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# Cloud Licensing

## A Revolution in Traditional Licensing



**Todd Steel**

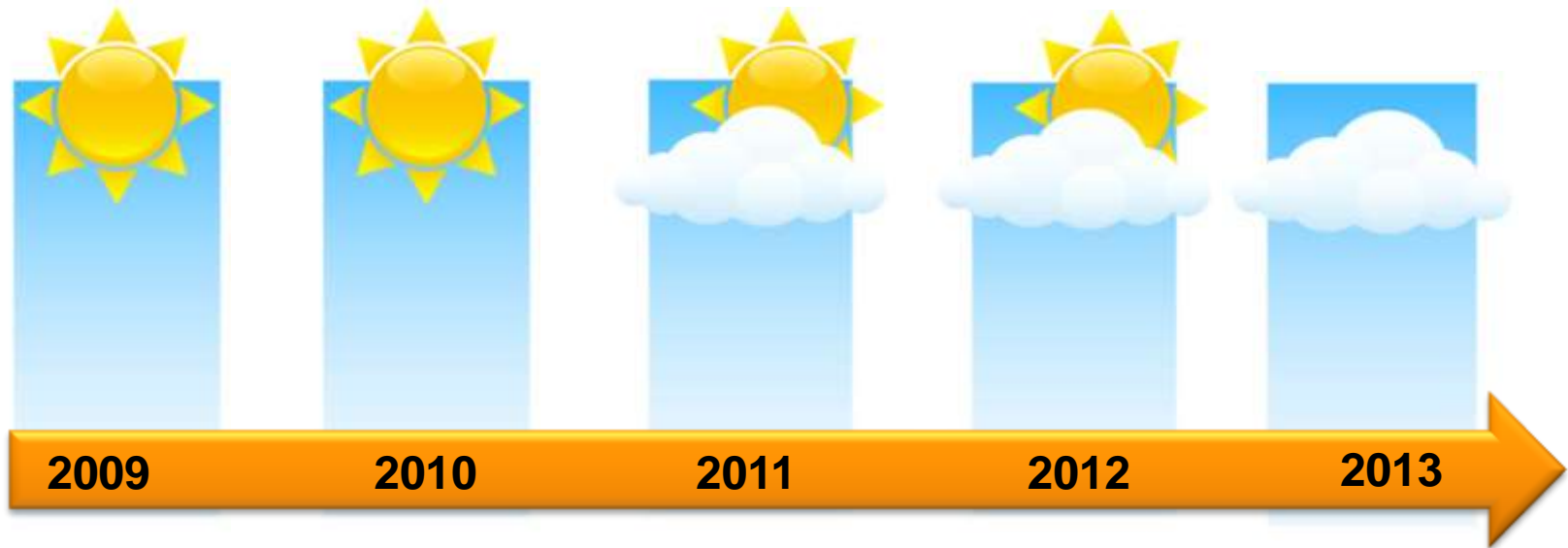
**Sr. Product Manager**

**March 20, 2012**

# Agenda

- Changing Sales Cycle
- Affect on Monetization
- R-Evolution in Licensing
  - “Live” Licensing
    - Auto-Activation
    - Updates
  - Usage
    - Post Paid
    - Customer Intimacy: Customer Intelligence
  - Hybrid Support

# Forecast: Getting Cloudy



# Changing Sales Cycle



Source: Forrester Research

## LINEAR



Source: Forrester Research

## CONTINUOUS



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# Affect on Monetization

## Linear

Static: One-Time

Pre-Determined

This Computer/Server...

Report: What am I doing?

Disconnected Backend



**Traditional**

## Continuous

Dynamic: Recurring

On-Demand

This User/Company...

Report: What are others doing?

Connected Backend



**Cloud**



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# R-Evolution In Licensing

- Cloud Licensing
  - “Live” Licensing
    - Auto-Activation
    - Updates
  - Usage
    - Post Paid
    - Customer Intimacy: Customer Intelligence
  - Hybrid Support

# R-Evolution In Licensing

- What is a cloud license?
  - Connected to Back Office
  - “Locked” to a User/Company – not a machine
  - Provides *Usage*



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# R-Evolution In Licensing

- What is a cloud license?



