



Turning Technology Threats into Opportunities – The Licensing View

March 20th, 2012

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Vice President SRM EMEA

SafeNet Inc.

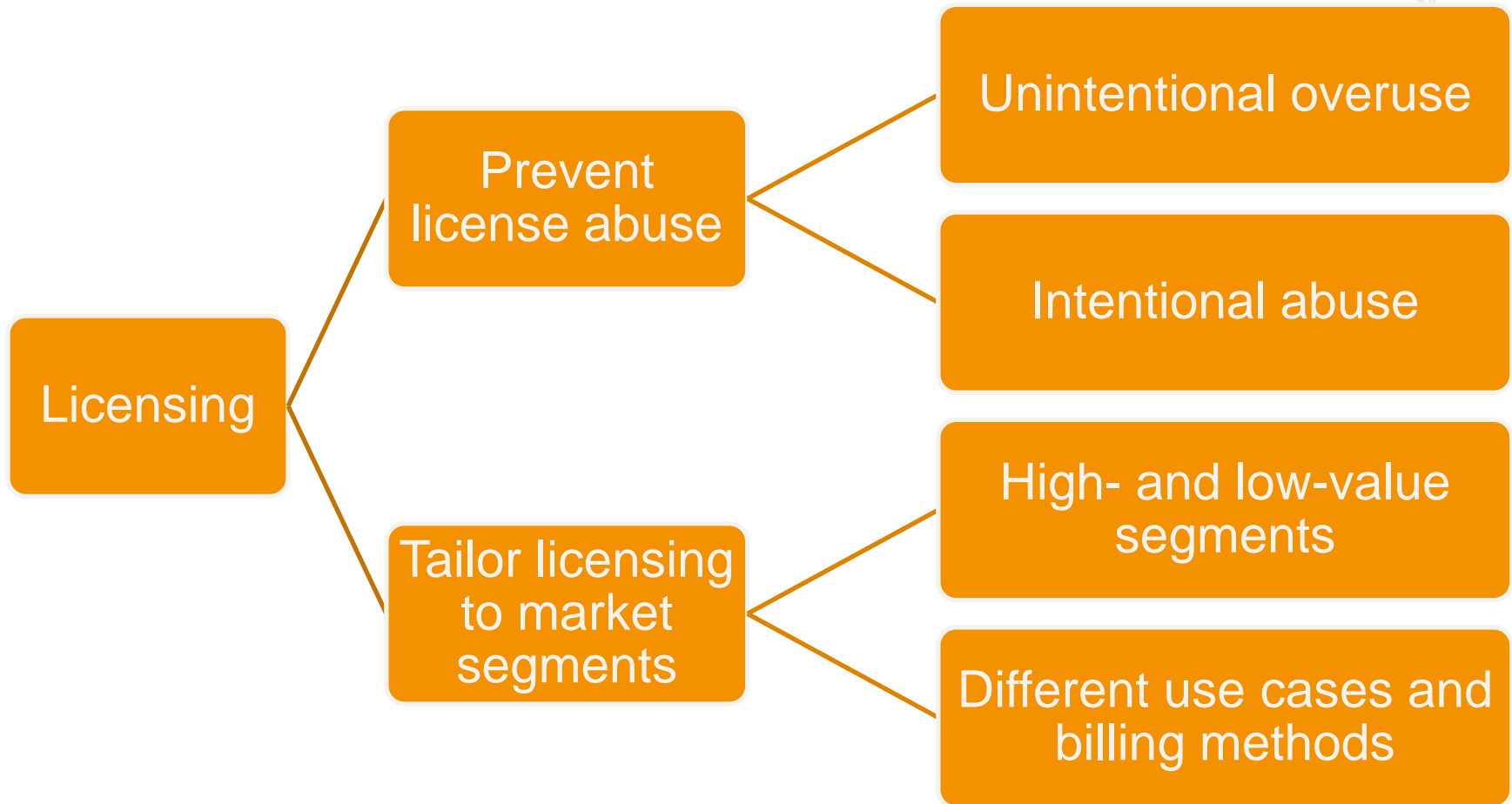
Agenda

➤ Licensing

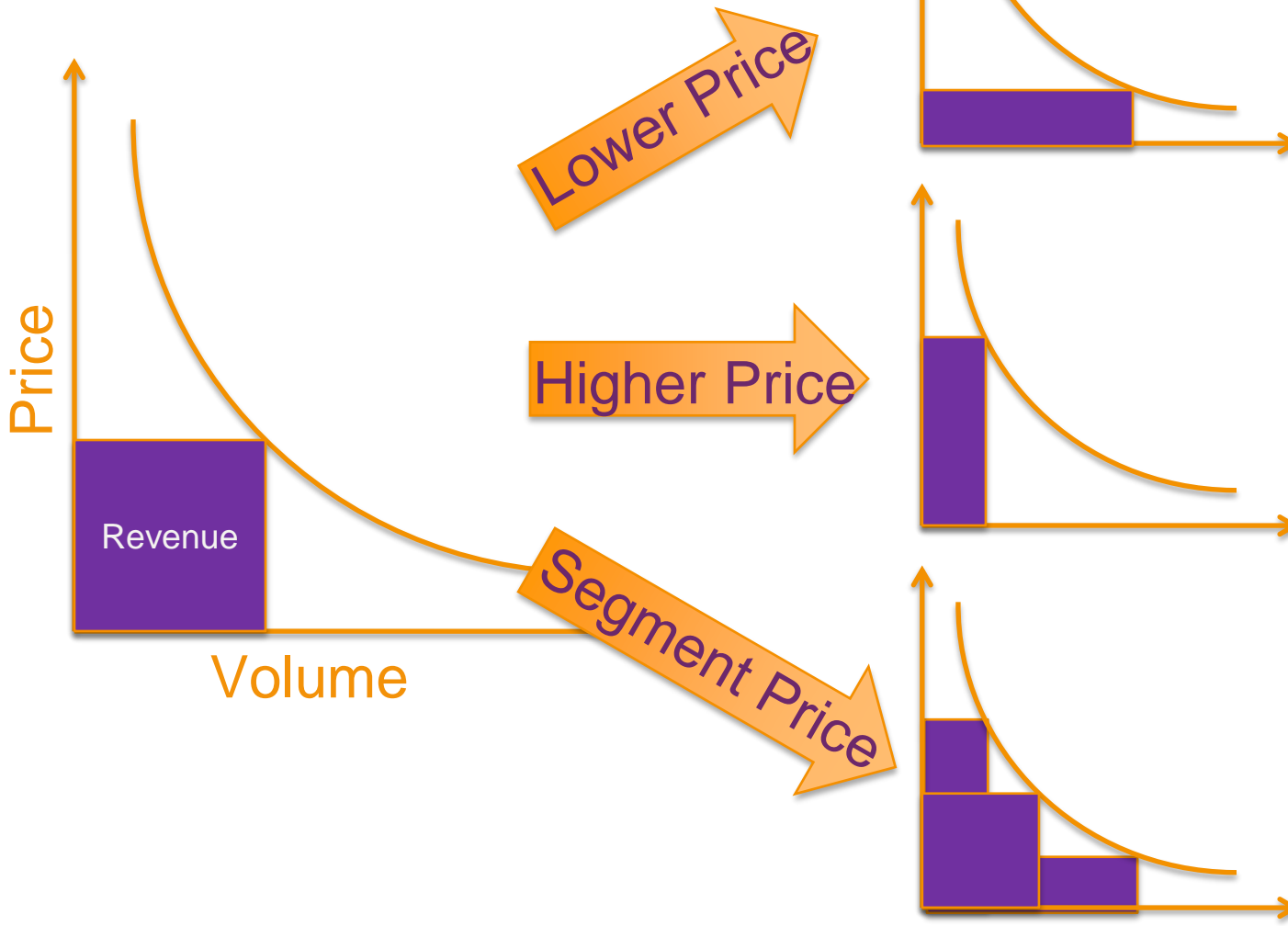
➤ Technology Challenges and Countermeasures

