revenera™

FlexNet Operations

Award-winning Entitlement Management

Streamline the quote-to-cash process, automate fulfillment, understand usage, and manage compliance with a centralized system supporting the broadest range of monetization and deployment models.

Drive Recurring Revenue

Winner of Frost & Sullivan's Market Leadership Award, FlexNet® Operations enables you to improve operational efficiency with a 'single pane of glass' for customer use rights and transaction lifecycles. It supports all monetization models – from traditional perpetual licensing to flexible subscription and pay-per-use strategies – while empowering you to make rapid pricing and packaging changes for SaaS, cloud, embedded, and on-premises solutions.

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

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

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.

Automating software lifecycle transactions and providing self-services can cut operational costs and allows users to:
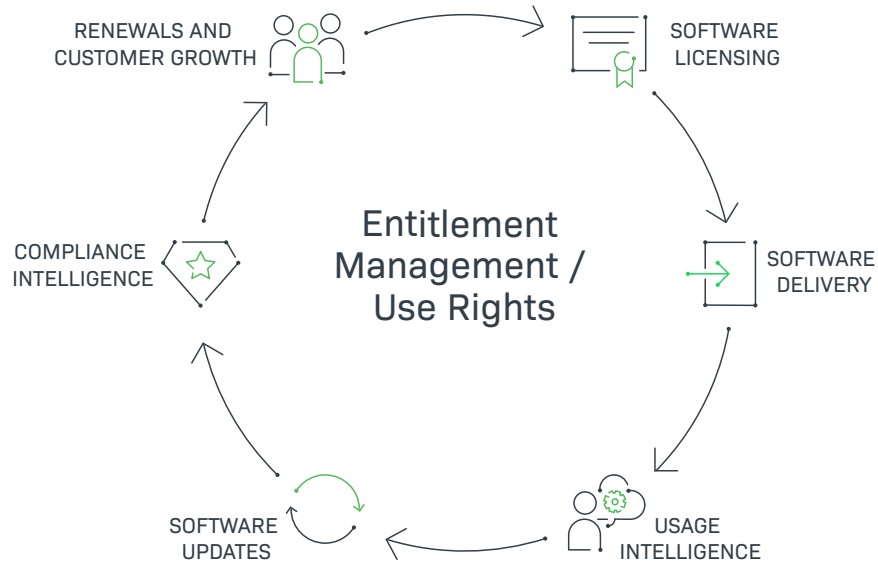
- Manage the entire software lifecycle—fulfill, activate, return, re-host and repair
- Manage the licensing lifecycle of applications on devices—create and provision features, enable rebalancing, returns and moves
- Support virtualization and cloud environments—manage products in virtual environments, prevent or report on cloning
- Report on software and device licenses

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.
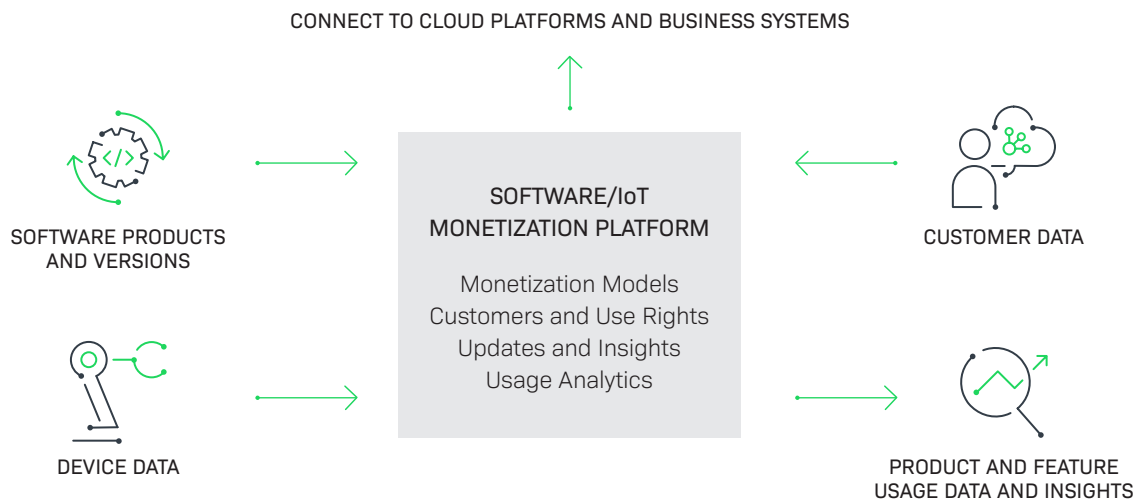