**“It’s ALIVE!”**



# R-Evolution In Licensing

- “Live” Licensing From Two Points of View:
  - Customer View
    - Better Customer Experience
    - Get Started More Quickly
    - Flexibility – Make changes when they what/how they want
  - Software Publisher View
    - Low Touch Sales & Upgrades
      - Improved Business Efficiency
      - Reduced Support Cost
    - Connected Licensing Experience
      - Real Time Control
      - Compliance Validation
      - Synchronization
    - Usage Collection & Aggregation



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# Usage

Not Just For \$\$\$



...Also Customer Intelligence



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# Usage: for \$\$\$ - Post Paid In Action

## 1. CAD/CAM

- Design Catalog Monetization
  - Offer the entire catalog, pay for what you use
- Break Into Lower Tier Markets
  - Without eroding price point of high-tier customers

## 2. Monetizing a PaaS (platform as a service)

- Bandwidth
  - Charge for data through-put
- Storage
  - Charge for data Stored



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# Usage: for \$\$\$ - Post Paid In Action

## 3. Software Development Kit

- My software is embedded in another application
  - Concurrency – How many instances of the application are being used by a software developer at any given time

## 4. Financials

- Transaction Model
  - Number of Invoices Generated

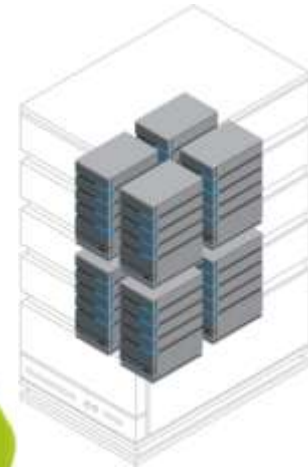


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# Usage: for \$\$\$ - Post Paid In Action

Usage: uniform policy for monetizing your offering across delivery methods

- Mobile
- Virtual
- Installed
- Cloud



Services



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# Usage: Customer Intelligence



Building a better offering



Uncovering new ways to do business...

