Evolution of Licensing at Logi Analytics
From Strategy to Implementation

Alvin Wong
Product Marketing, Logi Analytics

Logi ANALYTICS

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Agenda

1. Logi Analytics and Licensing as a Differentiator

2. Shift: Logi Info as an OEM (Embedded) Platform

3. Evolve: Logi Vision as a Business Application

4. Takeaways

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Logi Analytics
Delivering High-Value Information to Everyone

- Founded 2000

- New leadership 2009

- 1,200+ customers, cross-industry

- 200 team members

- HQ - McLean, VA

- European HQ - Reading, UK

- $23M of venture raised from Updata, Grotech, Summit

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Traditional Business Intelligence Industry

Problems

1. High cost to implement

2. High time-to-value

3. Hard to use

4. Low success rate

5. High per user cost

Solve with new technology and new business model

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Logi Info

*A **BI platform** for rapidly creating rich, interactive information applications*

Sweetspots:

- *Scalable information distribution*

- *Embedded analytics*

> Web architecture
> Develop apps easily & quickly
> Connect to virtually any data
> **No user fees**

> *Easy to deploy & scale*
> *Responsive to business needs*
> *Minimal time to value*
> *Cost-effective info delivery*

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Licensing as a Differentiator

Server-based licensing

- Clarifies the value proposition

- Differentiated our offering

- Resulted in low per-user TCO

Proof Point: Low Per-User TCO

From Gartner 2013 Magic Quadrant on Business Intelligence and Analytics Platforms:

"... among the highest percentage of external users using its product for more externally facing applications."

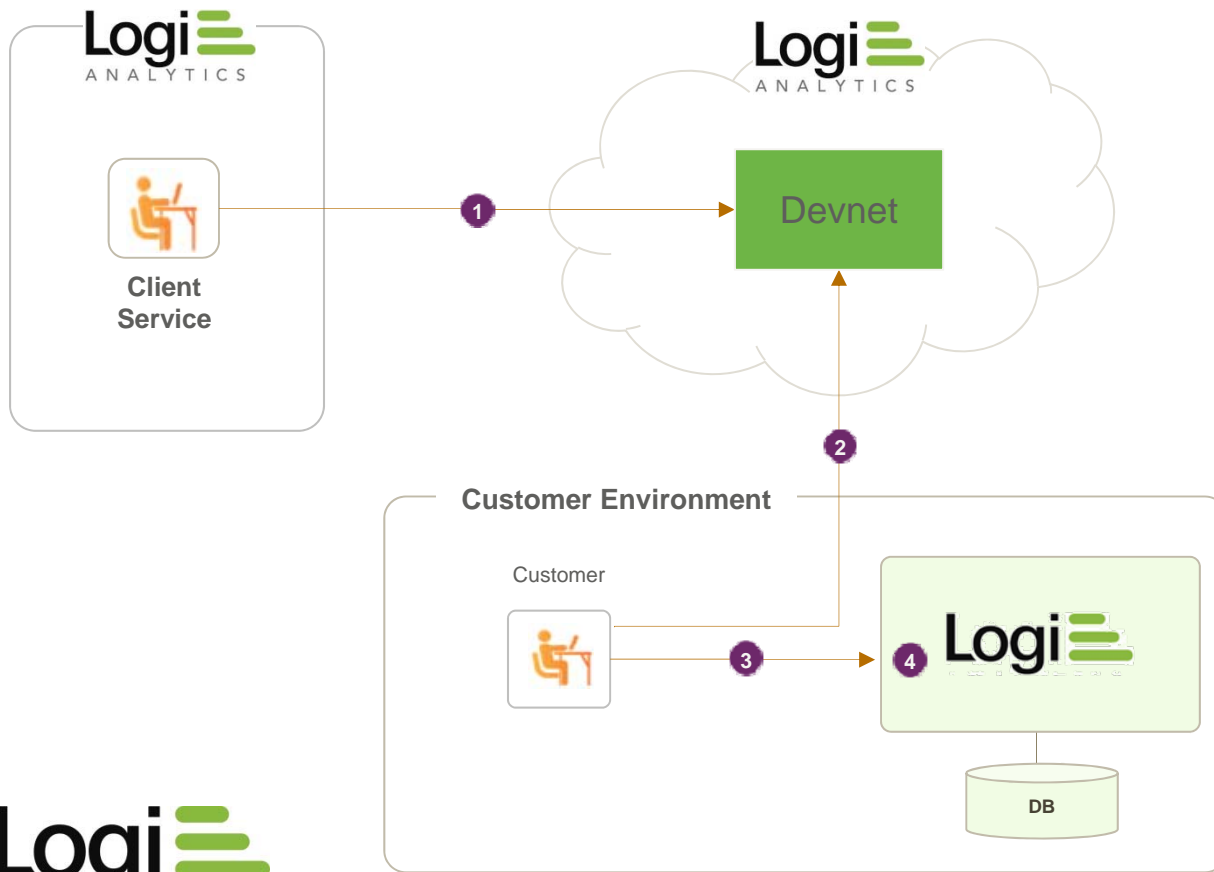"… one of the lowest total costs per user in the survey"

