Siemens Builds an Efficient, Revenue-Generating Software Business

SIEMENS

Siemens Building Technologies Division (Zug, Switzerland) is the world leader in the market for safe and secure, energy-efficient and environment-friendly buildings and infrastructures. They have offerings for safety and security as well as building automation, heating, ventilation and air conditioning (HVAC) and energy management.

For Siemens, the challenges are to make software a more integral part of the business.

CHALLENGE

- Create new revenue streams
- Better visibility and reporting
- Standardize licensing technology

SOLUTION

- Implement a single software monetization platform
- Automate processes through ERP integration

BENEFITS

- Assurance that software is protected and monetized
- Improved and automated operating and ordering processes
- Ability to adopt new business and licensing models

> "Flexera's monetization platform is enabling us to establish a software business so that we can create new and incremental revenue streams and introduce new business and service models for our customers worldwide."
>
> **SÉBASTIEN BEY**
> **—SR. VICE PRESIDENT—HEAD OF IT, SIEMENS BUILDING TECHNOLOGIES**

Today's buildings are comprised of sophisticated systems to control everything from heating, ventilation and air conditioning (HVAC) to security and fire protection. And just as every building is different, so are the systems (hardware, controls and software) that orchestrate these functions. This led Siemens Building Technologies to search for standardized licensing technology which would enable them to monetize all software and improve the licensing and order process as well as the customer experience.

"We are a systems business, which means we sell our customers a complete package of hardware, controls and software. We were seeing a transition where more and more of the value add was coming from software and services," said Sébastien Bey, Chief Information Officer at Siemens Building Technologies Division.

The Build Versus Buy Decision

Prior to selecting and implementing Flexera's licensing technology Siemens Building Technologies Division was using multiple homegrown (and semi-homegrown) licensing systems. One of their key initiatives was to standardize and simplify licensing so that they could provide their customers with a single experience and process. After a complete review of their options Siemens Building Technologies Division chose to partner with Flexera and implement their Software Monetization Platform.

"We realized we needed a consistent and harmonized licensing platform to manage software licenses and help figuring out how to run a software business," continued Bey.

Flexera's Software Monetization Platform Drives Value for Siemens Building Technologies Division

Siemens Building Technologies Divisions' License Management System provides complete integration between Flexera's FlexNet Operations back-office entitlement management system and their instances of ERP and their BI system. The License Management System provides the following key benefits to Siemens Building Technologies Division:

- Assurance that all software is protected and monetized with standard licensing technology

- Improved and automated operating and ordering processes—previously they had to ship hardware dongles to customers, now they simply provide a license key which simplifies the ordering process and eliminates manual processes

- Ability to adopt new business and licensing models when selling software and services to customers

What's next for Siemens Building Technologies Division and Flexera?

"As more and more devices and systems become connected to deliver on the expectations of the Internet of Things we envision licensing the software on these systems or as an additional platform. Our License Management System powered by Flexera's Software Monetization Platform will help address these growing Internet of Things monetization requirements as well as enable us to offer new models like pay-for-use and software as a service. We are excited to be partnering with Flexera to help define and implement these new monetization strategies for these growing markets and initiatives," stated Bey.

NEXT STEP

Visit flexera.com to learn more.

Learn More

ABOUT FLEXERA

Flexera is reimagining the way software is bought, sold, managed and secured. We make the business of buying and selling software more transparent, secure, and effective.

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