➤ The Opportunity

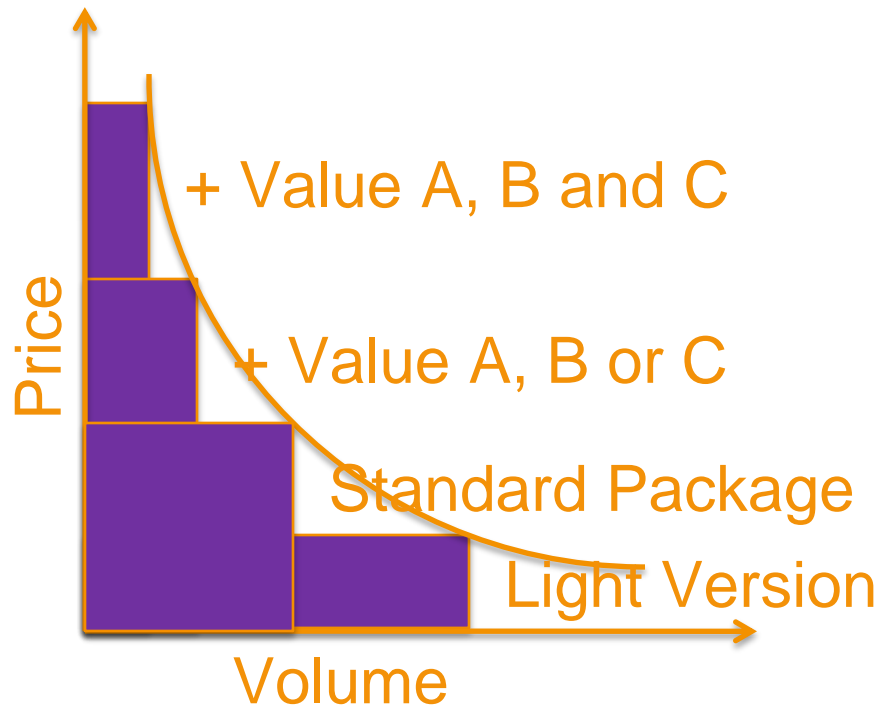
Primary Licensing Goals



Maximizing Revenues



Segmented Offering



- Packages with different values, where values can be
 - Features
 - Ressources
 - Service Levels
 - Frequency/ duration of use
 - ...
- Price differentiation if additional revenues exceed cost of pricing complexity

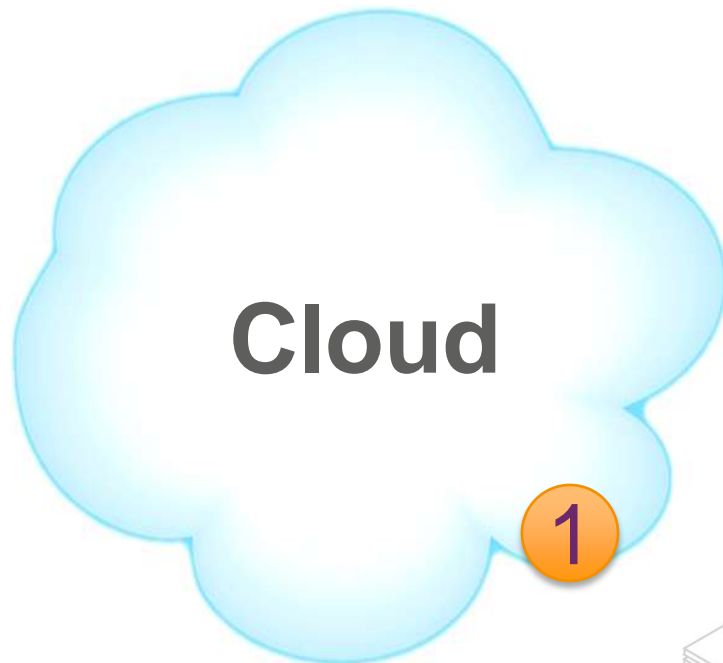
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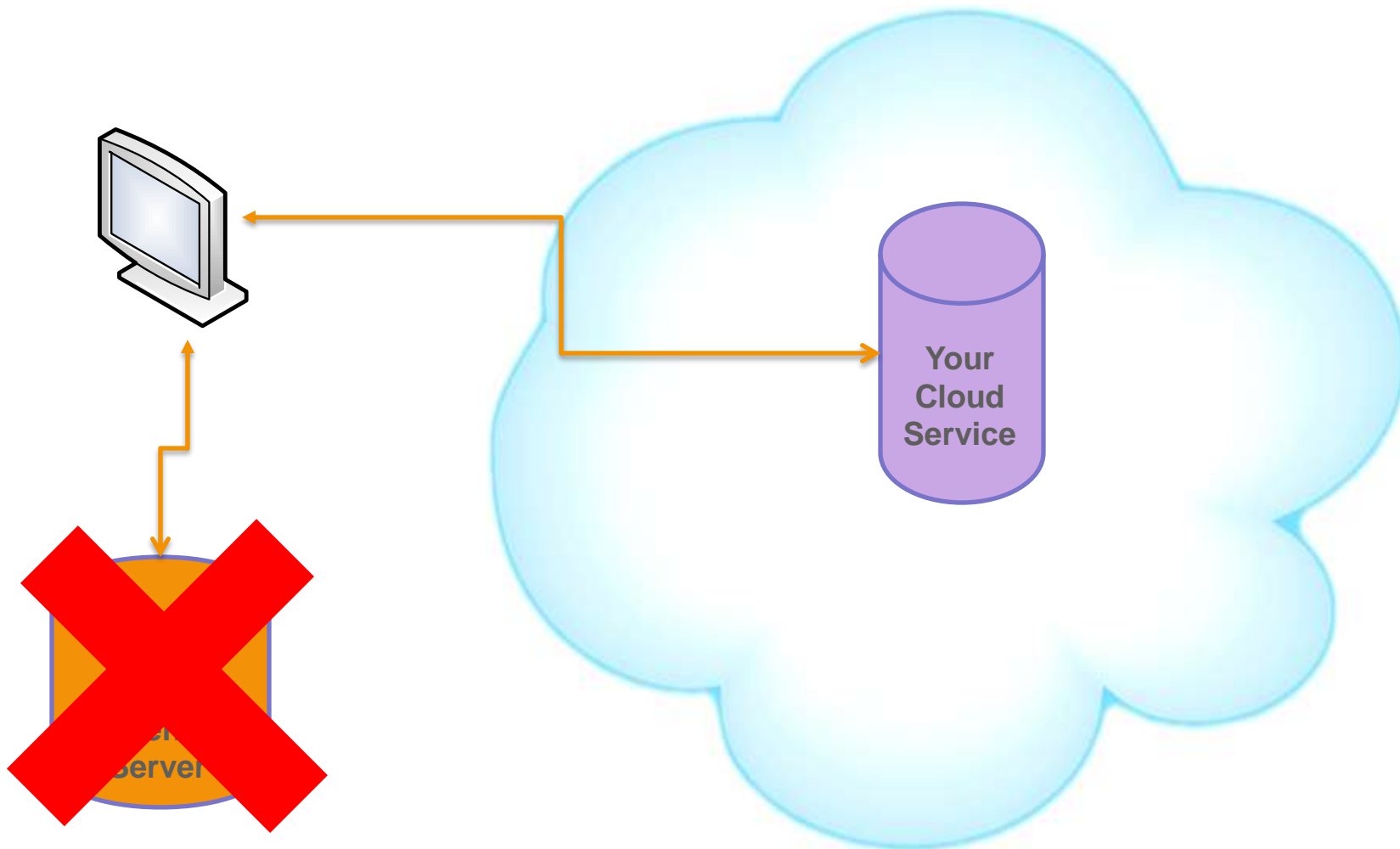
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Technology Threats

