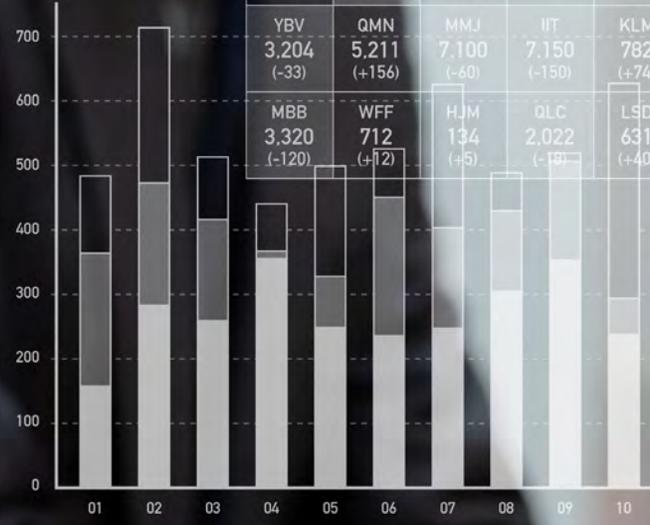




**Flexera**

Install | Protect | Monetize™

AIU 1,822 (-35)	HJI 20,369 (+580)	WWE 890 (-20)	PLD 6,350 (-200)	EER 10,980 (+580)
MBC 3,605 (+210)	LJH 9,542 (-128)	MJB 2,609 (+35)	PON 7,654 (+169)	NFR 6,520 (+120)
YBV 3,204 (-33)	QMN 5,211 (+156)	MMJ 7,100 (-60)	IIT 7,150 (-150)	KLM 782 (+74)
MBB 3,320 (-120)	WFF 712 (+12)	HJM 134 (+5)	QLC 2,022 (-18)	LSD 631 (+12)



eBOOK

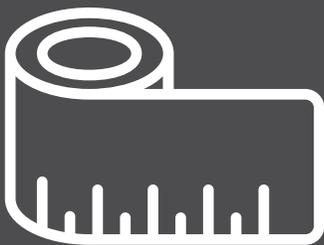
# 2019 TRENDS

## SOFTWARE and IoT MONETIZATION

# The New View of Software and IoT Monetization

**T**oday, software monetization is about much more than license compliance and IP protection. It's about growing by making customers successful, enabling recurring revenue streams and managing your business through a central view of devices, customers and software.

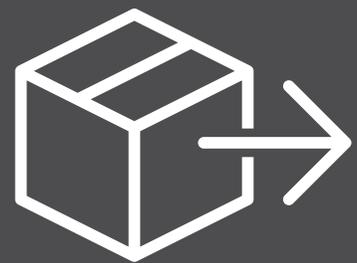
In this eBook, you'll discover 2019's emerging trends in software monetization and practical tips to grow your business.



**MEASURE**  
the value  
you deliver



**IDENTIFY**  
opportunities  
to improve



**DELIVER**  
ongoing  
value

# Trend #1 - Turning Data to Insights

Today's software monetization technology offers a wealth of information. Companies are using it to proactively monitor customer activity and to guide product development decisions.

By comparing what a client purchased to what is actually being used, you can understand customer health. Low usage suggests a customer is having trouble using or seeing the value of your product. This is a red flag for renewal risk. Strong usage indicates high perceived value, a positive sign for renewals and possible upsell opportunities.

Usage data is especially valuable for Product Managers. These insights allow them to make informed decision in several key areas:

- Determining priorities for product roadmaps
- Assessing pricing and packaging options for products
- Planning with higher accuracy for support and maintenance requests
- Targeting the right customers with security updates and upgrade campaigns
- Considering improvements when version adoption is not high enough



## Trend #2 - Customer Satisfaction as a Business Opportunity



Customer experiences drive renewals and growth. Today's technology offers greater control over experiences, enabling companies to provide what clients need, on their schedule.

A great starting point is to formally assess your current client experience. Using a methodical approach, you can identify what areas need tighter alignment with what customers expect.



## Trend #2 Continued — Customer Satisfaction as a Business Opportunity



Companies are using software monetization technology to align the customer experience with expectations. Trends include personalized experiences around self-service options and customized outreach.