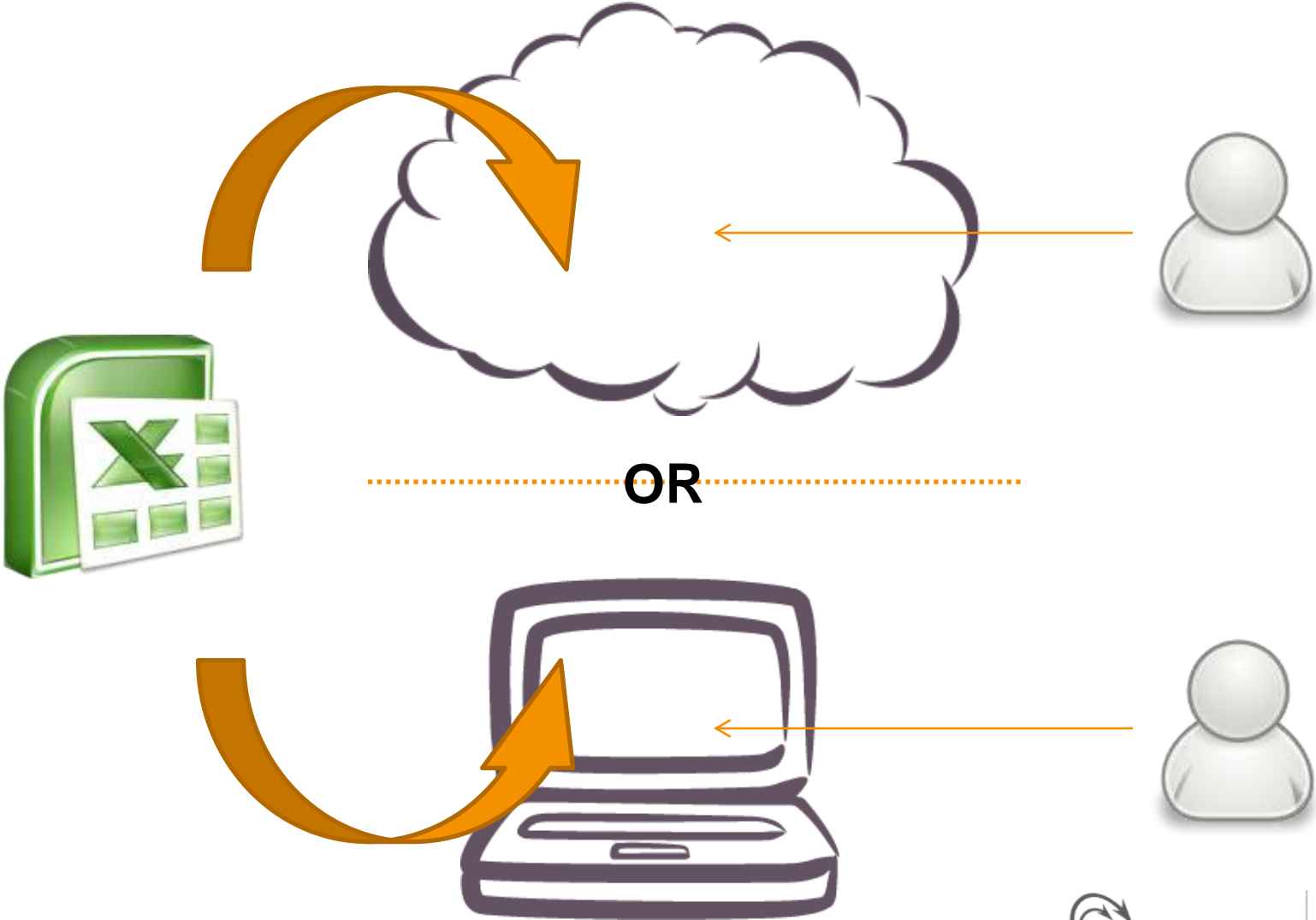


Improving customer satisfaction



Improved sales relations

# Hybrid Delivered Applications



# Hybrid Delivered Applications

- Test the waters....
  - **Initially** use license models which fit current offerings
  - Introduce and test new license models which fit service offerings
    - Flexible subscriptions
    - Usage
    - Prepaid pools
    - Overages, rollovers, peak usage

