Customer Driven Operational Efficiency

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Gemalto
Agenda

- Yesterday
- Today
- Tomorrow
Yesterday
Dirty Laundry

Gemalto is...

A. A market leader in licensing and entitlement management solutions

B. A typical company that faces typical challenges

C. Both

Answer: C

- Legacy product designs
- Legacy, homegrown systems
- Manual processes
- Tendency to “keep doing what we’ve always done”
From Hardware to Virtual Deliverables

Hardware items
- Reasonably smooth “operationalization”
- Clear areas of ownership
- Established processes & standards
- Assumed complexity

Virtual items
- Poor “operationalization”
- Unclear ownership
- Lack of standards
- Assumed simplicity

disparate solutions
chaotic handoffs
inconsistent customer experience
manual processes
lack of clear ownership

Yesterday
All Over The Map

Efficiency
(Ease of Use)

Security
(Revenue Assurance)

Target Zone

LUN
VKS
HON
SMC
CCC
Manual Processes & Many Systems

Customer Demand

ERP (Oracle)

Automated

Customer Service

Fulfillment

Manual

Licensing & Fulfillment Systems

System 1

System 2

System 3

System 4

System 5

System 6

System 7

System 8

Process 1

Process 2

Process 3

Process 4

Process 5

Process 6

Process 7

Process 8

Process N
A Day In The Life...

Of a Customer Service Representative

Great, thanks for your order. I’ll process that right away for you ma’am. Have a wonderful day!

[Hangs up]

Cool, an order for our hot new software, huh? I heard it’s great! So you know how to book it on our system?

Nope, not a clue.
A Day In The Life...

Of a Fulfillment Staff Member

Fulfillment work instruction line 77...done. Line 78...check. Line 79...check. [Sigh.] Is it lunchtime yet?
You’re telling me that I’ll receive my software and license next week? I have no words...
Laundry Day

- Collect customer input
  - Electronic download of software & licenses
  - Shorter lead times
  - Backoffice automation
  - Secure delivery

- Utilize our own Sentinel tools and expertise

- Start with a few legacy products and scale up
Case Study:
Gemalto Security Management Center (SMC)
SMC Fulfillment: Before

Business Impact

- Fulfillment mechanism: Primarily manual
- Fulfillment time: Hours or days
- Revenue recognition: Hours or days
- Licensing Security: Low
- Customer self-service: None
- Insight: None

Diagram:

1. Customer PO
2. Line item closed in Oracle (manual)
3a. Manual back office
3b. Ship physical DVD
   - Manually enters order info into WPS system
4. Confirmation
5. WPS Activation

Customer PO 1→ ORACLE 2→ Line item closed in Oracle (manual) 3→ Manual back office 3a→ Fulfillment 3b→ Order info 4→ Confirmation 5→ WPS Activation 6→ E-mail license keys

DVD 3a→ Customer
SMC Fulfillment: After

Key Components:
A. Sentinel RMS
   Built into SMC
B. Sentinel EMS
   Hosted Service
C. Oracle to EMS Automation
D. Self-Service EMS Customer Portal
E. Akamai Software Downloads

Business Impact:
Fulfillment mechanism: Automated
Fulfillment time: Minutes
Revenue Recognition: Minutes
Security of enforcement: High
Customer self-service: Yes
Insight: Yes
Virtual Products Team

Mission Statement

“To streamline our virtual product offering and provide an excellent customer experience through standardization, automation and industry best practices”
Not Just a Change Within Operations

Infrastructure/Guidelines + Product Design = Success!

Virtual Products / Operations / IT
1. Back office infrastructure
2. Guidelines for “plug & play” / best practices
3. Evolution to meet market requirements

Product Owner / R&D
1. Adherence to design guidelines
2. Engagement with Virtual Products team
3. Feedback on gaps / new requirements
Next Focus Areas for Gemalto

Here’s where our customers are driving us to next...

- Usage-based billing (OPEX vs. CAPEX)
- “Low friction” product trials
- Expanded self-service capability
- Online ordering
Recommendations

- Get executive sponsorship
- Find an owner
- Establish standards
- Never lose sight of your customer
- Get industry help
Questions & Answers
Thank You!

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