

ADVA Focuses on Core Competencies

Trusts Revenera for Software Monetization Solution



ADVA Optical Networking is creating new opportunities for a connected world. Their intelligent telecommunications hardware, software and services have been deployed by several hundred service providers and thousands of enterprises.



CHALLENGE

- Enhance IP protection
- Increase licensing and renewal efficiency
- Improve customer visibility



SOLUTION

- Licensing solution offering flexible licensing models
- Back-office system to manage customer use rights and improve internal and external reporting



BENEFITS

- Internal resources able to focus on core competencies
- Automated customer sales and renewals notifications
- Accurate revenue capture and recognition throughout software life cycle



ADVA needed to further support their transition to a software-centric solution provider. They required a secure, end-to-end monetization solution that worked for them and their customers.



"As a lean software company trying to best leverage every single resources we have...We could not afford to have our core engineering talent work on re-creating a software licensing solution. We were easily able to conclude that Revenera was going to be a good, trusted partner."

RICHARD JENNY
—DIRECTOR OF PROGRAM MANAGEMENT
AND DEV-OPS, ADVA OPTICAL NETWORKING

NEXT STEPS

See how Revenera can help your business.

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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