

# FlexNet Operations

Award-winning Entitlement Management

## Entitlement Management for Your SaaS, IoT and Software Business. Grow Subscriptions and Recurring Revenue.

### Drive Recurring Revenue

FlexNet® Operations enables you to monetize software effectively and manage compliance and customer growth. It supports all monetization models—from more traditional perpetual models to flexible subscription and pay-per-use models. FlexNet Operations empowers you to manage entitlement management and the corresponding software delivery, update and licensing processes for embedded, on-premises, SaaS and cloud solutions:

- Track and manage compliance
- Measure usage as a basis for pricing
- Optimize the trial to buy process
- Dynamically create product configurations (like standard and light versions)
- Change features on demand and monetize premium features
- Know exactly who is using what so you can monetize effectively

### Run Your Software Business Successfully

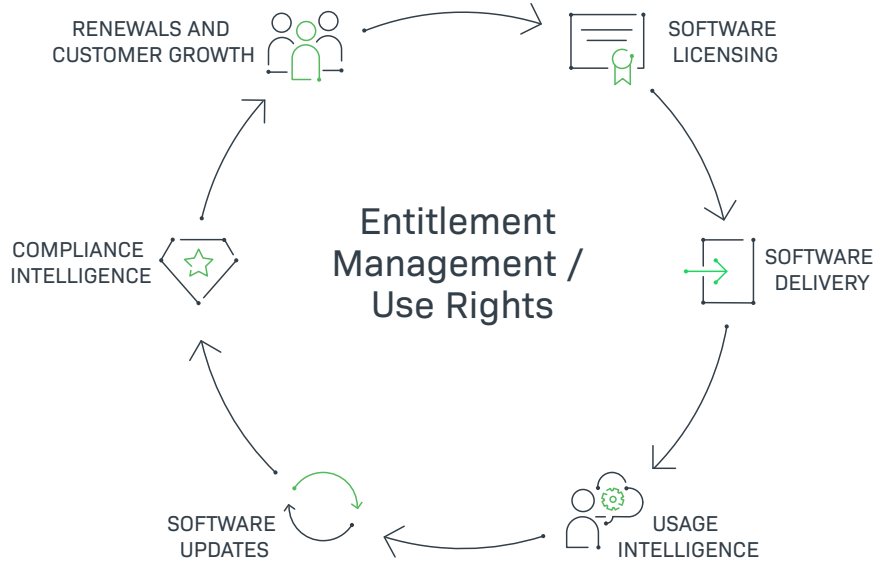
Packaging, pricing, deployment and provisioning options are always changing. Customer use rights (entitlements) change as well—assets move within the company as customers upgrade or downgrade their packages or they go through M&A or divestitures. FlexNet Operations manages the dynamic nature of software entitlements. You get the needed insight to make the connection between your software products, your devices, your customers and their usage.

### KEY BENEFITS:

Understand exactly what software your customers are entitled to use, how much they are actually using and how your products are being used.

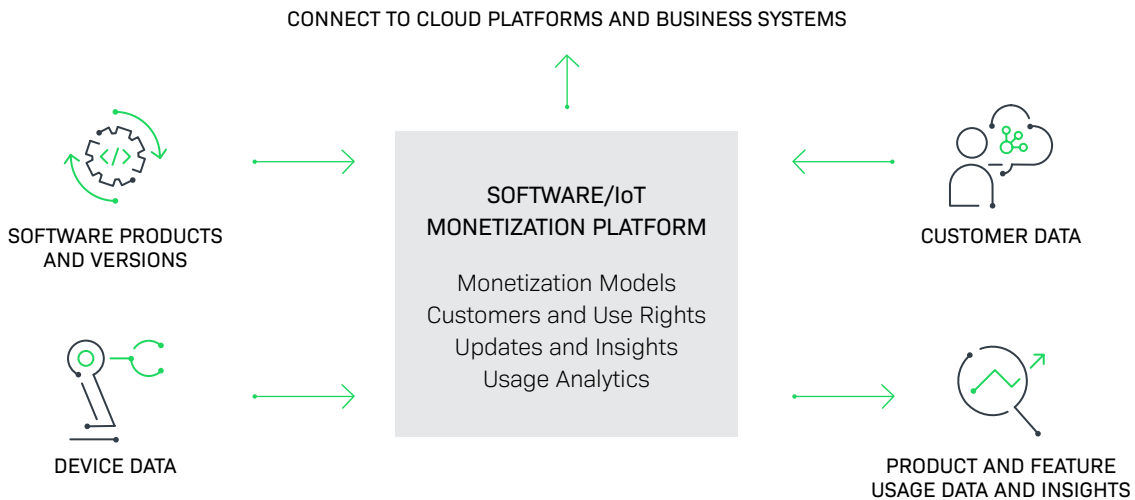
- Embrace new business models
- Maximize revenue from existing customers
- Streamline back-office processes
- Innovate and evolve products quickly
- Protect software IP