### SELF SERVICE

- Customer control over feature activation
- 24x7 access when customer needs it
- Transparent view of usage
- Streamlines trial and trial-to-buy process

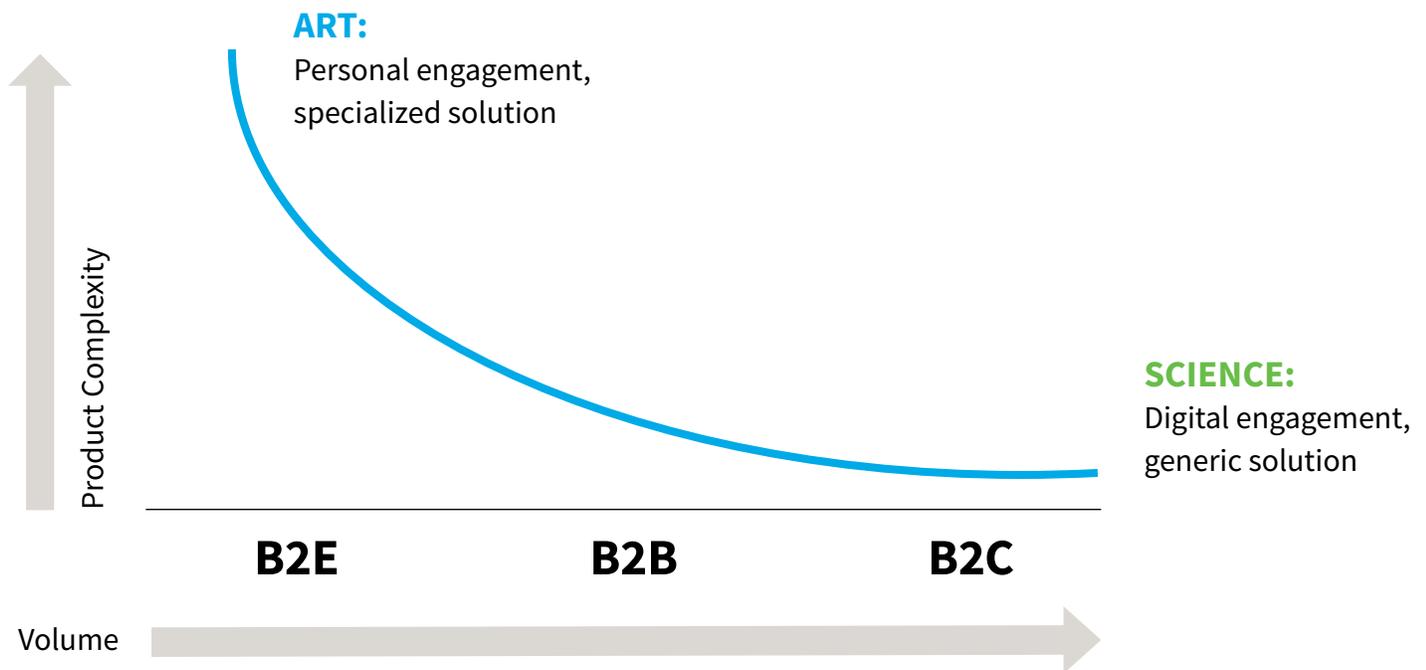


### CUSTOMIZED OUTREACH

- Right information, for the right customer, at the right time
- Based on accurate entitlement and configuration data
- High perceived value of communications

## Trend #3 - Pricing as Art and Science

Pricing is both art and science. The balance is determined by what type of customer is being targeted and how complex the problem is to solve. A high value, complicated problem often leans more toward “art,” lending itself to discretionary discounting by the sales team. For consumer or high volume, low complexity products, a clean and simple “science” approach often works best.



## Trend #3 Continued — Pricing as Art and Science

The art and science approach includes using flexible digital business models to maximize customer lifetime value. Options abound, including creating “right size” models with multiple levels of functionality. The biggest change is occurring with device manufacturers, who are now creating pricing models that include both software and hardware vs. providing software for free.

