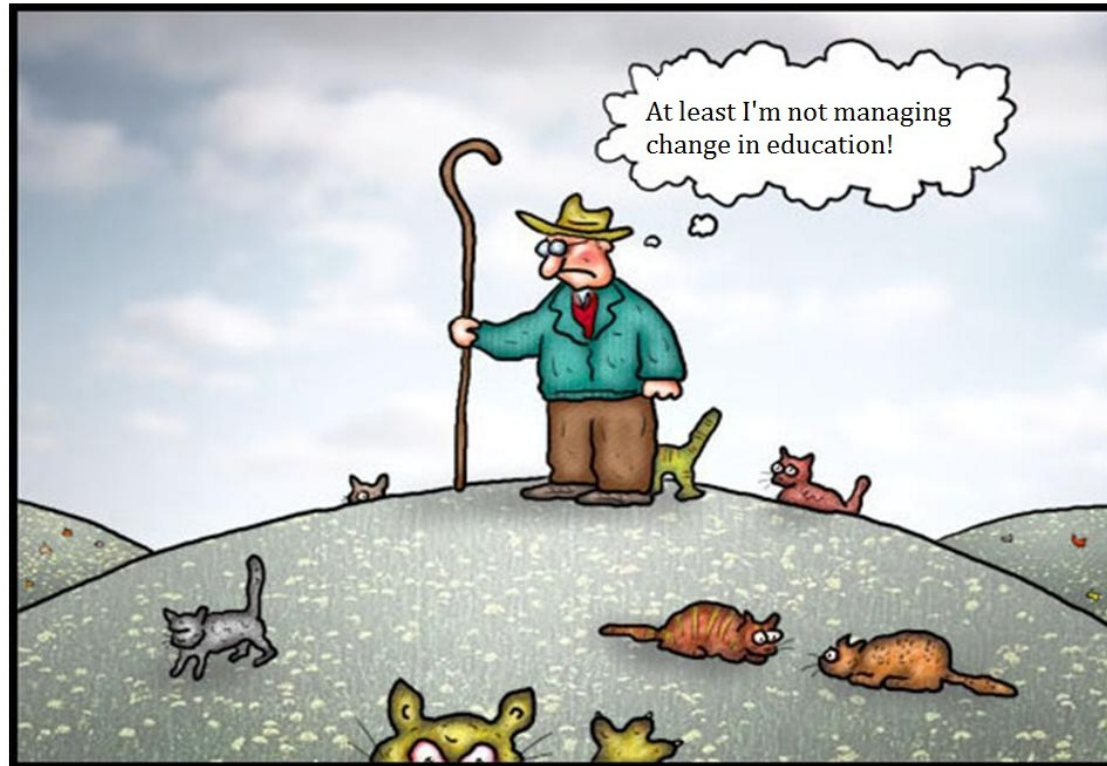
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It Starts With a Plan

Putting together a corporate wide licensing plan is a complex task



Business Process Trumps Technology Integration



Cross Functional Consensus and Engagement

Without Sales, IT, Engineering and Operations alignment you're likely to end up with a broken implementation



It can get stormy, but it's still a team sport!



Re-assess Your Goals

“Everyone has a great plan until they get punched in the face” – Mike Tyson



How do your Sales teams want to sell?

Is your product packaging/pricing roadmap in line with the software landscape?

Are you trying to fix what isn't broken?



Begin at the End

What is your customer experience going to be?

www.theatriumdesign.com/clients/safenet/single-order-download.php

SafeNet. THE DATA PROTECTION COMPANY

Logout

Product Download and Activation

Company Name: MCA Recording Studios
Order Number: 212131

[All Orders](#)

Item	Type	Purchased Quantity	Licenses Activated	Licenses Available	Number of Licenses to Activate
Digital Virtual Audio Console	Stand alone	150	50	100	1
Digital Virtual Audio Mixer	Stand alone	150	50	100	1
Digital Mixer Bonus Pack	Network	100	75	25	25

System Information

Tell us about the system where you will install the licenses

System Fingerprint

[Get my system fingerprint](#)