FlexNet Operations sits at the heart of Revenera's Monetization Platform that enables a high level of automation and integration between entitlement management, software delivery and updates and usage analytics.



## Data Drives Successful Software Monetization

- Maximize revenue from upgrades and renewals
  - Reduce churn and drive upsell/cross-sell initiatives based on usage insight
  - Make strategic decisions for future product development and pricing
  - Streamline operational processes and automate transactions, notifications and reports
  - Manage your on-premises, Cloud, SaaS, virtualized and embedded apps, plus connected and disconnected devices, in one central monetization back office
- The Revenera/IoT Monetization Platform is the hub of your digital operations, providing the data and insights you need to power a successful software or device business.

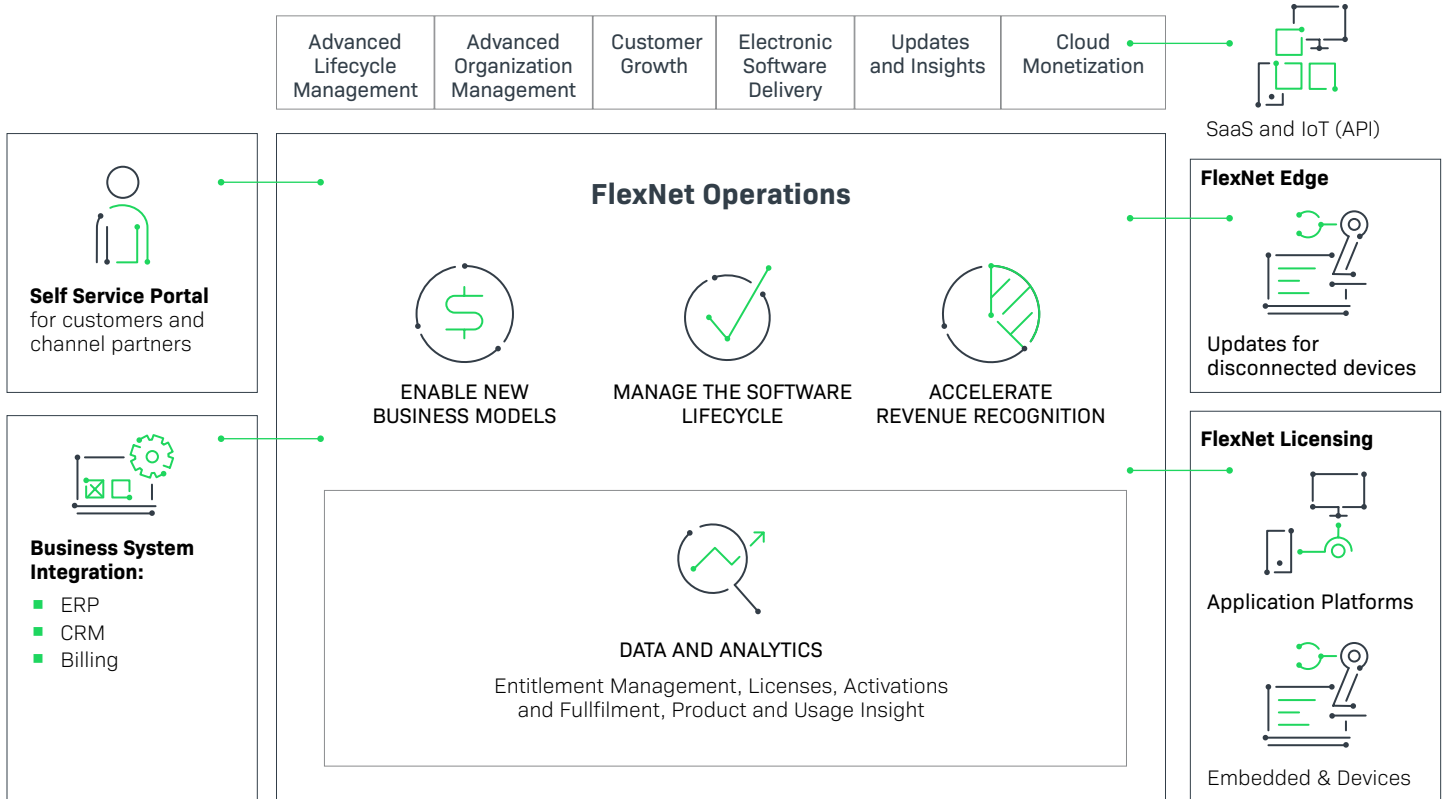


## Modules

FlexNet Operations is a modular system that can be tailored to your needs. The platform comes with a proven core product that leverages Reverera’s deep and

extensive understanding of the software and IoT industries. Additional modules provide enhanced capabilities to meet the specific demands of today’s software suppliers.

## Reverera Monetization Platform



## Cloud Monetization

The Cloud Monetization module provides you with the Cloud Licensing Service, eliminating the headache of running local license servers. You are also provided with the Cloud Monetization API that enables you to connect to SaaS and small footprint IoT devices and execute licensing transactions without implementing licensing technology in your software endpoints. Usage Management enables

