



ROI of a Software Monetization Solution

Leading technology companies are focused on maximizing software revenues, accelerating revenue recognition and increasing customer satisfaction. As those are big goals to reach, the question often is, what exactly would get you there quickly and efficiently.

A world-class Software Monetization Strategy is a strategic pillar that shouldn't be missed. The Reverera ROI Model highlights where Software Monetization can help and what top line growth and operational efficiencies you can expect.

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The software world never stops evolving, and new business models are introduced every day. Product executives want to drive revenue and be sure they don't have leaks. To achieve that goal, a coherent monetization strategy is one of their main business goals. Software Monetization is not just the implementation of licensing tools. Done right, it will grow your top line and drive sustainable growth from recurring revenue models. In addition, it can help streamline operational processes and free up valuable resources that can increase their impact on your core business.

Companies that implemented and optimized a Software Monetization strategy usually benefit from top line growth and operational efficiencies in the areas listed below. The value of the project mainly depends on the level you start out from. Companies that transition from a do-nothing or very limited homegrown approach to a professional platform tend to benefit the most.

Topline Growth



3-15%

FLEXIBLE LICENSING AND PACKAGING

- Accelerate product time to market
- Quickly support new licensing and packaging options
- Grow recurring revenue and accelerate revenue recognition



10-15%

REVENUE GROWTH FROM EXISTING CUSTOMERS

- Accurate install base information
- Better targeting for upsell and cross-sell opportunities
- Optimized trial-to-buy conversion
- Data-driven insight on customer health
- Optimized compliance management



3-10%

CHANNEL PERFORMANCE

- Accelerate channel sales
- Enable channel self-services
- Measure and optimize channel performance



5-10%

SUBSCRIPTION AND MAINTENANCE RENEWALS

- Optimized renewals process and on-time renewals, based on accurate data
- Configurable and automated customer reminders
- Early warning system identifying renewals at risk



Software suppliers that implement a software monetization platform often see double-digit revenue growth and high margins on incremental recurring revenue.

Operational Efficiencies



1-3%

COMPANY-WIDE STANDARD FOR LICENSING AND ENTITLEMENT MANAGEMENT

- Retire home grown and legacy licensing applications
- Eliminate manual work needed for entitlement management



1-3%

CUSTOMER SELF-SERVICE

- Reduced number of support issues
- Less customer inquiries due to full transparency



0.5-4%

STREAMLINE PROCESSES

- Accelerate software provisioning
- Streamline delivery of updates
- Better business system integration



Streamlined processes can help reduce your cost by **up to 10%**, and free up resources for more strategic projects.

NEXT STEPS

Find out how to get to the next level.

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