



Software Delivery

Improve Customer Retention and Operational Efficiency.
For most customers, product delivery is their first post-sales experience with your company. Make sure you get it right.

SOLUTION BRIEF

Customers have high expectations for your product, right from the start. They want delivery to be:

- **Fast.** Your customer has just purchased your product. Now they want a quick, easy process to get it.
- **Secure.** Ensure your downloads are secure and available only to those entitled to it.
- **Reliable.** Your delivery system has to work efficiently, regardless of frequency and file sizes.

Meeting these expectations will build customer loyalty. Doing it efficiently will reduce support expenses and eliminate physical distribution costs.

Electronic Software Delivery gives you the capabilities you need:

- Entitlement-based downloads—only for eligible customers
- Complete audit trail of customer activity showing who downloaded what, and when, allowing for timely and accurate revenue recognition.
- Automated email notifications as new software releases and patches are available
- Denied party validation and reporting for export compliance
- Legal protection with EULA acceptance
- Multiple download protocols—also supports large file sizes
- Supports delivery of both software containers and software packages

Customer Loyalty Pays Off



5x – 25x

**COST OF ACQUIRING NEW CUSTOMERS
VS. RETAINING EXISTING ONES¹**



**INCREASING CUSTOMER RETENTION
BY 5% INCREASES PROFITS BY**

+25%²

¹Harvard Business Review

²Bain & Company

NEXT STEPS

Learn more about Making a Good First Impression

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Reverera 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.reverera.com