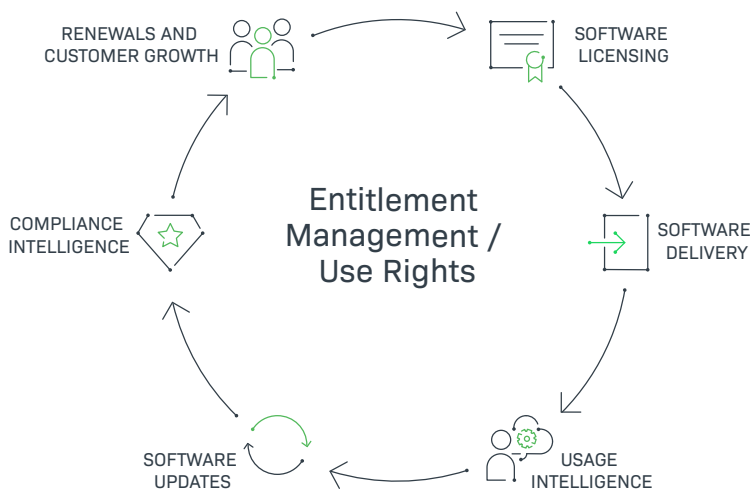# Software Monetization

Scale Your Software, SaaS and IoT Business. Grow Subscriptions and Recurring Revenue.

Drive Recurring Revenue

Revenera's Software Monetization Platform enables you to monetize software effectively and to manage compliance and customer growth. It supports all monetization models – from more traditional perpetual models to flexible subscription and pay-per-use models. You are able to capitalize on new revenue opportunities because it allows you to:

- Implement, manage and control your monetization models on all platforms - embedded, on-premises, cloud and SaaS

- Dynamically create product configurations (like standard and light versions).

- Measure and understand product usage, feature usage and user behavior.

- Monitor, track and mitigate piracy and overuse.

- Deliver software and updates to connected and disconnected devices

RENEWALS AND CUSTOMER GROWTH · SOFTWARE LICENSING · SOFTWARE DELIVERY · USAGE INTELLIGENCE · SOFTWARE UPDATES · COMPLIANCE INTELLIGENCE · Entitlement Management / Use Rights

KEY BENEFITS:

You want to digitally transform your business in order to grow and be successful. You also want to help customers succeed and thrive by delivering an instant and positive user experience.

With a professional software monetization platform, you can:

- Add speed, agility and automation to your software business.

- Grow your SaaS business and drive subscriptions.

- Manage and monetize the IoT.

- Enable product agility so you can dynamically switch features on and off, based on use rights.

- Know what your customers own, and what they are using.

Run A Successful Software Business

Packaging, pricing, deployment and provisioning options are always changing. Customer use rights (entitlements) change as well – assets move within the company because customers upgrade or downgrade their packages or they go through M&A or divestitures.

Revenera's monetization platform empowers you to manage the dynamic nature of software entitlements and control all related processes - from software delivery and updates to customer and channel portals usage analytics and compliance management. You get the needed insight to make the connection between your software products, your devices, your customers and their usage.

- 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 in one central monetization back office.

Entitlement Management

FlexNet Operations is the gold-standard for software monetization. The highly flexible platform manages all software operations, provisioning and monetization processes for your Software, SaaS or IoT business and integrates seamlessly with your infrastructure.

Based on a modular concept, FlexNet Operations provides you with a fully functional platform and specialized modules that can be added depending on your demands.

As your monetization hub, FlexNet Operations links to all the key elements of your operation. It is tied directly into FlexNet Licensing on your device or software applications. It manages users and use rights in-app for your SaaS applications. Through a web-based portal it allows customers to perform 24/7 self-service. And it integrates with your existing business systems through the Revenera Integration Framework.

Software Licensing

FlexNet Licensing enables the implementation of new business models and helps you adapt to new market needs quickly. It supports the widest range of monetization models in the industry,

including subscription, usage based and many more. It works across all platforms, standalone, as an SDK built into your application technology, or as a flexible web services framework.

- Switch features on and off electronically
- Change pricing and licensing options quickly to match market demand
- Protect your IP; defend against unauthorized access and overuse
- Protect and monetize in cloud and virtual environments

Software Delivery and Updates

The number of connected devices continues to expand, making management of software updates a challenge. At the same time, many devices are not connected at all. We can provide a single update solution with a view of what's happening on the vast number of connected devices – even those deployed on a customers' private network.

Usage Intelligence

Whether defining new features or optimizing your existing product functionality, Usage Intelligence helps you make better decisions. Collect and analyze actual product usage metrics to understand user engagement and interaction with your software, analyze your install base and build a data-driven strategy for roadmaps, packing, pricing and sunsetting decisions.

Compliance Intelligence

Compliance Intelligence helps software suppliers systematically monetize the unpaid use of their applications. It detects, identifies, and reports on organizations using your software without paying for it. Infringements are transformed into actionable leads for your sales and compliance team.

Renewals and Customer Growth

Customer Growth lets you see a snapshot of customer account health and, more importantly, trends in usage. You can easily create alerts to be triggered when customers cross important thresholds and drill down into the products they own and see consumption at the feature level. You can track renewals and provide a view of expiring entitlements to customers, leading to a transparent and trusted renewal process.