you to measure usage of your products and get ready for usage-based monetization models. With pay-per-use, pay-per-outcome, and pay-for-usage, software suppliers can better align pricing with what is really used. Both pure usage-based models and hybrid models with a usage component depend on the accurate metering that Usage Management provides.



### CLOUD LICENSING SERVICE

The Reverera Cloud Licensing Service is a cloud-based license server managed and hosted by Reverera.

- Manage licensing and compliance processes for cloud-based and local applications—using FlexNet Licensing or the Cloud Monetization API
- Improve the customer experience by eliminating the need for local license servers
- Rely on a high-performance and secure service for all licensing processes
- Prevent overuse of your applications and stop revenue loss from virtual machine cloning



### CLOUD MONETIZATION API

The Cloud Monetization API is a standard and secure web services framework built to connect your SaaS and small-footprint embedded software to FlexNet Operations.

- Universal licensing interface for SaaS, IoT devices and other platforms
- Uses a universal JSON/REST protocol and does not require a licensing SDK implemented in the endpoint
- In-app control of users and use rights
- Direct connection to monetization back-office



### USAGE MANAGEMENT

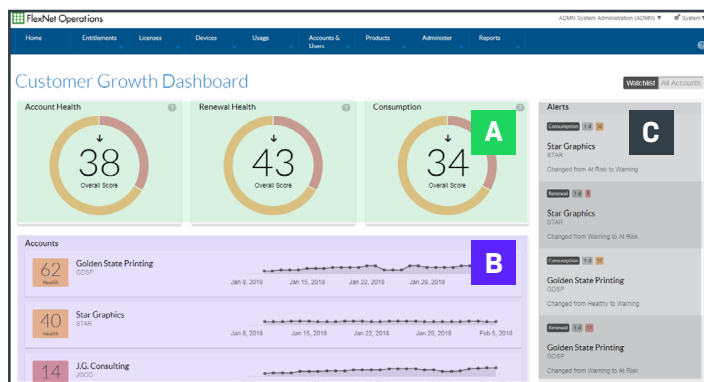
Usage-based monetization and compliance models are on the rise. The Usage Management module facilitates these models, allowing you to:

- Support usage-based models and offer trust-but-verify software licensing and compliance models
- Offer pricing based on actual usage (pay-for-use, pay-for-burst, pay-for-usage, etc.)
- Provide visibility and transparency—enabling buyers to access their usage data themselves
- Support compliance initiatives
- Export usage data for billing, pattern analysis and optimization

## Customer Growth

There's nothing more valuable to your business than your existing customers. Do you know if they are getting enough value from your products? Are you aware of every opportunity to maximize your revenues? Having a complete understanding of how your customers are using your products is the key to driving growth and minimizing risk. With insight from the Customer Growth module, you can:

- Drive upsell and cross-sell campaigns more effectively
- Help customers succeed and reduce churn
- Increase renewal rates through proactive management
- Provide customers with insight and transparency
- Monitor customer activity with an easy to read dashboard



Customer Growth Dashboard

- A** Monitor consumption and renewals, proactively address issues
- B** Identify which customers are gaining value from your software
- C** View immediate alerts for accounts on your watch list

## Electronic Software Delivery

It is important to deliver software to your customers in a fast, reliable and secure manner. With the Electronic Software Delivery module, you'll be ready to enable more frequent updates, larger file sizes and a better user experience. Revenera's Electronic Software Delivery is based on Akamai's Content Delivery Network (CDN) and manages close to 100 million downloads per year. With this module, you can:

- Deliver software electronically, based on customer entitlements, making sure that only eligible customers receive downloads and upgrades
- Automate the fulfillment of export compliance requirements
- Track downloads automatically and accurately so you know who is using what

## Advanced Organization Management

One of the biggest challenges for suppliers and buyers in complex supply chains is the ability to create, manage and track software entitlements. In an entire organization, this will often involve all the subsidiaries and departments within the enterprise. Multi-tier channel models often add another layer of complexity. The Advanced Organization Management module makes it easy to manage these ecosystems, providing the ability to:

- Manage multi-tier supply chains
- Track channel partner success
- Automate distribution and fulfillment while staying in control
- Enable customers to manage licenses and entitlements in complex organizations

## Advanced Lifecycle Management

By automating software lifecycle transactions and providing self-services, the Advanced Lifecycle Management module can cut operational costs. This module allows users to:

- Manage the entire software lifecycle—fulfill, activate, return, re-host and repair

- Manage the licensing lifecycle of applications on devices—create and provision features, enable rebalancing, returns and moves
- Support virtualization and cloud environments—manage products in virtual environments, prevent or report on cloning
- Report on software and device licenses

## Updates and Insights

To be successful you need to be fast, agile and know what's going on. With FlexNet Operations Updates and Insights and FlexNet Edge you'll benefit from data gathered from all applications and devices—connected and disconnected. You'll have centralized back office control over updates and the ability to extend that control to secure disconnected environments including medical and industrial facilities.

- Know exactly which software is running on which device and keep a complete audit trail
- Simplify device management by creating device groups and defining update rules per group

- Prevent revenue leakage with entitlement-driven updates
- Automate your software and firmware update processes
- Choose when to deliver, how to deploy updates
- Gain customer insights by tracking software and device usage
- Extend updates and data collection to disconnected devices with FlexNet Edge
- Trigger alerts based on key events
- Increase renewal rates through proactive management
- Monitor customer activity with an easy to read dashboard

Name	ID	Type	Account	Licenses	Updates
DEMO_ACCT_UAI-DEV03	DEMO_ACCT_UAI-DEV03 (STRING)	Standalone Device	DEMO (Demo Account)	No licenses	Update Info
DEMO_ACCT_UAI-DEV02	DEMO_ACCT_UAI-DEV02 (STRING)	Standalone			Update Info
DEMO_ACCT_UAI-DEV01	DEMO_ACCT_UAI-DEV01 (STRING)	Standalone			Update Info