Activate

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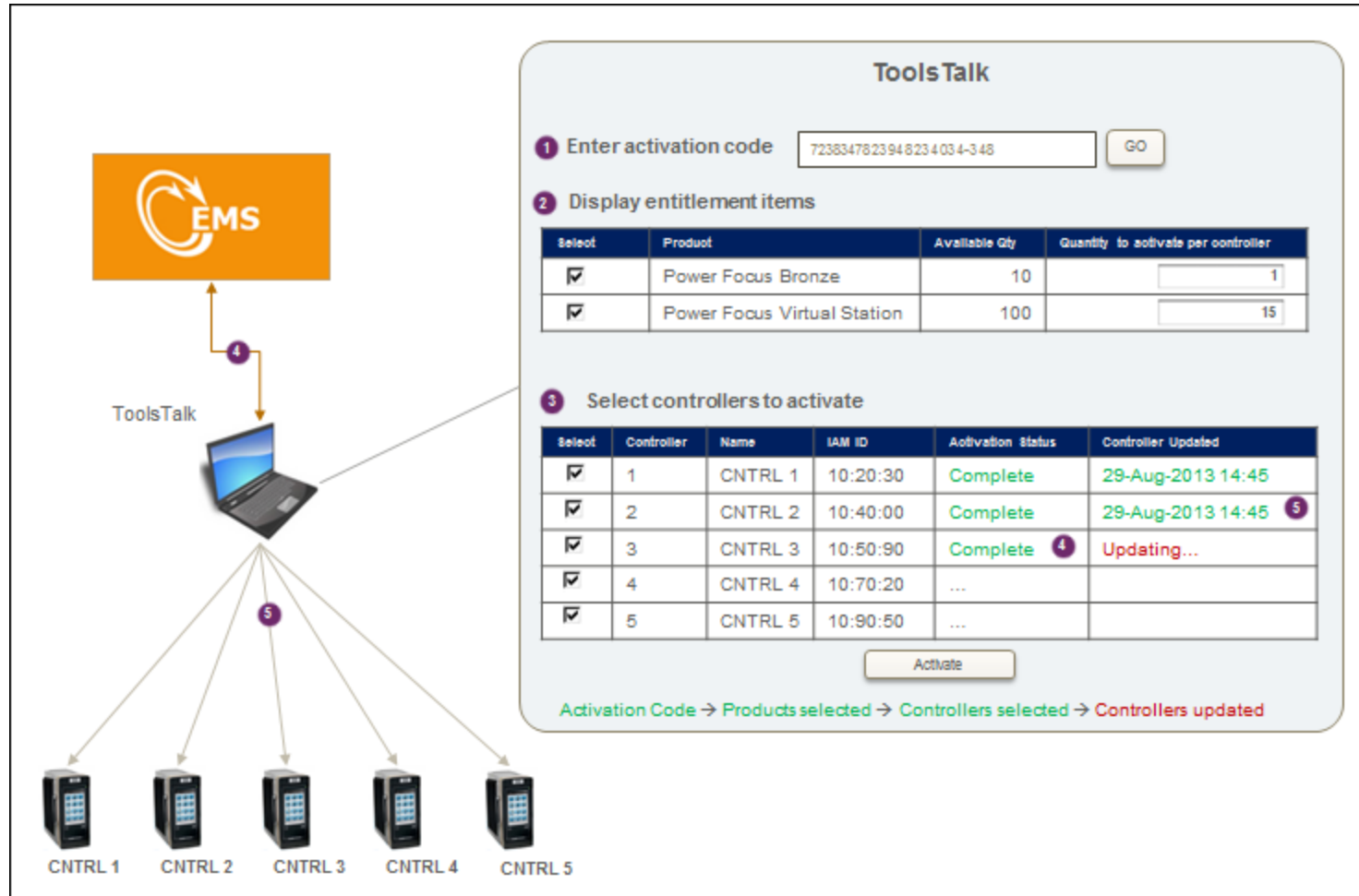
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Ease End User Adoption

Improved customer visibility is a good thing



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What Can Your Internal System Handle?

- Be Realistic
- What level of back office integration can you sustain?
- Where should entitlements fall into your order process?
 - System of Record?
 - Enforcement?
 - Vehicle for Billing?
- What systems will you integrate?
- Who will use the system?