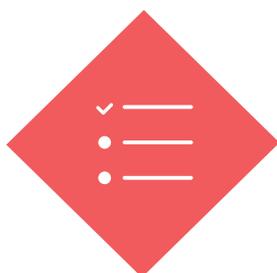


BUILD RIGHT-SIZED OFFERINGS  
WITH FLEXIBLE PACKAGING



LEVERAGE AS-A-SERVICE MODELS  
WITH FLEXIBLE MONETIZATION

Subscription  
Pay-per-Use  
Pay-per-Outcome



SELL FEATURES  
AND ADD-ONS



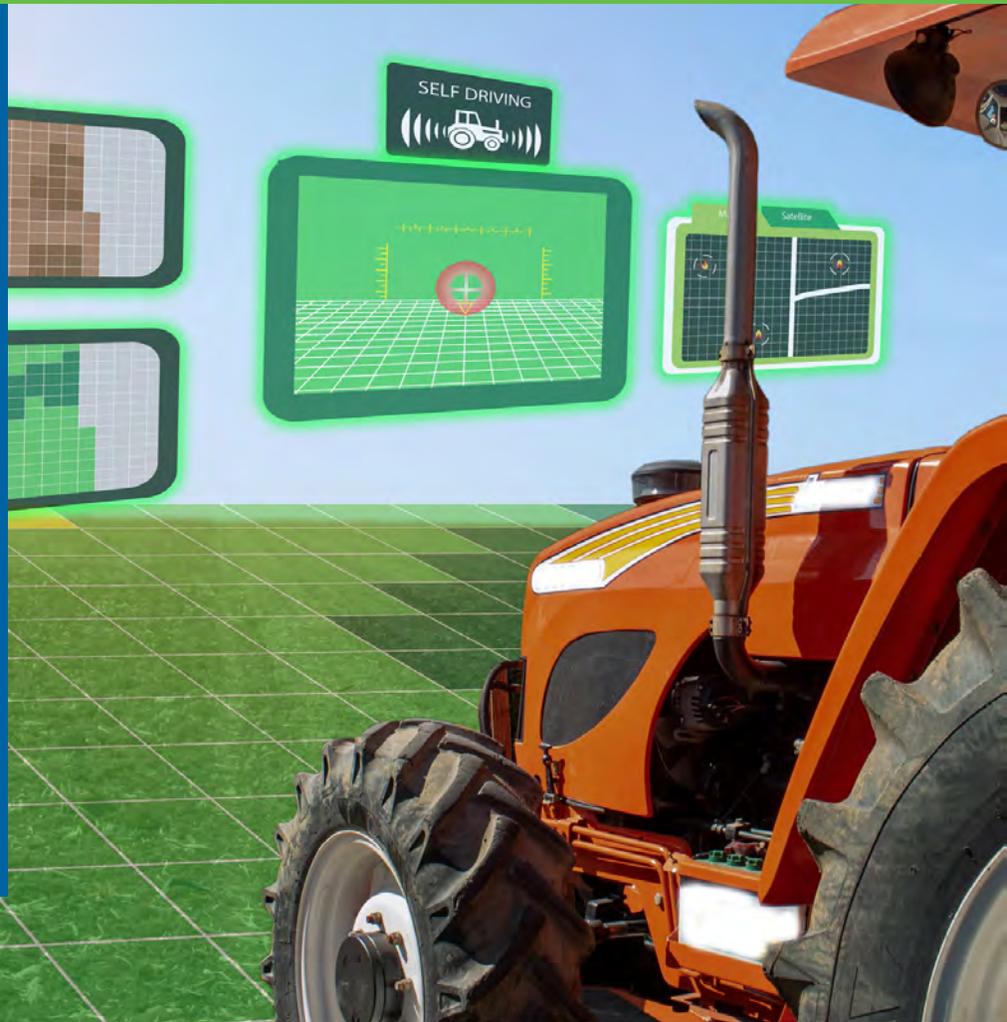
ADJUST COMPLIANCE  
STRATEGY TO MARKET NEEDS

Strict enforcement in B2C  
Growth in trust-but-verify in B2B

# Trend #4 - Transforming Devices Into Value Drivers

A whole new world has opened up for organizations that produce physical assets. Farm equipment companies are one example of this. They are creating smart tractors by utilizing software to manage and monitor the vehicle and sensors to collect location, soil and crop data. This develops stronger customer engagement and value-added data opportunities.

For example, the data collected can be used to efficiently route tractors through a field, identify the optimum conditions for planting, and reduce costs by determining the proper amount of fertilizer and irrigation needed.



Monetization opportunities don't end with the initial sale. It continues with software updates, as new features are added or the application expands to solve new problems, ensuring that the product continues to satisfy and engage the client.

## DEVELOPMENT

**AGILE**  
Continuous  
Releases

Software/IoT  
Monetization  
Platform  
**UPDATES**

## CUSTOMER EXPERIENCE

**CONNECTED**  
Continuous  
Value



# 4 ACTIONS TO TAKE TODAY

1. Uncover insights with data for renewals and business planning
2. Assess your customer experience and use monetization technology to meet expectations
3. Blend the art and science of pricing to identify the value drivers that correlate with high potential value
4. Explore data opportunities to develop new revenue streams and deliver continuous value



## NEXT STEPS

Watch the Flexera-Forrester webinar to learn more about these trends.

[Watch Now](#)

## BECOME A DIGITAL LEADER

Flexera's solutions help software and IoT companies build and deliver secure products while protecting their IP. We enable them to implement modern and flexible monetization models, drive recurring revenue and increase customer satisfaction.

[flexerasoftware.com](https://flexerasoftware.com)