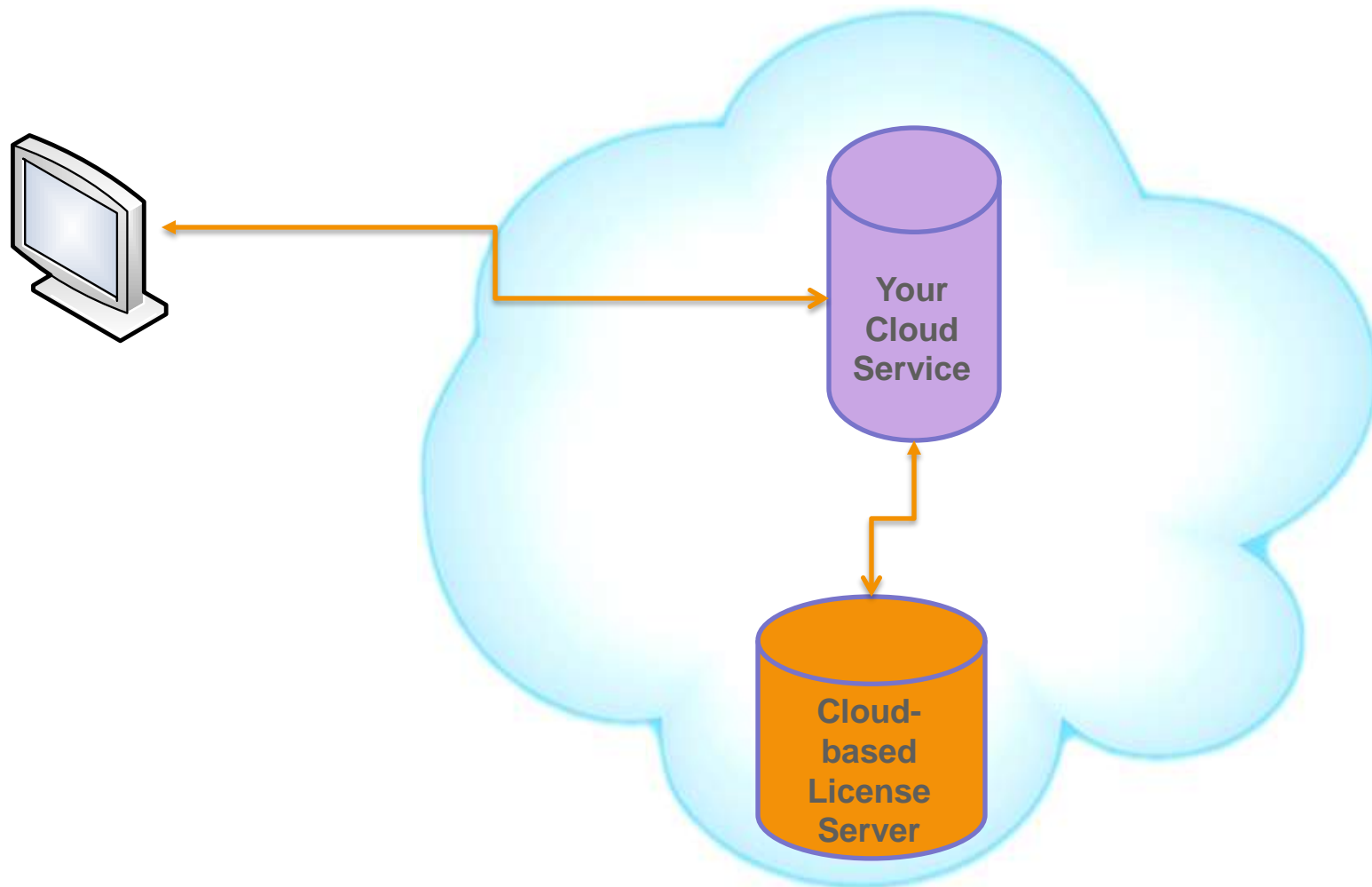


1 Licensing Cloud Services - Traditional Licensing not Usable

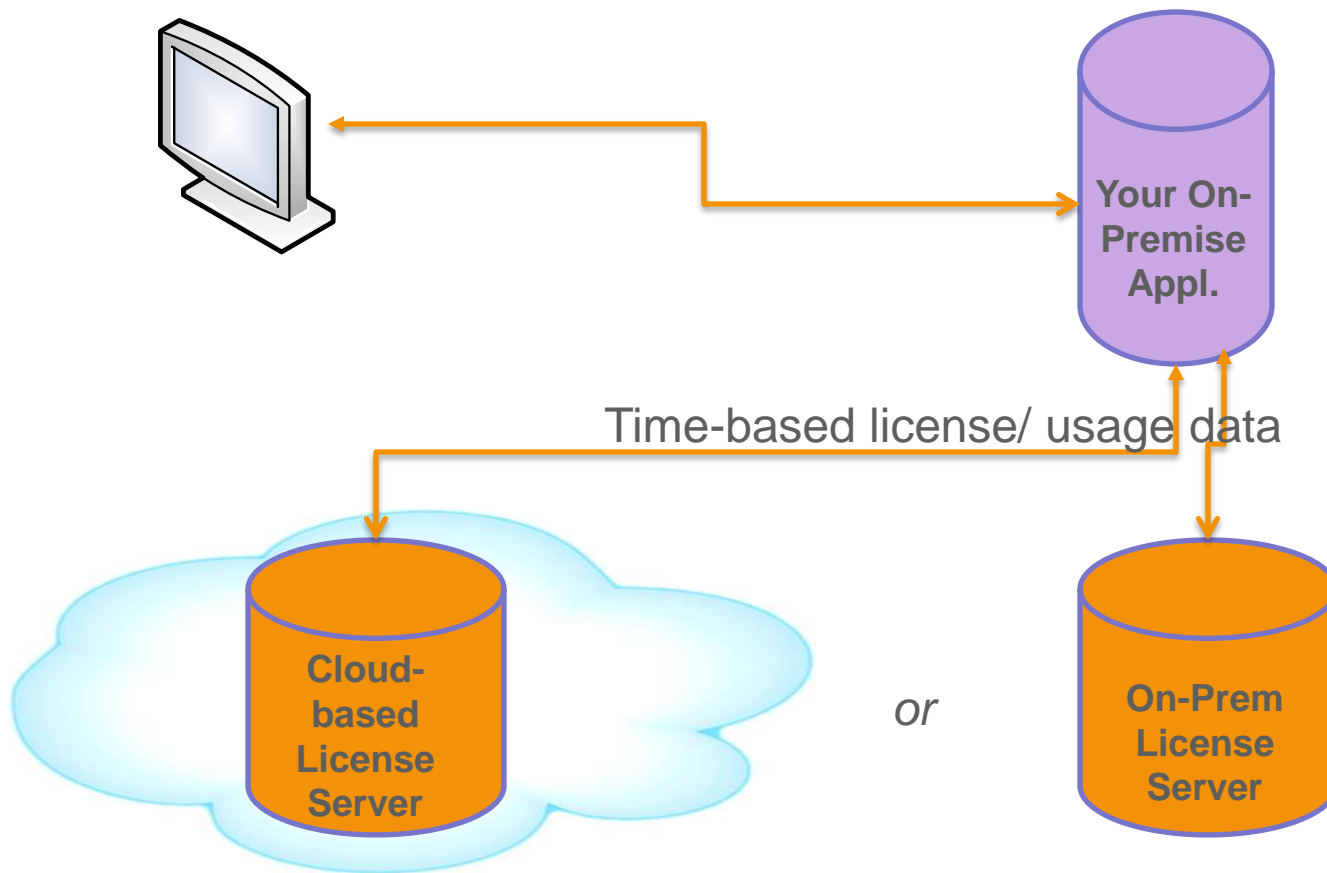


1 Licensing Cloud Services

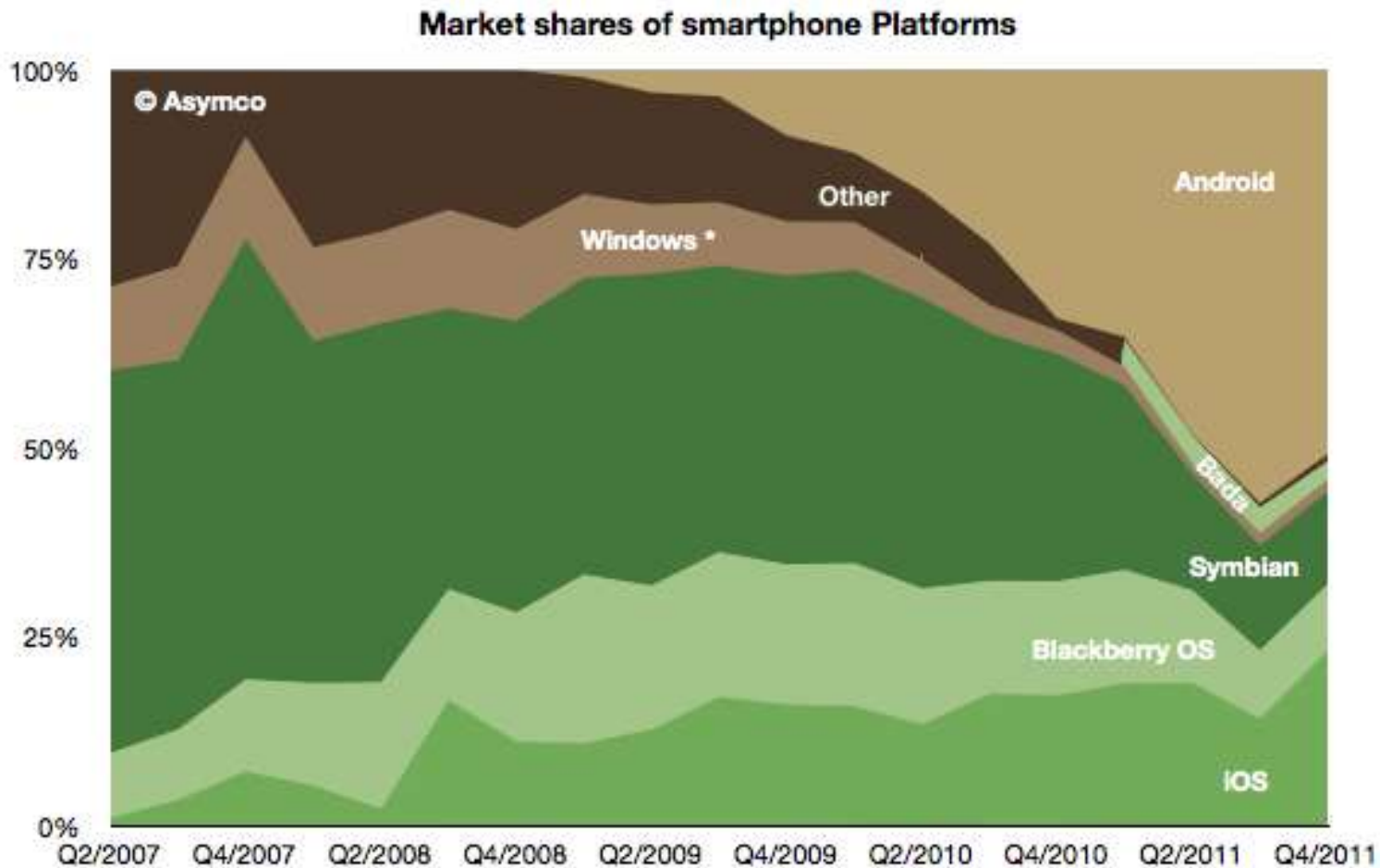
Licensing for the Cloud from the Cloud



