Don’t Leave Money on the Table: Entitlement Management

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Internal Licensing Website

http://licensing.netapp.com/

Top 5 Website every month for 2 years
• 76K unique page views
• 73K return page views
• Biggest user - Field Ops

Licensing Helpdesk
• 850+ helpdesk tickets
• Strong in EMEA & APAC
• Backed by LSG + team of volunteers

Entitlement Operations
• Request & find license keys
• Entitlement transfer with workflow approval by Geo
• ONTAP Transition licenses
• Reporting & Tools

License Model Library
• All models documented
• Recorded 20 years of oral history
• Consolidated tribal knowledge
Licensing & Entitlement Ops

Licensing Front Door-
http://licensing.netapp.com

Licensing & Packaging Models
- Single Source of Truth
  - Licensing Models defined
  - SW Packs and Bundles, Legacy Packaging
  - Fast Easy Reference
  - 20 Years Oral History & Tribal Knowledge Transcribed

NFR License Procurement
- Not-for Revenue Licenses
  - External Non-Sales Related Licenses
  - Special NetApp Internal Use-Cases
  - Sales Demo
  - Partner Gear
  - Global Alliances
  - Engineering Partners

Licensing & Entitlement Support
- Licensing Helpdesk
  - “One-stop-shop” for Licensing Help
  - Access to Licensing SMEs
  - Licensing Operations
  - Report Gray Market incursions into accounts
  - Report Compliance Issues

Entitlement Transfers
- Transfer Authorization
  - Globally Consistent & Geo-tuned Process
  - Post-lease Transfer Between Companies
  - Between Controllers
  - Customer’s M&A and Divestitures

License Policy
- Essential Principles
  - Required Sales & Contract Terms
  - Entitlement Model Construction
  - Compliance
  - Policy Guidance

Licensing Front Door - A Comprehensive Source of Licensing Information
Polling Question
Summary

- Streamlining licensing efficiency results in improved product enablement and increased customer satisfaction
- An well designed entitlement management system makes business needs and product development separable
- Efficient licensing management allows you to maintain legacy products and introduce new delivery methods
- Back office consolidation is essential to continuous improvement in operational efficiency
Thank You!