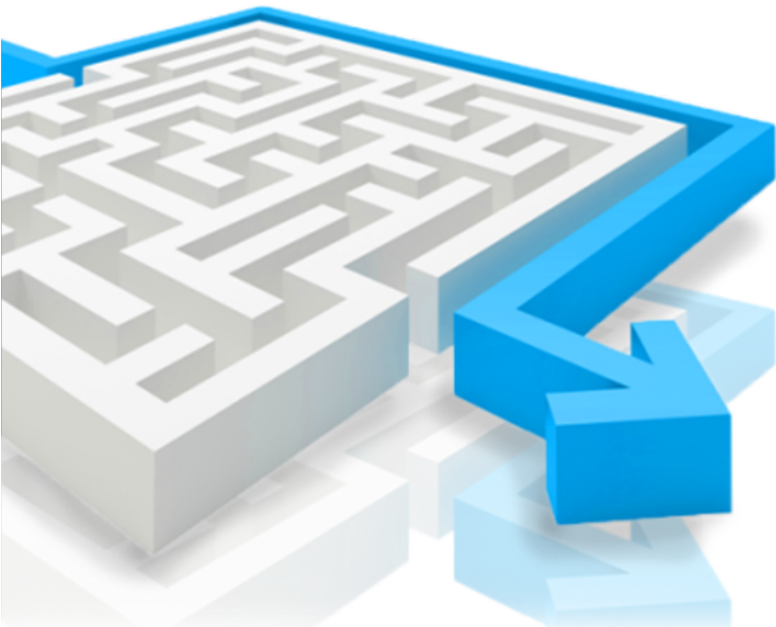
Simplify

Don't overcomplicate licensing

- Hint: It happens more often than you might think

A flexible tool can lead to complex deployment

Focus on the end goal



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Metrics for Success

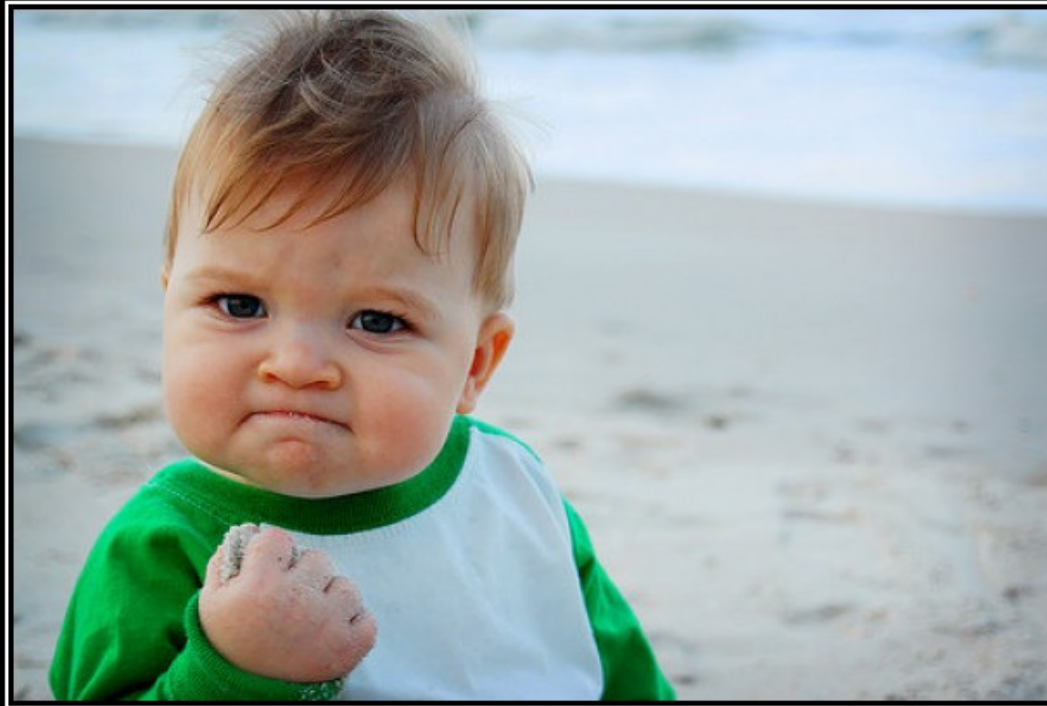
- What pricing models are you looking to enable?
- What defines success:
 - Better understand of customer usage?
 - Increased revenues?
 - Larger market share?
- Have you improved the customer experience?
- Is IT's life less complicated?

- Is Sales happy??

Keep revisiting these metrics!



It's Not Easy, But You Can Do It



SUCCESS

Because you too can own this face of pure accomplishment

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