Licensing, Entitlement Management and Delivery Assessment

Improving Business Growth, Operational Efficiency and the Customer Experience

Break Through in a Difficult Economy

Software vendors and intelligent device manufacturers face a number of serious, complex challenges that threaten their profitability and leadership position in the market. These challenges can include issues concerning sales, products, customers, competitors, acquisitions and/or security. These issues often require the involvement of multiple entities within an organization for resolution, and that can be extremely difficult, especially if there isn't the right expertise and understanding of industry best practices and available technologies.

Flexera Software has extensive experience helping software vendors and intelligent device manufacturers successfully overcome these challenges—and many more. The *Licensing, Entitlement Management and Delivery Assessment* from Flexera Software Global Consulting Services provides a detailed roadmap for addressing your most difficult issues, enabling your company to increase revenue and cut costs without placing any additional burden on internal resources.

Transform the Way You Take Your Software Products to Market

The *Licensing, Entitlement Management and Delivery Assessment* is a collection of activities and best practices that helps software vendors and intelligent device manufactures understand the business value of deploying or improving their licensing, entitlement management and delivery processes. It covers everything from the building, licensing and pricing of the application/device to installation, delivery, managing entitlements, updating and renewal. Finally, it includes information that businesses can use to increase revenue while reducing operational expenses.

Our consultants work closely with your team to determine methods to increase your product revenue. We have skilled professionals with years of experience designing, implementing and optimizing solutions for top software vendors and intelligent device manufacturers across the globe.

How the *Licensing, Entitlement Management and Delivery Strategic Assessment* Works

The *Licensing, Entitlement Management and Delivery Assessment* is a standalone, two- to three-day workshop-centric engagement. The workshops are organized in a top-down fashion to communicate best practices, characterize current activities and develop a (phased) plan to address any gaps in a sequence of topic areas. In addition, the business value of the solution is characterized as best possible with an ROI or other measurements of value that is delivered several weeks after the workshop to executive management.

During the *Licensing, Entitlement Management and Delivery Assessment*, Flexera Software's experts analyze the way you license, price, package, install, update, monitor and renew your products and identify specific areas for improvement. This includes:

- Examination of your licensing models to determine if they are generating maximum revenue
- Identifying ways to recapture revenue lost to software piracy and unlicensed use
- Pinpointing ways to reduce operational costs through automating license entitlement and fulfillment
- Analyzing the reliability and customer-friendliness of your products' installation routines, updates and patch processes
- Outlining ways to gather valuable business intelligence on your user base

Based on this information, Flexera Software's experts produce a detailed assessment and summary clearly outlining critical focus areas, anticipated benefits and high-level recommendations on how to correct inefficiencies and bring your processes and infrastructure in line with best practices.
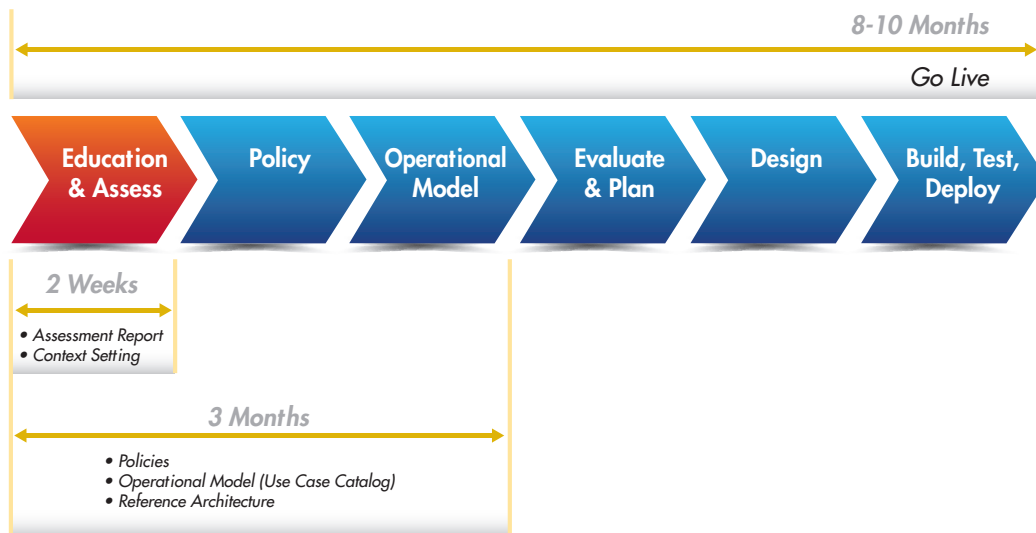
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Figure 1: Flexera Software's High Output Entitlement Management Deployment Methodology

Flexera Software consulting services enables an organization to have faster-time-to-market or faster time-to-business benefit, as Flexera Software consultants can bring a rich variety of experiences to the design and deployment of a licensing solution.

Licensing, Entitlement Management and Delivery Strategic Assessment is part of the **education and assess** phase of Flexera Software's ***High Output Entitlement Management Deployment Methodology*** (figure 1) to deploy high-value solutions in the shortest amount of time. This methodology uses the ***Flexera Software Success Framework*** (figure 2).