1 b Licensing On-Prem “as if” Cloud Service Subscription or Usage-Based



2 Licensing on Mobile Platforms - Issue #1: Variety of Platforms



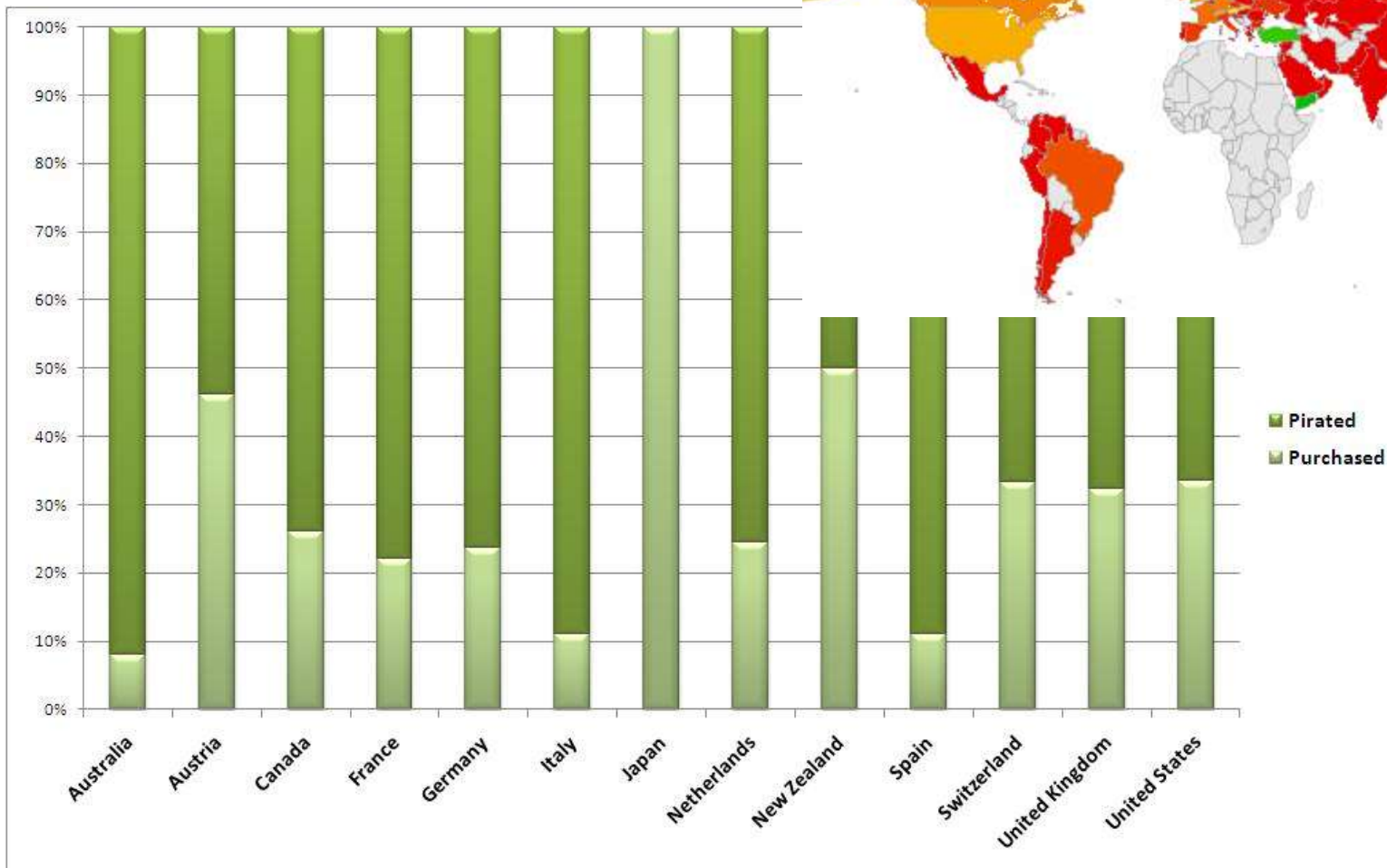
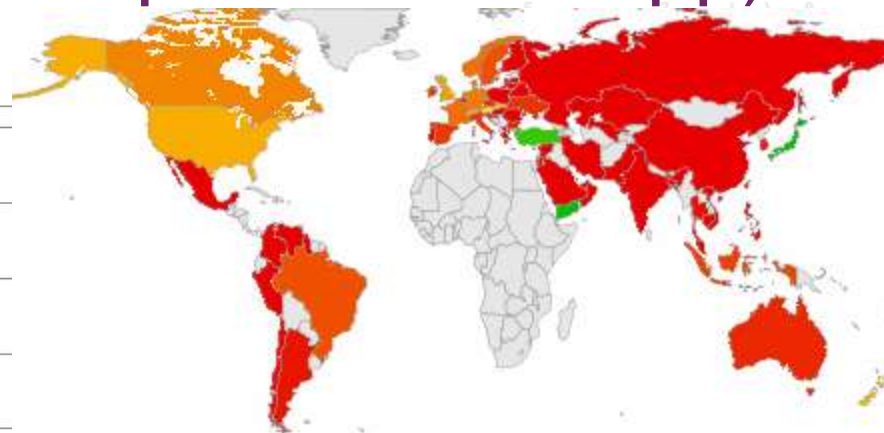
Source: Asymco