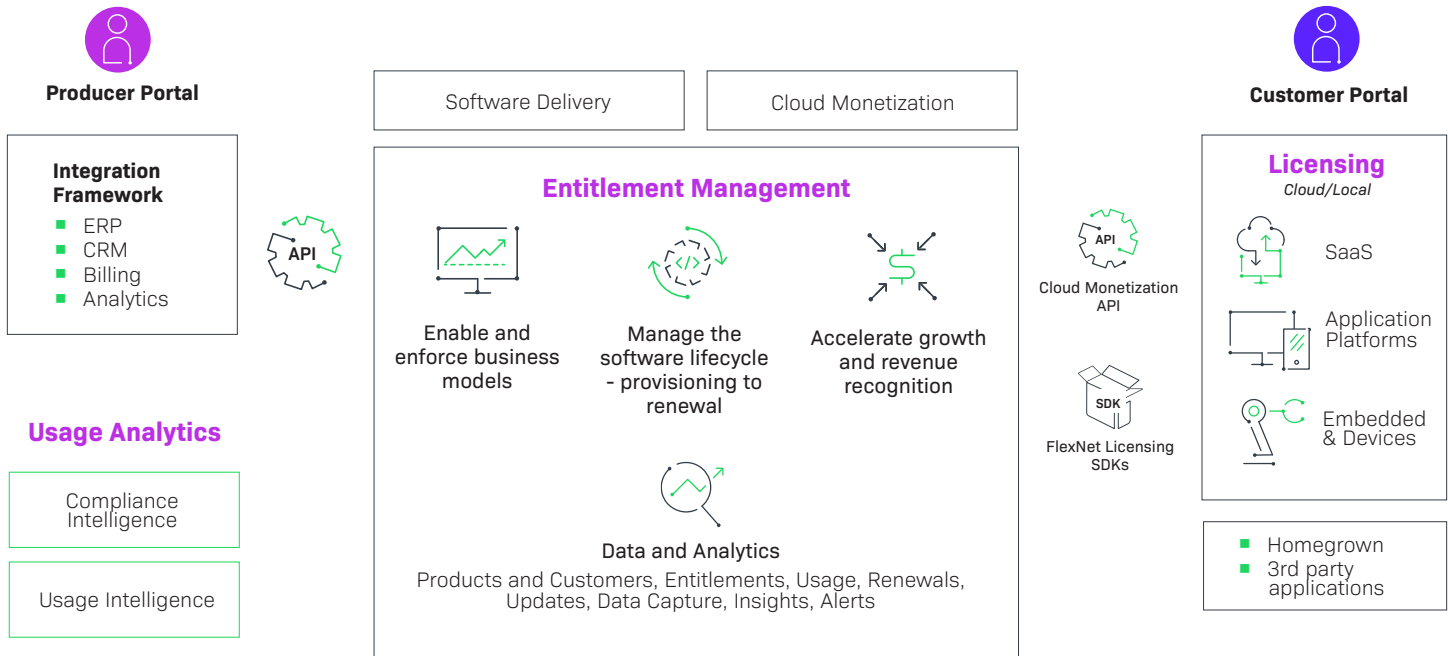## Data Drives Successful Software Monetization

- 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.

Monetization Platform Overview

Producer Portal

| Software Delivery | Cloud Monetization |

Customer Portal

Integration Framework
- ERP
- CRM
- Billing
- Analytics

API

Entitlement Management

Enable and enforce business models

Manage the software lifecycle - provisioning to renewal

Accelerate growth and revenue recognition

Data and Analytics
Products and Customers, Entitlements, Usage, Renewals, Updates, Data Capture, Insights, Alerts