Figure 2: Flexera Software Licensing, Entitlement Management and Delivery Success Framework

Sample Assessment Agenda:

Day 1: Business & Product Drivers

Day 1 – Session 1	
9:00-9:30 am	**Kickoff/Introductions** *Introductions and Expectations*

Day 1 – Session 2	
9:30-11:15 am	**Business Overview and Needs** *Current Licensing Business Drivers, Needs, Problems and Opportunities*

Day 1 – Session 3	
11:30 am-12:00 pm	**Sales Channel Model** *Defining Entitlement and Fulfillment Needs of the Channel*

Day 1 – Session 4	
1:00-3:30 pm	**Business Intent – Product Commercialization and Technology Models** *Understanding Product Structures, Licensing and Compliance*

Day 1 – Session 5	
3:45-4:30 pm	**License Technology** *Requirements and Impacts of License Technology Used in Products on Processes*

Day 1 – Session 6	
4:30-5:00 pm	**Governance** *Ongoing Management to Ensure Alignment of Business Processes Through Business Change and M&A*

Day 2: Operations and Entitlement Management

Day 2 – Session 1	
9:00-10:00 am	**Entitlement Management Architecture** *Overview of Prospect-to-Support Business Processes That Involve Licensing*

Day 2 – Session 2	
10:15 am-12:00 pm 1:00-3:00 pm	**License Entitlement and Fulfillment Flows** *Identifying Key Business Flows and Gaps*

Day 2 – Session 3	
3:15 am-4:30 pm	**Migration and Transition Considerations** *Migrating to New License Models and Processes*

Day 2 – Session 4	
4:30-5:00 pm	**Wrap Up Summary** *Summary of Topics*

Executive Presentation of Results

Executive Presentation	
TBD	**Summary Presentation** *Summary of Topics*

Licensing, Entitlement Management and Delivery Assessment

Objectives
The *Licensing, Entitlement Management and Delivery Assessment* has three main objectives:
- Educate the customer on prevailing best practices
- Develop a proposal for the customer which states:
  - Specific and actionable improvements to the licensing, entitlement management and delivery processes
  - Business value of the improvements
  - Next steps
- Improve the chances of success for a deployment project as business goals and objectives are clearly stated

Delivery Approach
The workshop is delivered as a short-term engagement incorporating the following:
- A comprehensive initial questionnaire is disseminated in advance of the workshop and is leverage for discussion and assessment of current licensing, entitlement management and delivery capabilities.
- An on-site facilitated workshop—delivered in three phases—conducted by two Flexera Software Consultants who are licensing, entitlement management and delivery subject-matter experts. This workshop involves key client stakeholders familiar with the client's current licensing, entitlement management and delivery business practices.
- Workshops are based upon our Flexera Software Success Framework®. The workshops typically involve 16 – 30 stakeholders from various groups.
- A review of workshop deliverables and key findings is conducted with participating stakeholders, including a discussion of the business justification for an licensing, entitlement management and delivery program—as well as next steps

Project Timeline
The engagement is conducted in three phases, usually over a calendar timeframe of five weeks. Some client preparation is required in advance to optimize meeting time and enable the generation of deliverables within the allotted time.

GATHER DATA (PRE-WORKSHOP)	PREPARE (PRE-WORKSHOP):	WORKSHOP (1-3 DAYS):	PRODUCE REPORT (POST-WORKSHOP):	PRESENT REPORT (POST-WORKSHOP):
Applicable functional participants complete questionnaires	Flexera Software Consultant configures workshop material to reflect questionnaire responses	Includes all applicable functional stakeholders	May need to review drafts with sponsor	To all functional participants & applicable executive managers

Deliverables
At the conclusion of this service, the client will receive one or more of the following:
- Executive presentation with recommendations and findings report
- Workshop session materials
- Workshop session notes
- Statement of work for services
- Software license agreements

Primary Audience
Customer resources required for this engagement include one executive sponsor (usually vice president or higher) and multiple stakeholders to attend one or more of the workshop sessions. Usually, we limit attendance as these workshops become quite popular within a company. Attendees usually include stakeholders from the following groups:

- Product Marketing
- Product Development
- Sales Operations
- Sales Channel Manager
- Partner Marketing
- Customer Support
- Order Management
- License Operations
- Supply Chain Operations
- Finance
- Legal
- IT–Infrastructure
- IT–Business Analysts

Licensing, Entitlement Management and Delivery Services and Solutions

Applications no longer just help the business, they run the business, and to software vendors and, increasingly, intelligent device manufacturers, they are the business. To compete and win today, software vendors and intelligent device manufacturers must go to market faster with differentiated product offerings, ensure they are fairly compensated, make every dollar spent count and retain every single customer. All of this must be done while facing substantial hurdles.

Flexera Software has long been the global leader in Application Usage Management. Over 3,000 software vendors and intelligent device manufacturers rely on our comprehensive licensing, entitlement management and delivery suite of software licensing, entitlement management, electronic software delivery, software updates and compliance management solutions as core components of a strategic solution for Application Usage Management: FlexNet Producer Suite for Software Vendors and FlexNet Producer Suite for Intelligent Device Manufacturers.

Flexera Software is unique in its ability to offer a comprehensive and integrated solution spanning the full lifecycle of business processes. These solutions provide critical business intelligence to sense market change and develop the appropriate course corrections and are designed to deliver the flexibility to quickly adapt to your evolving business needs. Together they transform numerous tactical tasks to address today's strategic needs, delivering continuous software compliance, information at the point of action and optimized usage and value for your products.

About Flexera Software

Flexera Software helps application producers and enterprises manage application usage and increase the value they derive from their software. Our next-generation software licensing, compliance, security and installation solutions are essential to ensure continuous licensing compliance, optimize software investments and future-proof businesses against the risks and costs of constantly changing technology. Over 80,000 customers turn to Flexera Software as a trusted and neutral source for the knowledge and expertise we have gained as the marketplace leader for over 25 years and for the automation and intelligence designed into our products. For more information, please go to: **www.flexerasoftware.com**

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