2 Licensing on Mobile Platforms - Issue #2: Appstore Restrictions



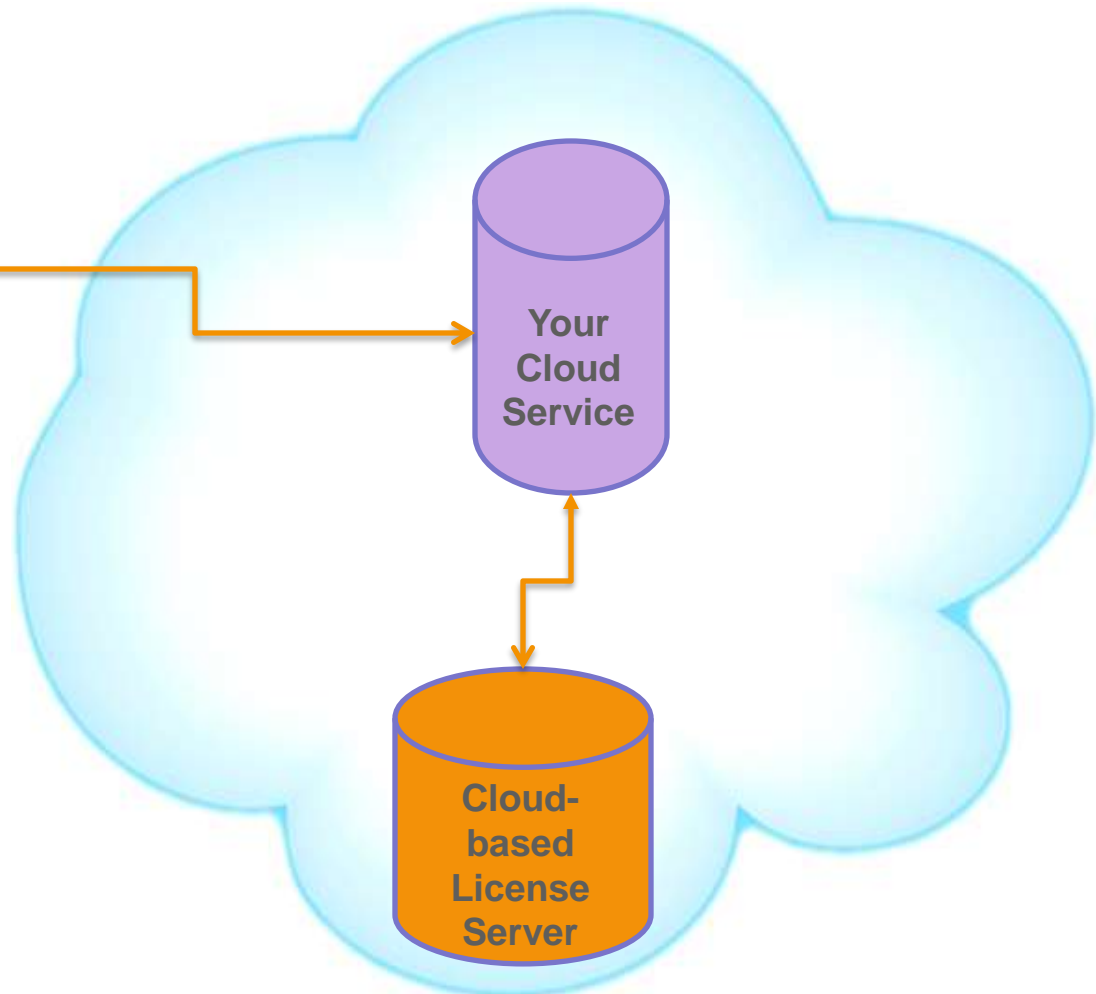
- > For each sale of an App, **we will pay you a royalty equal to the greater of 70% of the purchase price or 20% of the List Price** as of the purchase date (70/30 is standard, this 20/80 split is somewhat odd and confusing)
- > If your app is available on other platforms, you have to make sure to update it at the same time on Amazon's store that you do in any other store
- > **Apps will have to use Amazon DRM** — meaning they will only work on devices they approve
- > Amazon has the **right to pull any app for any reason**
- > “*We have sole discretion to determine all features and operations of this program and to set the retail price and other terms on which we sell Apps.*”