Cloud Monetization API

FlexNet Licensing SDKs

Licensing
Cloud/Local

SaaS

Application Platforms

Embedded & Devices

- Homegrown
- 3rd party applications

Usage Analytics

Compliance Intelligence

Usage Intelligence

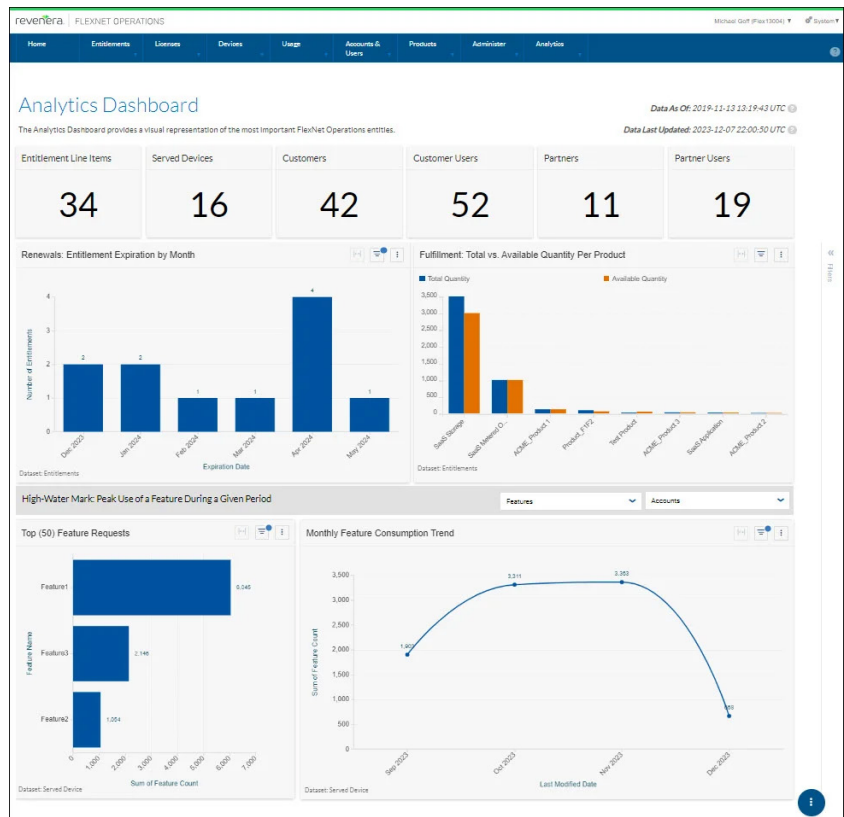# Analytics Dashboard Reports

Renewals

- Gain visibility into a customer's renewal position based on actual consumption of entitlements

Fulfillment

- Track end customer adoption rates by reviewing entitlements vs fulfillments

High-Water Mark

- Enable notifications for custom thresholds, alerting producers to potential upsell opportunities while helping customers avoid surprise overage bills

Manage Complex Channels and Customer Organizations

One of the biggest challenges for suppliers and buyers in complex supply chains is the ability to create, manage and track software entitlements. In a large organization, this will often involve all the subsidiaries and departments within the enterprise. Multi-tier channel models often add another layer of complexity. FlexNet Operations 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

Modules

FlexNet Operations is a modular system that can be tailored to your needs. The platform comes with a proven core product detailed above that leverages Revenera'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.

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-overage, 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 Revenera Cloud Licensing Service is a cloud-based license server managed and hosted by Revenera.

- 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. FlexNet Operations allows 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-overage, 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

Software Delivery and Updates

A great customer experience starts as soon as the purchase is completed. Electronic Delivery of software packages or containers ensures your customers quickly and securely receive your products. Meeting customer expectations at this stage is the first step toward building customer loyalty. And because it's entitlement-based, Software Delivery protects you by allowing downloads only to eligible customers. Customers benefit from a more straightforward experience because they will only see the products available to them.

- 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

- Trigger alerts based on key events
- Increase renewal rates through proactive management
- Monitor customer activity with an easy to read dashboard

Software Container Delivery

Software producers moving to cloud-native deployment models can accelerate and automate revenue recognition by ensuring entitlement-based delivery of software container images to end customers in a seamless process, making sure that software is only delivered to paying customers and revenue gets recognized in seconds.

