

# Monetize and Protect the IoT

Software is driving the IoT, transforming hardware companies to as-a-service companies. According to IDC, the IoT is growing to \$1.11 trillion in 2023 and IoT software has a CAGR of 15%. Implementing the right licensing and entitlement systems is critical to successful IoT monetization.

## Capture Your Share

### Drive Revenue

- Unlock the full revenue potential of devices, applications and ecosystems
- Enable subscription, usage and value-based business models
- Enable cross-sell, upsell and add-on sales
- Provision features on demand 24x7

### Manage the Ecosystem

- Manage customers and partners in large IoT ecosystems
- Provide flexibility and self-services
- Enable monetization within IoT platforms
- Control contract manufacturing

### Drive Product Agility

- Differentiate devices through software-driven feature management
- Empower operational efficiency
- Enable flexible rebalancing in manufacturing

### Enable Product Insights

- Create and leverage install base insights
- Capture and analyze usage
- Collect product instrumentation data

\*Sources: Boston Consulting Group and Gartner



## Protect Software and Devices

### Manage Open Source Software

Open Source is free to use, but not free of obligations

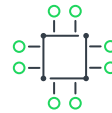
- Track and manage open source and third-party components
- Stop license compliance issues with an end-to-end system
- Manage and mitigate software vulnerabilities

### Enable Continuous and Scalable Updates

- Empower customers to stay current—send alerts and notifications to the right contacts
- Distribute software/firmware updates and patches electronically
- Offer self-services and provide a great user experience
- Continuously deliver new value

### Protect Software and Devices

- Apply tamper resistant application protection
- Enable secure authentication and activation processes to protect devices against ineligible use
- Detect and report on accidental overuse like cloning of virtual machines
- Detect tampering and react—get notified, send logs or shut down the software



**9** out of **10**

IoT developers use  
Open Source technology

#### NEXT STEPS

Monetize and protect intelligent devices.

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