2 Licensing on Mobile Platforms - Issue #3: Piracy (Example Android App)

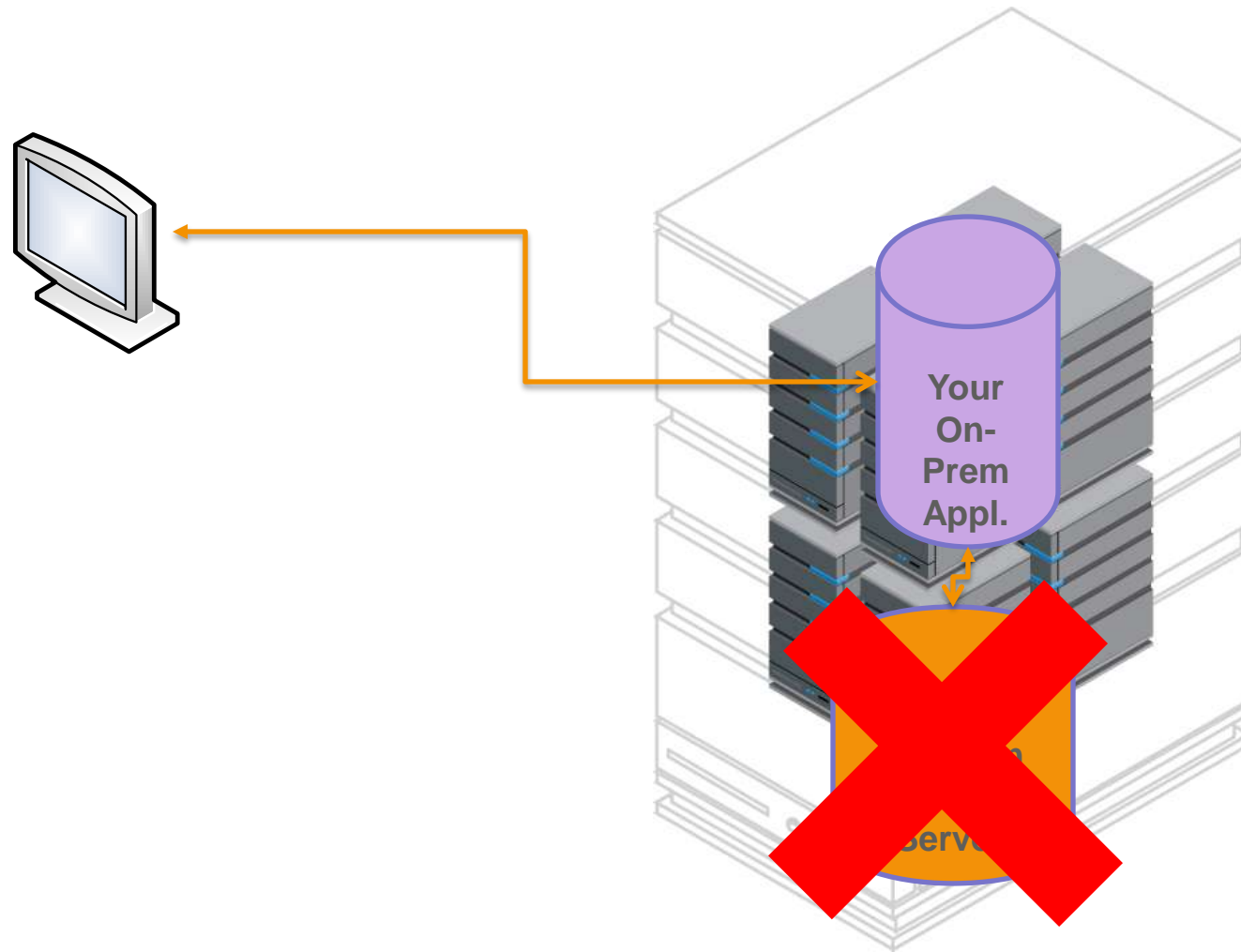


Source: Keyeslabs.com, Network World September 30th, 2010

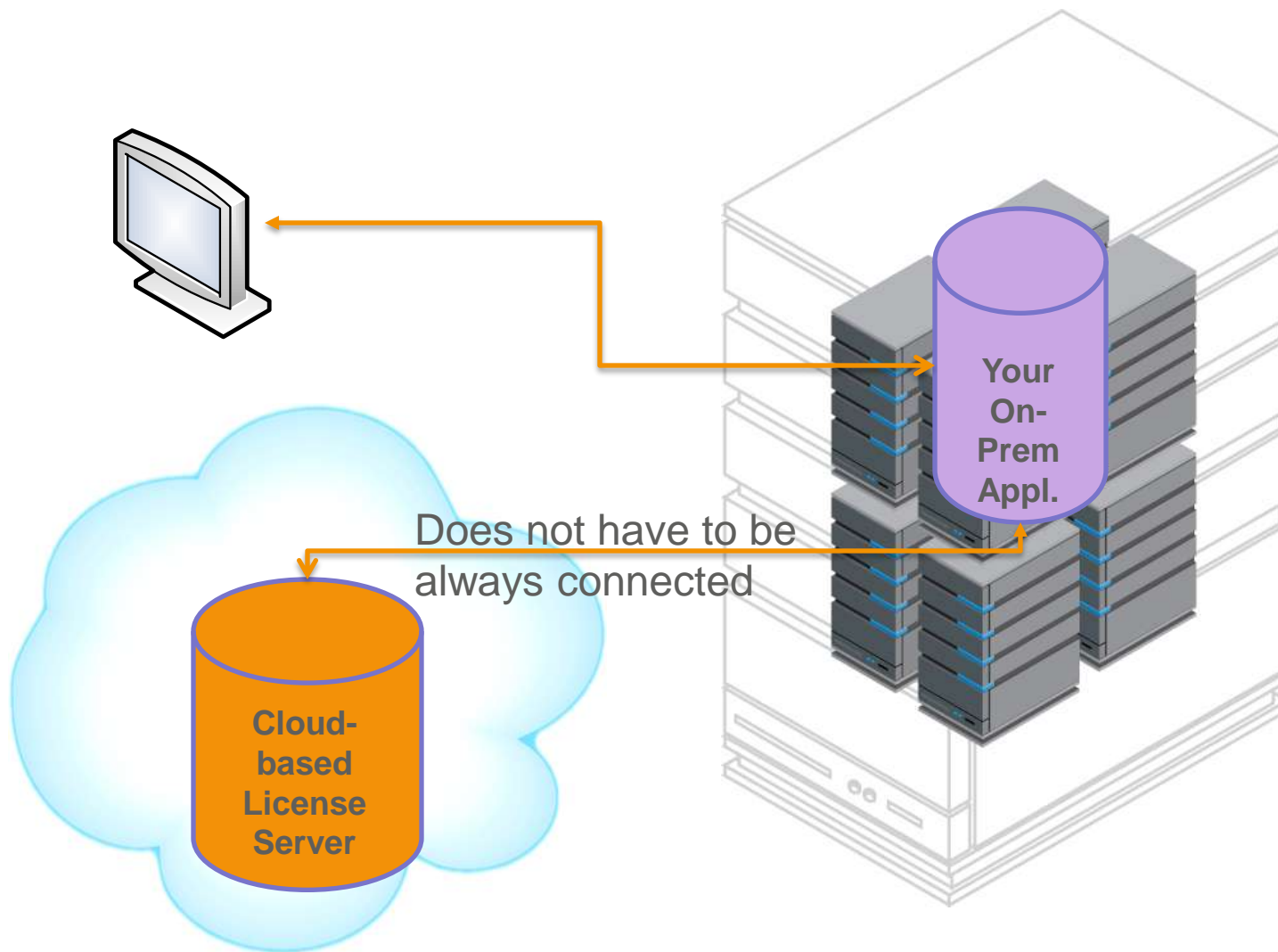
2 Licensing on Mobile Platforms - Deliver Service and License From Cloud



3 Licensing on Virtualized Infrastructure - License locking can become *very* difficult



3 Licensing on Virtualized Infrastructure - License Delivery From Cloud



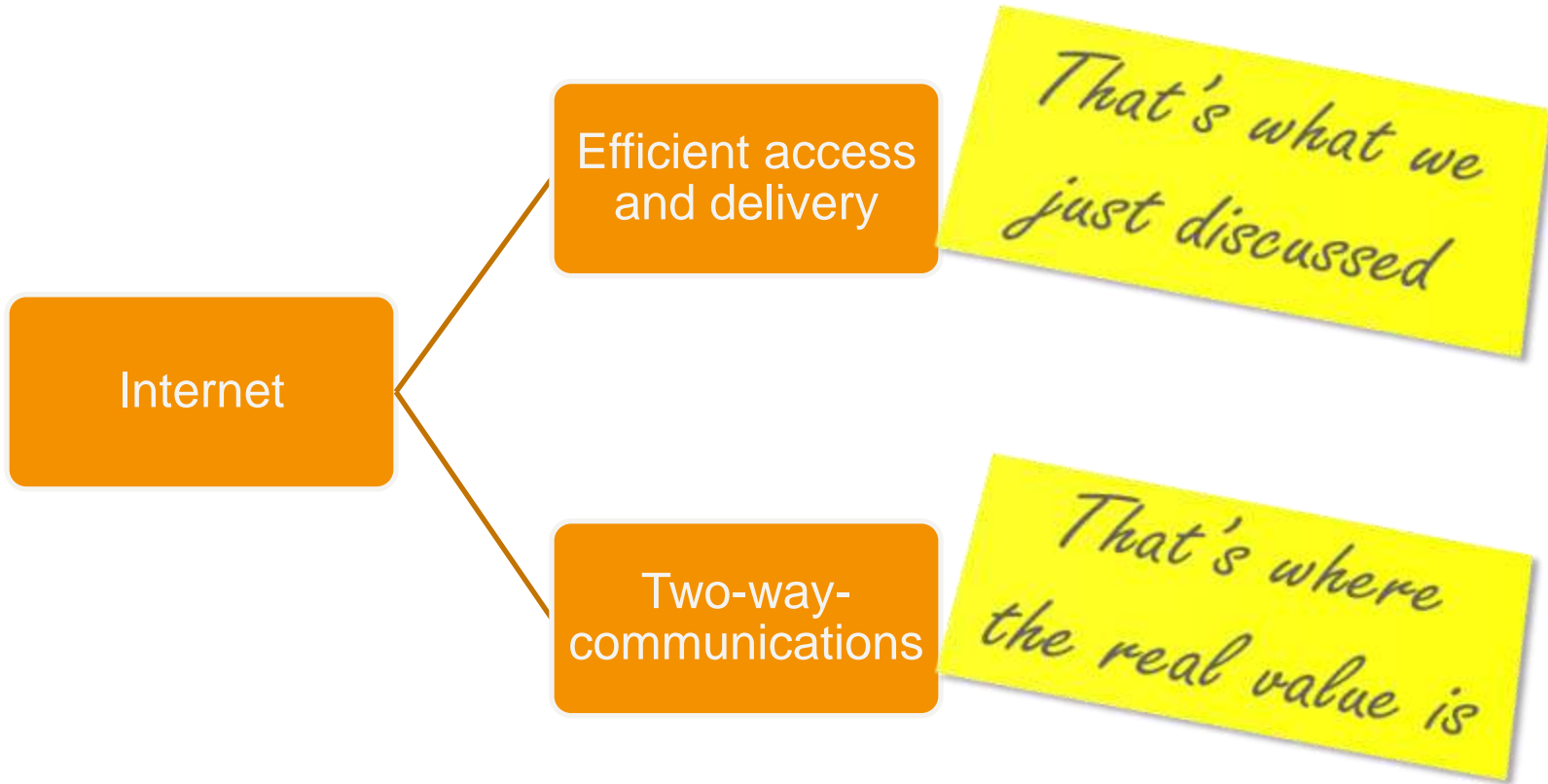
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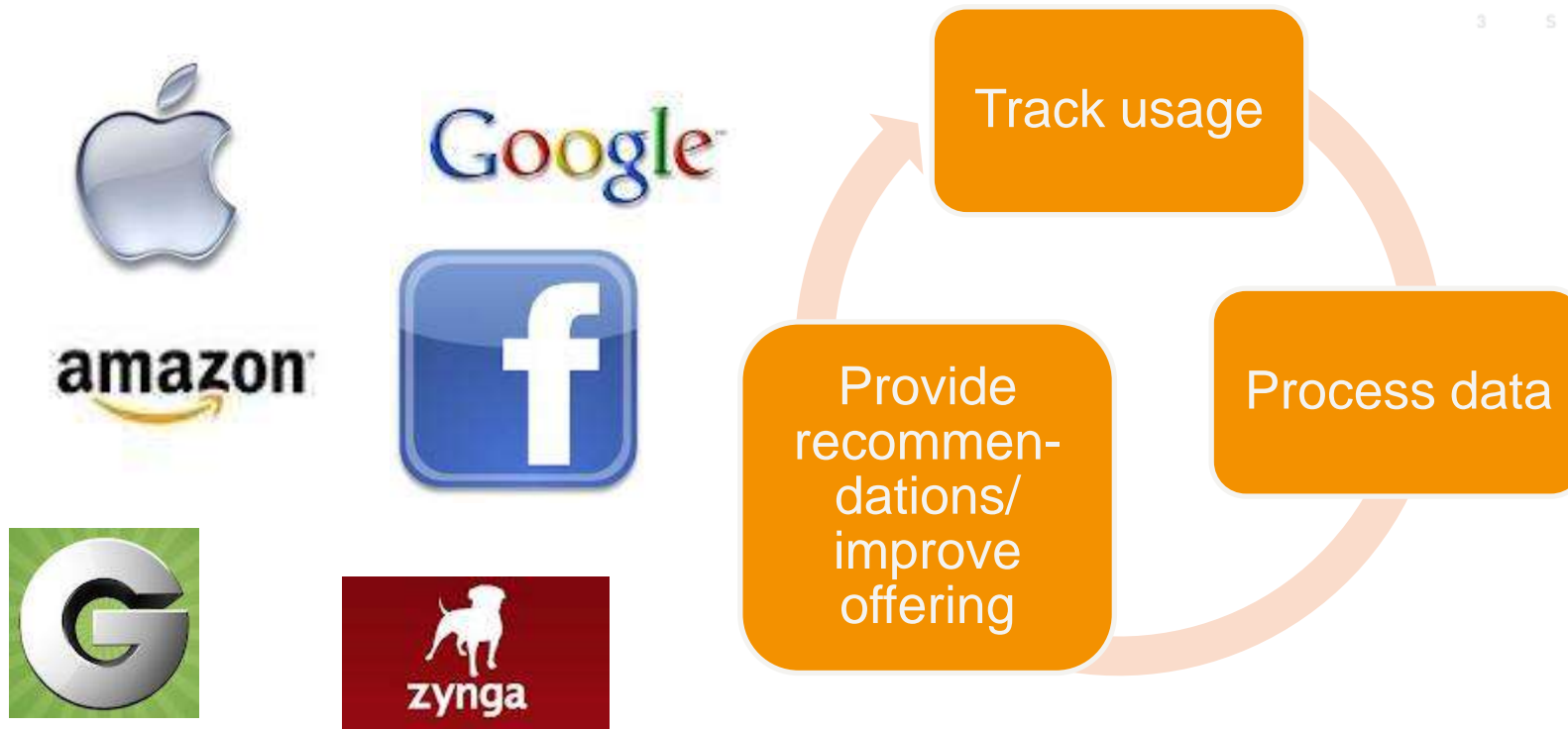
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Primary Benefits of the Internet