Licensing Process Overview

1. Client Service logs into Devnet and creates an entitlement record

2. Customer logs into Devnet to create a license key

3. Customer installs Logi Info and license key

4. Logi Info validates in-code

Devnet

Client Service

Customer Environment

Customer

DB

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What is the OEM (Embedded) Practice?
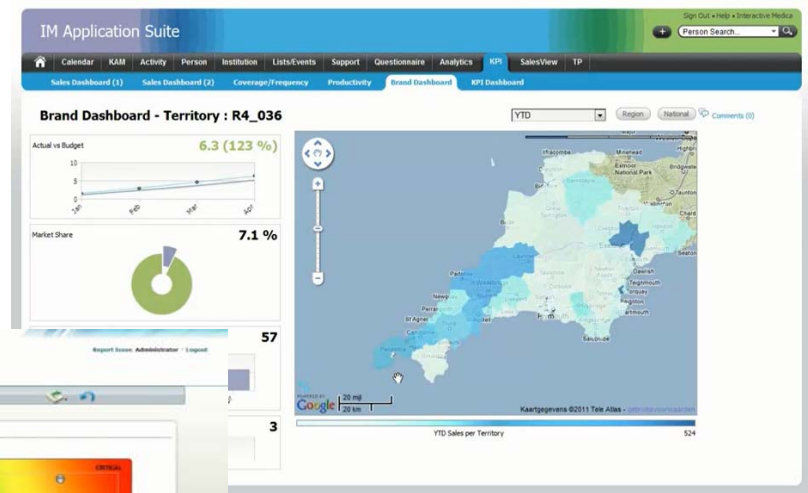
Software and SaaS Providers embed Logi Info as their own white-labeled analytics offering