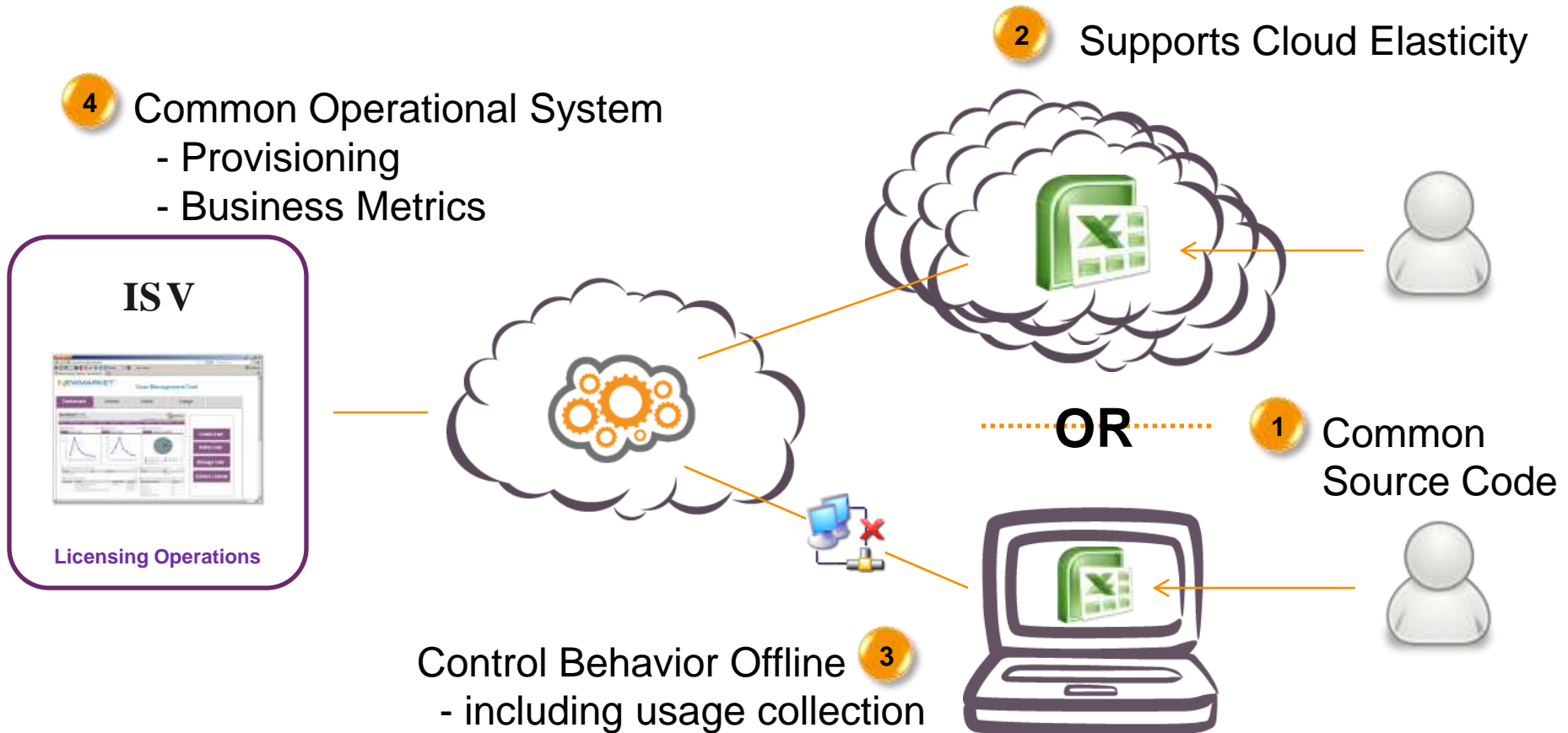


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# Hybrid Delivered Applications

## Attributes of Successful Hybrid Licensing



# Technology Considerations

A successful cloud licensing experience requires:

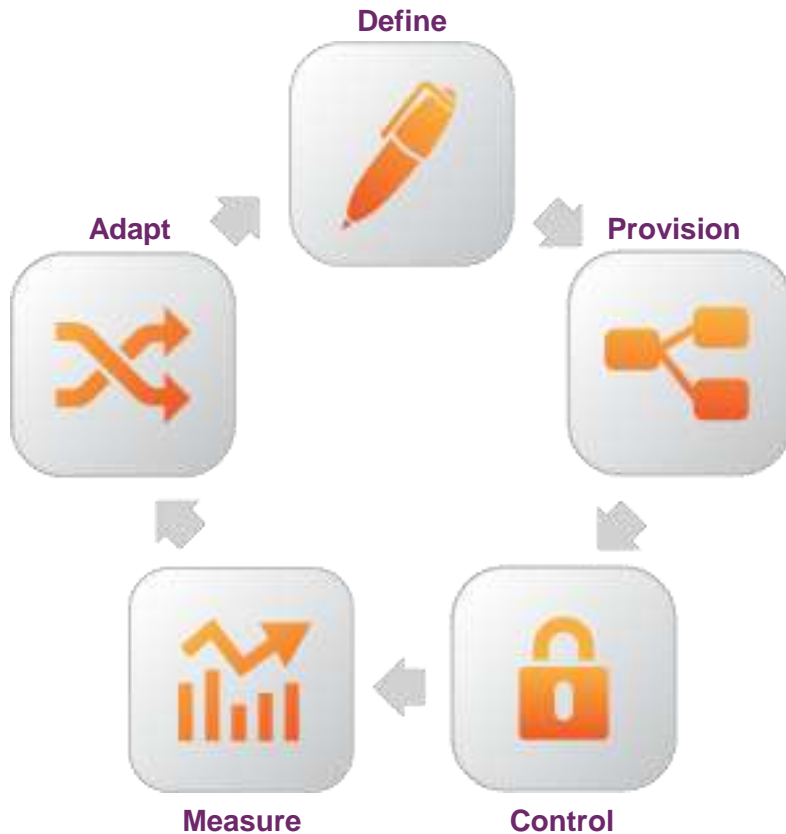
- **Service Agreement Compliance**
- **Product Versatility**
- **Business Agility**
- **Sophisticated License Models**
- **Business Intelligence**
- **Back Office Support**



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# The Solution: Sentinel Cloud Services

**Sentinel™ Cloud Services** is a feature-based user provisioning, authorization, metering and management solution for Software delivered as a Service



**DEFINE** service catalog and pricing models at the feature-level to boost product versatility and business agility

**PROVISION** service agreements instantly to improve operational efficiency and minimize manual errors

**CONTROL** user authorization to enable service agreement compliance

**MEASURE** customer usage for business intelligence and billing support to simplify operations and improve strategic decision-making capabilities

**ADAPT** service offerings and pricing models on the fly without the involvement of engineering to Instantly embrace evolving market demands