- Accelerates timely, accurate revenue recognition and avoid revenue leakage
- Automates software delivery only to paying customers
- Provides a complete audit trail of customer activity
- Accelerates producers' path to monetizing cloud-native products
- Provides a single, fully-integrated back-office system to manage license, entitlements and software delivery
- Removes friction and manual, home-grown processes for software suppliers
- Enables producers to scale and to provide greater operational efficiency with reduced support expenses and the elimination of physical distribution costs

Software Package Delivery

It is important to deliver software to your customers in a fast, reliable and secure manner. With the Software Delivery module, you'll be ready to enable more frequent updates, larger file sizes and a better user experience. Revenera's packaged 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
- Report on downloads for your export compliance requirements
- Track downloads automatically and accurately so you know who is using what

> *"We wanted better insight into our customer base, offer flexible and scalable monetization models and add the automation needed to run our growing software business. Revenera is the strong partner we need to deliver on these strategic goals."*
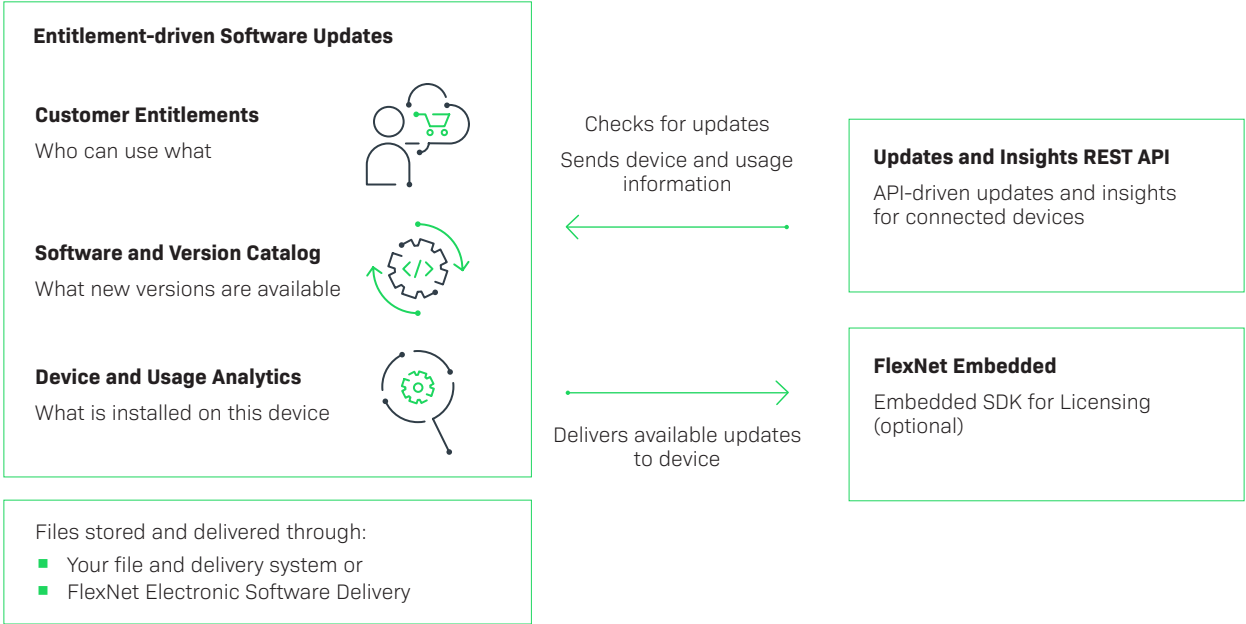
MIKE TRESH
—**PRODUCT MANAGEMENT DIRECTOR, THINGWORX**

Software Updates

To be successful you need to be fast, agile and know what's going on. With FlexNet Operations, 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.

Entitlement-driven Software Updates

Customer Entitlements
Who can use what

Software and Version Catalog
What new versions are available

Device and Usage Analytics
What is installed on this device

Files stored and delivered through:
- Your file and delivery system or
- FlexNet Electronic Software Delivery

Checks for updates
Sends device and usage information

Delivers available updates to device

Updates and Insights REST API
API-driven updates and insights for connected devices

FlexNet Embedded
Embedded SDK for Licensing (optional)

"Our clients make a significant investment in our solutions; their user experience is extremely important. We needed a partner with monetization expertise who could help us deliver the access and control our clients wanted, while allowing us to focus our resources on high-value features. Revenera has turned out to be the ideal partner for this."

PAUL ACTIS
—SVP, RESEARCH & DEVELOPMENT, SUMMIT HEALTHCARE

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**