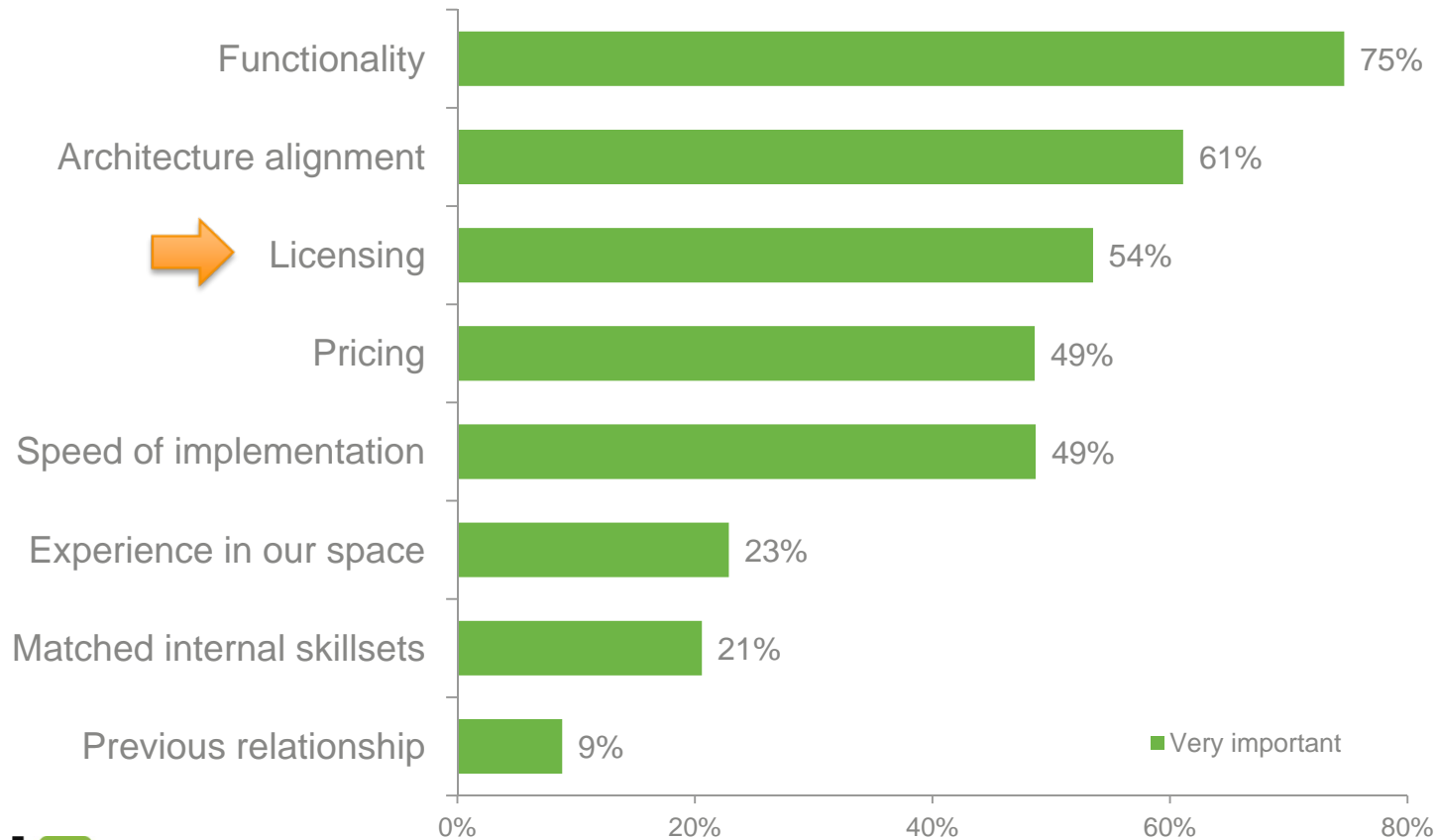# Licensing is 3rd most important buying criteria

How important were the following factors in choosing the specific third-party product(s) to deliver analytics?

Factor	Very important
Functionality	75%
Architecture alignment	61%
Licensing	54%
Pricing	49%
Speed of implementation	49%
Experience in our space	23%
Matched internal skillsets	21%
Previous relationship	9%

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Identify Friction in the Buying Process

Server-based licensing is not ideal for:

- Start-ups with few customers
- Larger systems who deploy across multiple servers

Aligning to Customer Value

Offer multiple models…

- Server-based
- Customer-based
- "Unlimited"

… to make it easy to do business

- Align with the customer business model
- Address the multiple sub-segments of the business
- Offer option to switch between models

Return on Investment

Benefits:

- OEM segment makes up >50% of overall business

Minimal Investment:

- New processes utilize minimal operational overhead

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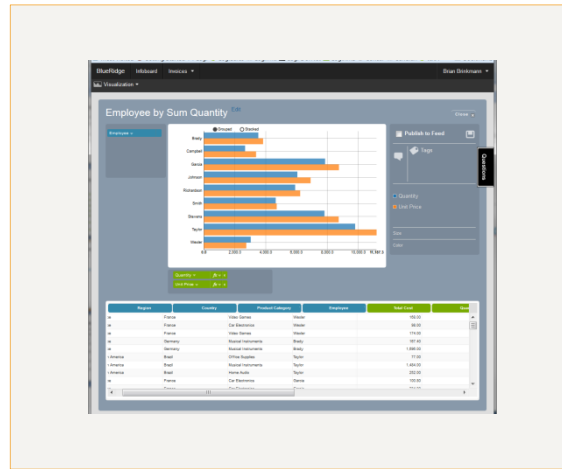
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Logi Vision

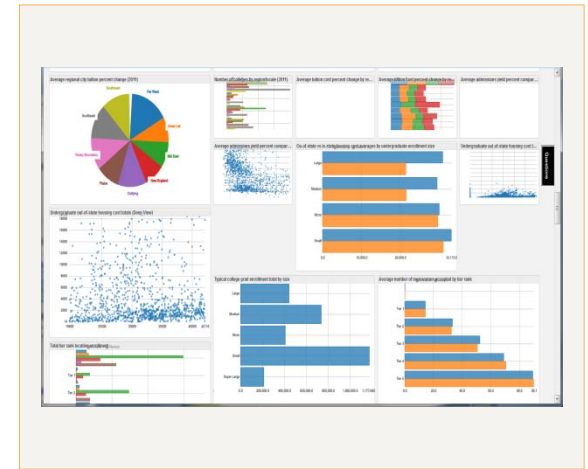## A New Product with a New Business Model

- Application for visual analytics and data discovery

- Intended for business users

- Deployed hosted or installed

- Transactional evaluation and sales cycle

Analyze

Visualize

Socialize

Licensing Requirements

Flexibility is Paramount

- User-based
- Trials
- Trial-to-paid license
- Usage-based (data usage)
- Installed and cloud
- Post-paid vs pre-paid

Product Intelligence

Application usage monitoring provides product intelligence

- How data is being used?

- What parts of the application do customers use?

- How long do users spend on specific functions?

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Major Functional Requirements

- License Provisioning

- License Validation

- Application Usage Monitoring

Build vs Buy

What we knew:

- Difficult and resource-intensive to build and update
- Product and licensing are moving to the cloud
- Product Management and Sales want flexibility
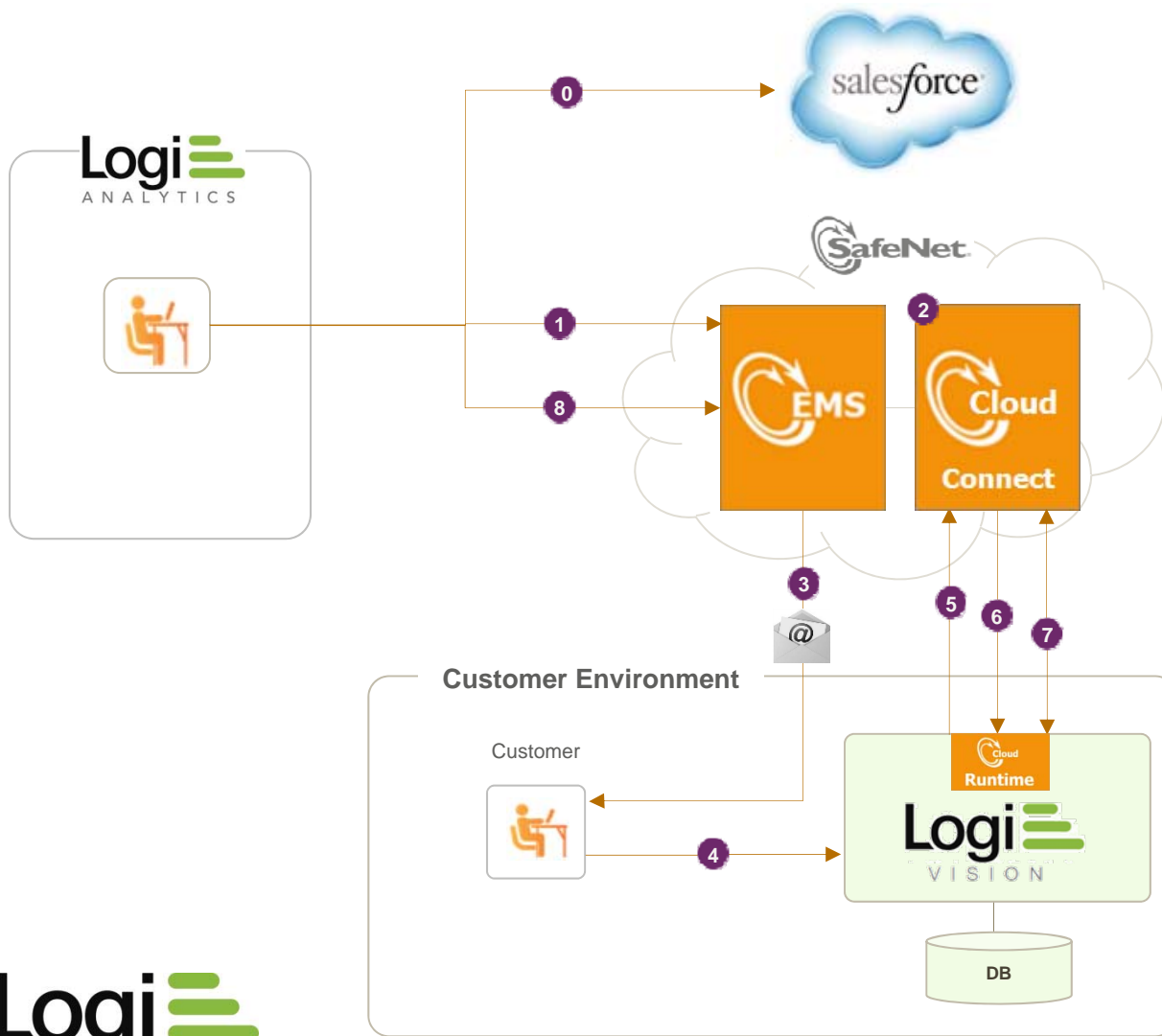- Engineering wants to invest in product, not licensing

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Process Overview

0. Client Service enters sales data in Salesforce.com

1. Client Service logs into EMS and creates an entitlement which is given a unique Entitlement ID

2. License rights provisioned to Sentinel Cloud Connect

3. EMS emails Entitlement ID to the customer

4. Customer installs Logi Vision and enters EID

5. Logi Vision initializes with Sentinel Cloud

6. License rights downloaded to the client. Customer adds and activates users per license rights

7. Logi Vision refreshes with Sentinel Cloud periodically

8. Product Management analyzes usage data

Roadmap

Implement licensing models in phases

- Usage-based
- Post-paid

Reduce friction in process

- Order processing to SFDC and license provisioning
- Automate SFDC to EMS workflow

Expected ROI

Benefits:

- Increase flexibility

- Reduce time-to-market

- Headcount re-allocation (1+ FTE)

- Improve user experience

Investment:

- Solution cost

- Training (2 days, developers and customer service)

- Integration of runtime components

- Change in operations

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Takeaways

- Align with value

- Listen to the market

- Segment your market

- Improve user experience

- Reduce friction in the process

- Iterate

- Be different!

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