

# Ikon Science Elevates the Customer Experience

## Innovative Solutions Through Flexible Monetization and Delivery Models and Simplified Process for Trial Versions



Ikon Science is a global provider of knowledge management solutions to optimize subsurface discovery. Its dedicated service-minded teams have applied deep scientific expertise and technology innovation to help customers extract more actionable knowledge from sophisticated subsurface data.



### CHALLENGE

- Limitations of homegrown license generator
- Need for more flexible monetization models
- Provide option to use cloud-based license servers
- Improve the license provisioning process



### SOLUTION

- Implement new monetization platform supporting multiple monetization models and deployment options
- Deploy entitlement management solution that automatically manages customer use rights and the provisioning process for cloud license servers and self-hosted license servers



### BENEFITS

- Customers can choose the license models that work best for them (including usage and token-based models)
- Smoother and efficient license provision process with cloud license servers; manage evaluations and short-term trials in a more flexible way
- Better insight into customers and their use rights, leading to more automation

## Providing More Flexibility and Options to Customers

Ikon Science is a global provider of knowledge management solutions to optimize subsurface discovery. For more than 20 years, Ikon's dedicated service-minded teams have applied deep scientific expertise and technology innovation to help customers extract more actionable knowledge from sophisticated subsurface data. By bringing digital transformation to knowledge management, Ikon helps customers make the best moves—improving accuracy, accelerating results, and lowering costs.

Ikon Science wanted to make it easier for its customers to take advantage of its solutions by offering a wider range of licensing models such as usage or pay-per-use, token-based models and the option to use cloud-based license servers. It also needed to improve the license provisioning because an older homegrown process did not deliver the experience that Ikon envisioned for its customers. The home-grown solution was difficult to maintain and would require significant engineering resources to improve. Ikon wants its Engineers to focus on its core products and decided to fully leverage a standard product and to retire its homegrown solution. "Ikon Science had been successful using Revenera licensing technology for a considerable period and so when looking for an entitlement management solution it was only natural for us to consult Revenera first," says Stuart Thomson, Chief Technology Officer.

## Building on a Successful Relationship

In addition to meeting its business goals to provide more flexibility for customers, Ikon Science had specific engineering requirements:

- Easy to integrate into its applications; technology that could support different programming languages including Java and C/C++
- Proven technology with proven track record
- A well supported product with an excellent support team

Ikon selected Revenera based on these criteria and more. Building on its past success with Revenera local licensing solutions, Ikon Science worked with Revenera Global Consulting Services every step of the way from planning requirements and use cases, to architecture and testing, to implementation and on-boarding.

## Choosing the Best Monetization Platform

Ikon had experience with Revenera's licensing technology in the past, but now implemented the full monetization platform, using Revenera's entitlement management and licensing technology.

Revenera's entitlement management system, FlexNet Operations, sits at the heart of Ikon's new process, automatically managing the provisioning process and interaction with the licensing technology used in Ikon's software products. Ikon needed licensing support for a variety of application platforms like Java C/C++ and found native support for all platforms needed in Revenera's Monetization Platform. They also run a mix of local license servers and cloud license servers which is supported out of the box in Revenera's platform.

The teams liked Revenera's licensing technology especially for its support of a wide area of monetization models which covers Ikon's needs today and in the future and they found the solution easy to implement and to use.

"Ikon Science is always looking to elevate our customer experience to provide the flexibility through license models and the release of new solutions with different delivery methods. Revenera has been a long-time partner to help us realize this vision by providing a variety of licensing models, remote connectivity options and allowing us to focus on technology innovation," says Thomson.

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**STUART THOMSON**

—CHIEF TECHNOLOGY OFFICER, IKON SCIENCE



## Customers Win with Flexible Models

“Reverera’s monetization platform enables us to provide flexibility to our diverse customer base and allows them to choose the license models that are best suited for their needs,” says Thomson.

An updated and more efficient license generator means Ikon Science can generate different types of licenses much faster than before. The license provision process for both the Ikon licensing team and its customers is smoother and more efficient, saving customers valuable time and enabling them to maximize their investment in the software applications. “With Reverera’s licensing technology, our team can generate and deploy licenses on a customer’s license server within minutes without the customer having to worry about getting a license file and uploading the file to a server—all of which is error prone.” It also gives Ikon Science more control over any entitlements created and deployed, creating an overall enhanced security environment.

Finally, for prospective customers Ikon Science can now also cleanly manage evaluations and short-term trials using cloud license servers, thereby saving the customer the need to install and manage any license server. The result is a shorter and more seamless path to experiencing the benefits of the software that focuses on features and functionality and not on getting up and running.

Combined with its focus on developing innovative solutions, Ikon Science continues to elevate the customer experience. For customers and prospects alike, Ikon Science has made it easier for its customers to take advantage of its solutions by implementing licensing and entitlement management solutions that enable flexible models the market demands.

### NEXT STEPS

Monetize What Matters and Elevate Your Customers’ Experience.

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