

SUCCESS STORY:

Accelrys

Enhances the Customer Experience – and Its Brand – with FlexNet Operations Cloud and FlexNet Electronic Software Delivery

Customer Profile: Accelrys provides software and services that help organizations of all kinds benefit as companies like Google and Amazon provide access to their infrastructure, rewriting the rules regarding the scale, reach and potential of today's businesses.

The Challenge: To modernize software delivery, to reduce costs and meet rising customer expectations.

The Solution: FlexNet Operations Cloud, coupled with FlexNet Electronic Software Delivery, allows Accelrys to deliver software instantly while proactively managing entitlements; in addition, the "try before you buy" module has been deployed, and integrated with Accelrys' Salesforce and Oracle systems.

The Benefits: FlexNet Operations Cloud, coupled with FlexNet Electronic Software Delivery, has helped Accelrys increase its overall customer satisfaction rating by 12 percent while reducing software distribution costs by up to 18 percent. The "try before you buy" integration with enterprise systems has significantly raised conversion rates.



"FlexNet Operations Cloud, coupled with FlexNet Electronic Software Delivery, allowed us to deliver all the software that a customer was entitled to, quickly. Our customers love the quick response, and to be able to get what they need when they need it."

Jennifer Fanelli
Senior Director Global
Support & Operations,
Accelrys



As a scientific software company in the IT sector, providing organizations of all kinds with development solutions, business intelligence and services, Accelrys dispenses what the company calls "agile advice" on today's hottest technologies. Likewise, its customers expect a high level of sophistication in the way Accelrys serves them: "Our customers want solutions fast, and they have an expectation that all software should be available at their fingertips," says Jennifer Fanelli, senior director global support & operations at Accelrys.

"Unfortunately, our old-fashioned software distribution methods didn't meet our customers' requirements," she continues. "We knew we needed to move into the 21st century. Inventory takes up space, and shipping takes time."

FlexNet Operations Cloud, coupled with FlexNet Electronic Software Delivery, improves the customer experience

In 2007 Accelrys replaced its physical media and FTP downloading methods with FlexNet Operations Cloud and FlexNet Electronic Software Delivery. "We were motivated by cost reduction and improved control, but what we got was a major increase in customer satisfaction," she says.

In addition to reducing software distribution costs by up to 18 percent, "FlexNet Operations Cloud, coupled with FlexNet Electronic Software Delivery, allowed us to deliver all the software that a customer was entitled to, quickly," she explains. "Our customers love the quick response, and to access what they need when they need it."

Fanelli attributes this improved service level to a 12 percent increase in satisfaction levels in Accelrys' most recent customer survey. The business impact is significant; "The customer experience is very important to us because it is most important component of loyalty," she says.

Proactive Cloud software delivery

Accelrys has reaped the benefits of using Flexera Software's service on a cloud basis, including seamless growth to support the rollout of the company's new distribution methods beyond North America, to additional regions such as EMEA. Of FlexNet Operations Cloud, coupled with FlexNet Electronic Software Delivery, Fanelli says, "It's absolutely scalable."

Accelrys' customers similarly appreciate the immediate access they now have to "not the latest software release, but the releases they're entitled to," Fanelli says. FlexNet Operations Cloud, coupled with FlexNet Electronic Software Delivery, allows the company to be proactive in ensuring that customers are receiving not just the software they're entitled to; but the on-demand distribution also helps customers stay within the guidelines of their user agreement, and potential regulatory laws. For Accelrys customers such as large pharmaceutical companies, "this is a critical issue."

"Try before you buy" boosts sales

Accelrys has leveraged "try before you buy" with great success. This capability has been integrated with Accelrys' Salesforce customer relationship management (CRM) and Oracle enterprise systems, resulting in a significant conversion rate from trial users into revenue customers.

"FlexNet Operations Cloud, coupled with FlexNet Electronic Software Delivery service, is very well suited to what we want to do. It's an extremely agile product, and it integrated easily with the core enterprise systems we use to drive revenues," Fanelli says. Flexera Software hosts the registration page that customers complete when they request a trial copy. This generates a pre-approval for the eventual purchases of software, and then the information is seamlessly exported to the Salesforce pipeline management function. "The high level of integration makes the process flow transparently."

Flexera Software Global Consulting Services assists with best practices

To help Accelrys derive the most value from the FlexNet Operations Cloud, coupled with FlexNet Electronic Software delivery, Flexera Software Global Consulting Services "gave us best practices – it was fascinating to see how quickly the software could be modified

to meet our needs," she recalls. "We knew we would achieve cost savings by eliminating physical media and shipping costs, but we needed more guidance on how to get the Cloud service to really meet our business needs. The Global Consulting Services group addressed that, and our relationship with Flexera Software has really blossomed.

"Our complete experience with Flexera Software, even at account manager level, has been phenomenal," Fanelli enthuses. "The overall experience has been excellent."

Plans for Asia Pacific rollout

With US and European customers embracing Accelrys' new on-demand software distribution model, the company is planning to take the new distribution model next to the Asia Pacific region. This entails a significant amount of planning and testing. "We want to make the experience great with Asia Pacific customers, so we are paying close attention to all aspects of solution performance," Fanelli says. "Thanks to our relationship with Flexera Software and the robust performance of the FlexNet Operations Cloud, coupled with FlexNet Electronic Software delivery, we are confident that this enhancement will also please Accelrys' customers in the Asia Pacific region."

About Flexera Software

Flexera Software helps application producers and enterprises increase application usage and the value they derive from their software. Our next-generation software licensing, compliance and installation solutions are essential to ensure continuous licensing compliance, optimized software investments and to 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.

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