

Office of Finance

Accelerate Revenue Recognition.
Drive Predictable & Recurring Revenue.

Common Revenue Recognition Pitfalls:

- Software fulfillment issues caused you to restate earnings
- Acquisition complications are causing revenue recognition delays
- Auditors are questioning your revenue recognition
- You missed revenue targets because your fulfillment process failed
- You are losing revenue from unlicensed software use

Grow top and bottom-line revenue and reduce operational costs and complexities by streamlining and extending quote-to-cash operations. With an always-accurate view of what products your customers own (are entitled to) and the term of when they can access and use your products, and the ability to ensure reliable and timely fulfillment of orders and software lifecycle activities you are able to accelerate revenue recognition, drive predictable and recurring revenue streams and ensure you are getting paid for the use of your software and products.

Automate and Streamline Manual/ Fragmented Quote-To-Cash Operations

The ability to manage, track, collect and report on all licensing and entitlement transactions throughout the lifecycle results in reduced revenue leakage, higher renewal rates and automated and streamlined product setup, order entry and licensing processes and operations.

Accelerate Revenue Recognition

When you deliver licenses and software electronically you can recognize revenue up to the final second of a financial quarter. This ensures that revenue booked in a quarter is recognized within that same quarter.

Drive Recurring & Predictable Revenue

When you integrate entitlement management and electronic software delivery with an ERP (i.e. Oracle, SAP) system, new releases of software and software subscriptions are made available instantly to those customers with current subscriptions and maintenance plans. And, those customers that are not current on maintenance or with expired subscriptions will not receive the updates and they will be required to purchase the rights to upgrade/update and/or to extend their subscription plan.

Plus, you maintain an always-accurate view of what products your customers own (are entitled to) and the term of when they can access and use your products. Getting a holistic view of your installed based entitlements and proactively reaching out to customers with near-term maintenance and subscription expiration dates to renew (or renew early) results in predictable maintenance revenue.

Million Dollar Challenges When Your Systems Cannot Scale

10%

Revenue Leakage Due to Poor Visibility of Customer Entitlements



Excessive M&A Integration Costs

(\$3M one recent case study)



Prohibitive Cost to Migrate to Newer ERP Versions

\$500K+



High Cost of Customer Support Incidents

\$700K+



Missed Revenue Targets

Due to Revenue Recognition Delay (Market Cap)



Low Renewal/Recurring Revenue

(Target: 85 – 95% Renewal; 50% of Overall Revenue)



\$750K+/year

Due to Costly, Slow, Inaccurate Product Setup, Order Entry & License Processes



Market Share Loss

or Inability to Monetize Cloud Computing, SaaS, Virtualization and Offer Usage-Based Licensing Models



"In addition to effectively eliminating revenue leakage due to piracy, FlexNet Producer Suite has allowed us to improve customer satisfaction and reduce our operating costs."

ROBERT RANDAZZO

—CHIEF EXECUTIVE OFFICER, PMDG



Increase Customer Satisfaction

Reduce costs while increasing customer satisfaction by putting the power to control and manage common software lifecycle activities in the hands of your customers. When you provide your customers with 24x7 self-service you enable them to perform license lifecycle activities (i.e. rehosts, returns, downgrades, upgrades, etc.) which results in lower support costs while empowering and increasing the customer experience and satisfaction.

In addition, providing your customers with a single place to go to for all the products you offer ensures the customer has a consistent and positive user experience across your entire product portfolio.

The FlexNet Producer Suite from Revenera is uniquely positioned to help software vendors and intelligent device manufactures by providing strategic monetization, licensing and entitlement management solutions that enable technology companies to grow their business through flexible pricing, licensing and packaging while streamlining quote-to-cash operations to reduce costs.

“Revenera has helped us transition our focus from individual, repetitive customer fulfillment transaction processing to customer self-service enablement—a far more strategic and high-impact place to be.”

BOB MULLEN

—DIRECTOR OF OPERATIONS, SYBASE



NEXT STEPS

Learn how Revenera can help you grow your top and bottom-line revenue.

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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