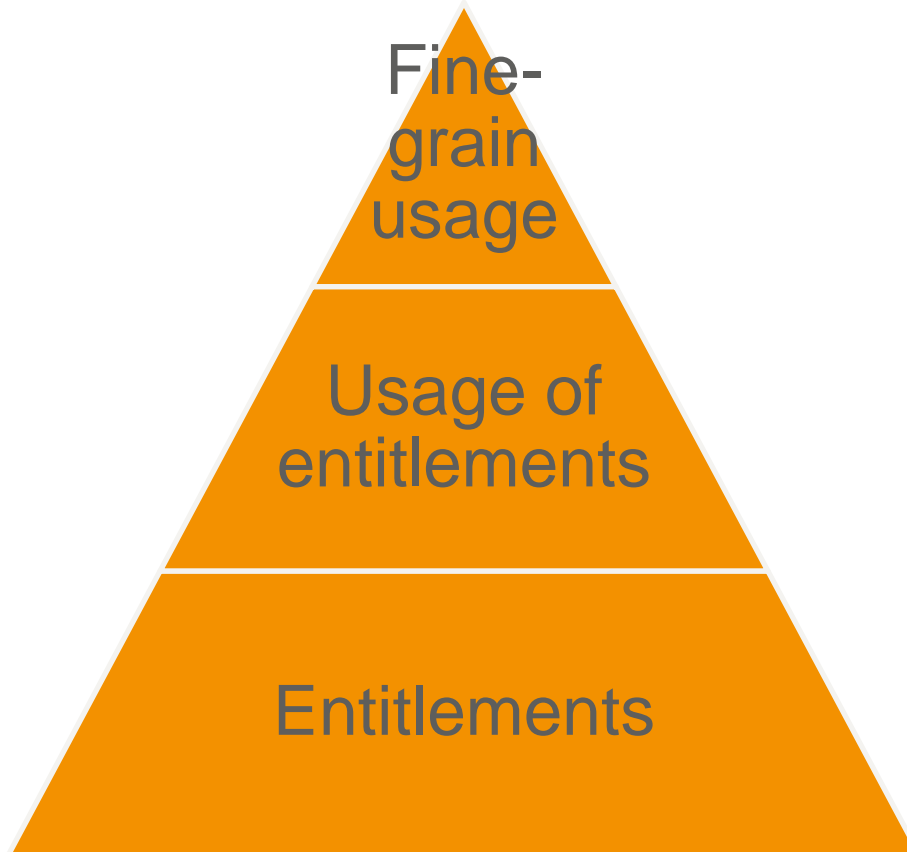


Capturing Value from Two-Way-Communications



Many users appreciate usage data collection if a) ethical, b) outcome is helpful and c) not aggressive

Business Intelligence

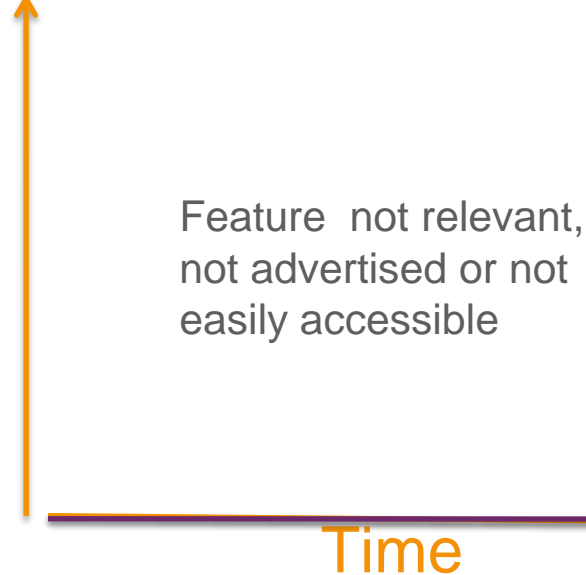
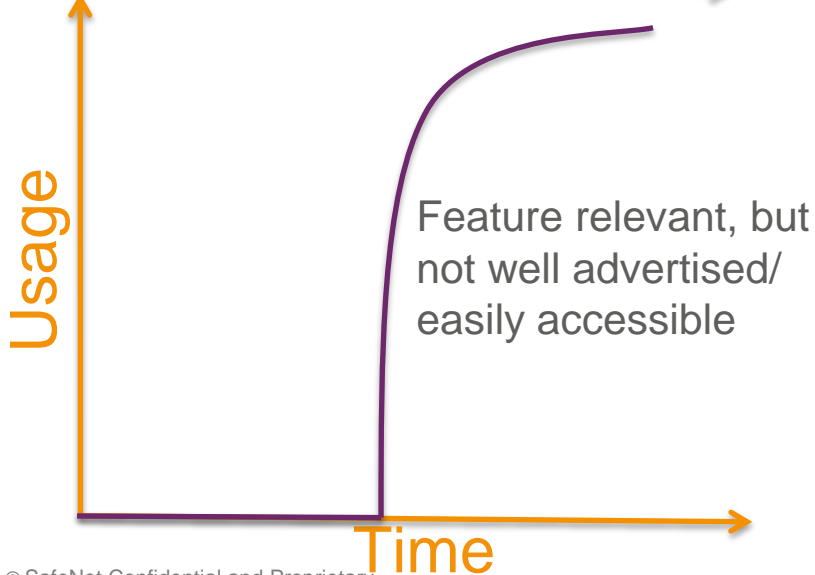
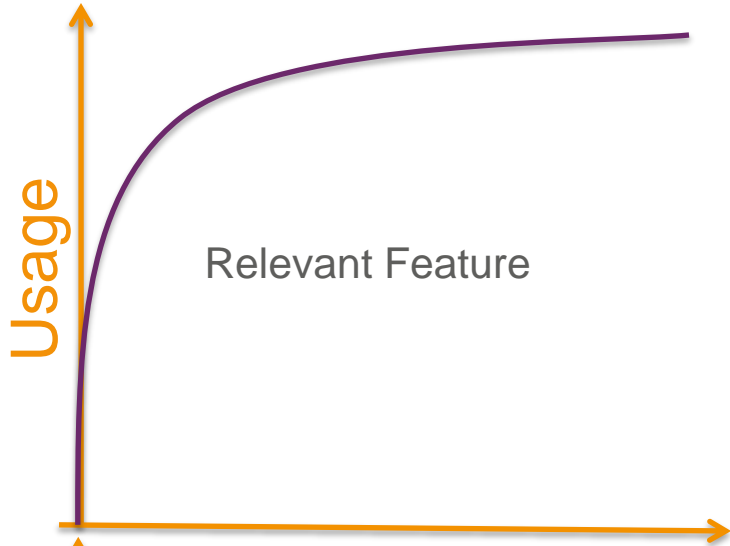


