



InnovMetric Expands User Base and Grows Recurring Revenue with Floating Licenses

InnovMetric is a global leader in 3D metrology software, enabling industrial manufacturers to analyze and test measurements at every stage of production, from initial design and prototyping to final assembly and quality control.

For producers in aerospace, automotive, agriculture, and beyond, precision is paramount, and InnovMetric's solutions ensure pinpoint accuracy throughout manufacturing lifecycles.

The PolyWorks suite has leveraged Revenera's **software licensing service** for over 25 years, allowing InnovMetric to sell floating licenses that maximize flexibility while driving sustained business growth.



CHALLENGE

- Customer demands for compatibility on various operating systems and servers
- User requirements for seamless access to machines across multiple air-gapped locations
- In-house development and support for floating licensing would be cost-prohibitive



SOLUTION

- Partner with Revenera for advanced floating license functionality
- Enable license borrowing so users can disconnect and travel to different sites
- Boost security with time-out mechanisms, and drive customer success with utilization data



BENEFITS

- A reliable licensing platform with geographic insights that can be shared with channel partners
- Floating model encourages increased use, which creates upsell opportunities
- Agile scalability to achieve business goal of doubling revenue within five years

Measured Growth

3D measurement is crucial for complex end-to-end manufacturing, allowing industrial firms to evaluate performance, identify discrepancies, and bridge the gap between computer-aided design and the realities of physical production.

The PolyWorks product line empowers engineers to continually fine-tune processes and improve consistency, while its practical floating license model – enabled by Revenera’s FlexNet Publisher – has been pivotal in expanding its international user base.

Marc Soucy, President and Co-Founder of InnovMetric, states: “Node-locked licensing works for certain use cases, but our floating model allows engineers and analysts to check out and return licenses as needed. This ensures efficient resource allocation across global teams, while also supporting renewals and creating upsell opportunities as more users engage with our product over time.



“We aim to double revenue within five years, and floating licenses are key to our strategy as they encourage wide adoption throughout accounts. Revenera provides the scalability to achieve our growth objectives and reliability to ensure customers maintain flexible access.”

—MARC SOUCY, PRESIDENT AND CO-FOUNDER, INNOVMETRIC



Meeting Expectations

A common debate for technology companies is whether to build or buy monetization infrastructure, but InnovMetric chose to partner with Revenera for multiple out-of-the-box features that meet diverse customer needs.

Marc explains: “Part of the reason we use FlexNet Publisher is the technical complexity involved. Many of our customers implement a triad of license servers while also requiring access to both Windows and Linux operating systems. Developing and maintaining support for everything would be cost-prohibitive, so we’re happy to employ Revenera’s secure licensing platform.”

As an experienced supplier of **modern software licensing solutions**, Revenera offers a broad range of useful capabilities that producers value. Marc continues: “As we have global entities and independent partners, geographic usage data is vital for revenue distribution. With FlexNet Publisher, we can extract utilization statistics per country, ensuring fair allocation of funds.

"With Revenera's expertise, we can also enable advanced functionality, such as time-out mechanisms for tighter security and license borrowing so users can disconnect from the network and travel to different sites, providing flexibility with compliance and control."

—MARC SOUCY, PRESIDENT AND
CO-FOUNDER, INNOVMETRIC



Reliability Wins

By integrating FlexNet Publisher into the heart of its quote-to-cash framework, InnovMetric has consistently grown recurring revenue with a flexible go-to-market strategy.

Marc concludes: "Revenera offers a very in-depth solution for floating licenses, which allows our product to 'go viral' and spread throughout organizations. Reliability brings repeat sales, and Revenera plays a key role in our success by maintaining a very dependable service."

As InnovMetric targets accelerated growth, Revenera continues to evolve the monetization technology to support its goals.

For more information on how to implement flexible models while streamlining back-office operations and reducing technical debt, please [contact Revenera's software monetization team](#) today.

NEXT STEPS

Monetize What Matters
and Provide the Best Customer Experience.

[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