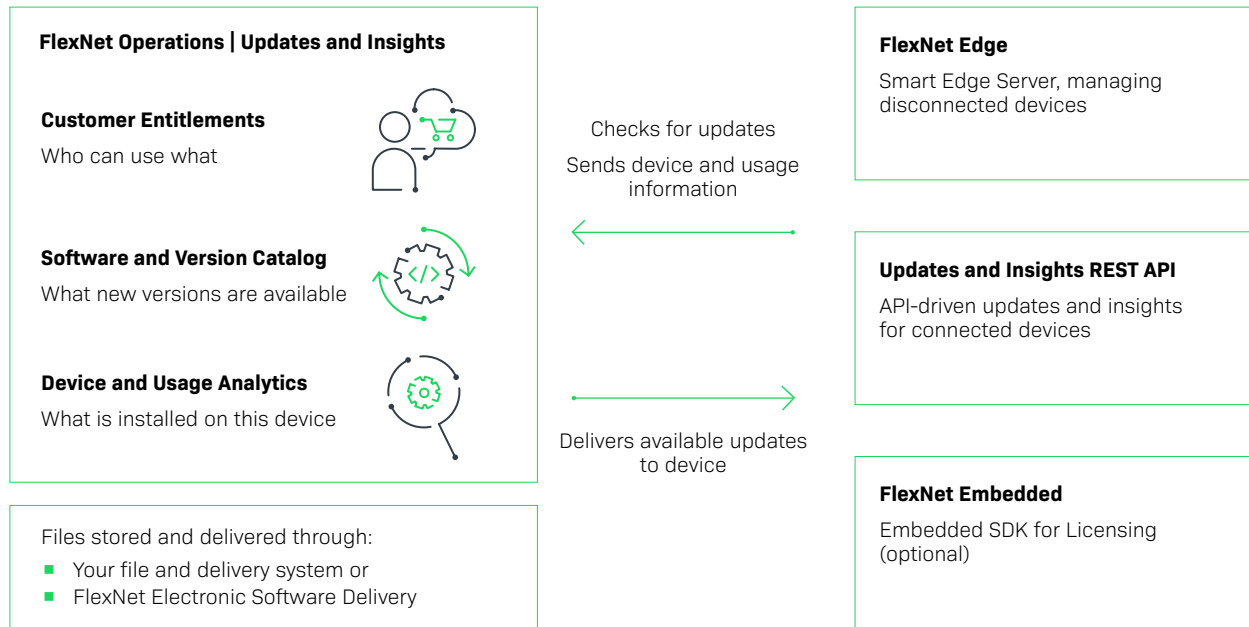
  

Update name	ID	Status	Last activity
Standard Calculator LC-2.0_2.0-2.1_2.1	STD_CA	Download failed (check error code)	Apr 19, 2018 14:36:07
Standard Calculator LC-2.0_2.0-2.1_2.1	STD_CA	Installation is complete	Apr 19, 2018 14:36:07
Standard Calculator LC-2.0_2.0-2.1_2.1	STD_CA	Installation has started	Apr 19, 2018 14:36:06
Standard Calculator LC-2.0_2.0-2.1_2.1	STD_CA	Download has been successful	Apr 19, 2018 14:36:05
Standard Calculator LC-2.0_2.0-2.1_2.1	STD_CA	Download has started	Apr 19, 2018 14:36:01

DEVICE ID	VERSION ID	UPDATE NAME	PLATFORM	STATUS
SD544756749	MSUpdateID1	MSUpdateID1	Embedded Linux	Install completed
MD544756749	MSUpdateID1	MSUpdateID1	X86Y383	Install completed
MD544716749	MSUpdateID1	MSUpdateID1	X86Y383	Install completed

### Updates and Insights

Full visibility and a complete audit trail for updates  
All transactions related to a specific device, in a single view



**NEXT STEPS**

Visit us to learn more about Software Monetization.

[LEARN MORE >](#)

Revenera provides the enabling technology to take products to market fast, unlock the value of your IP and accelerate revenue growth—from the edge to the cloud. [www.revenera.com](http://www.revenera.com)