- What is the detailed usage of features, functionality within features?
- What are the typical workflows?
- What functionality is being re-used/ appreciated, what only once/disregarded?
- Who is actually using what they have paid for?
- Who is likely to need more “capacity”?

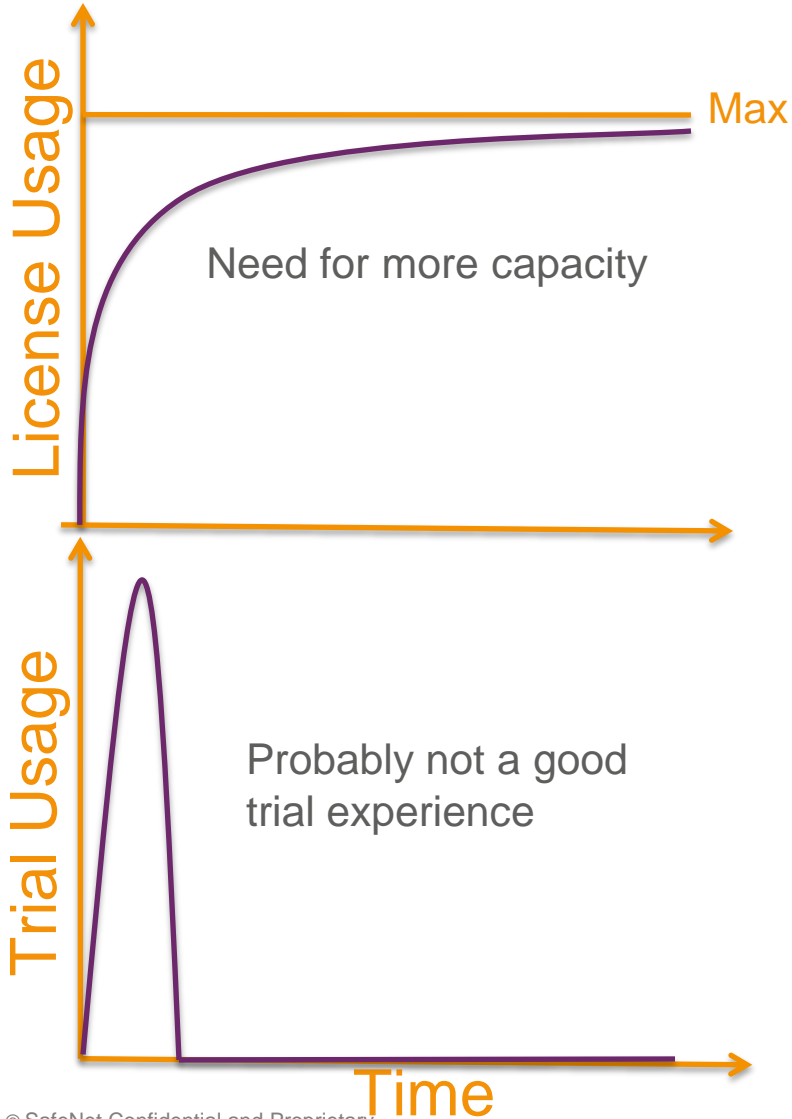
- Who has the right to use what service/appl., what features, what SLA, at what time, how often/ how much etc.*

* *For on-premise applications also versioning*

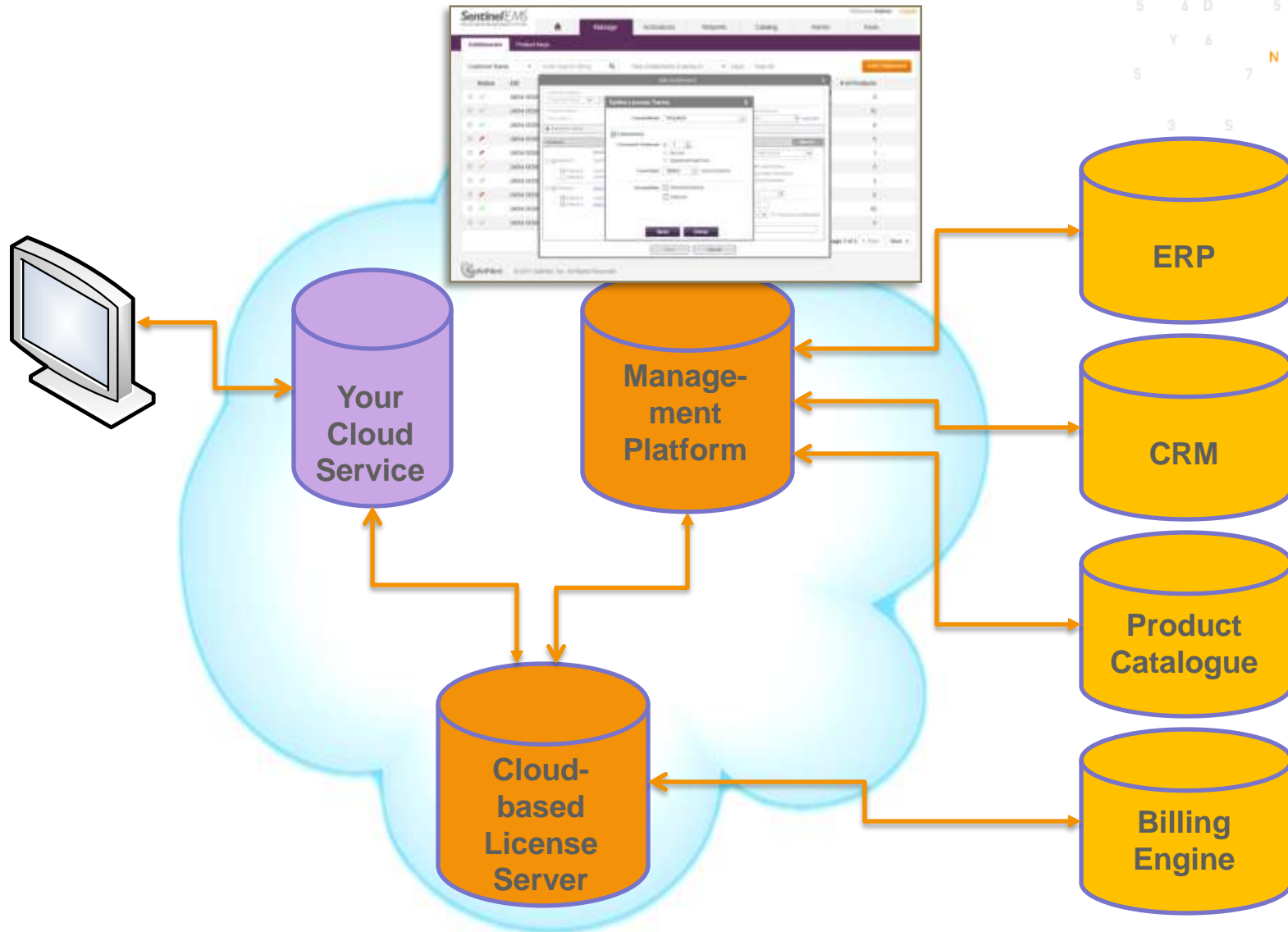
Product Management/ Marketing Intelligence



Sales Intelligence



The Management/BI Layer





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