Success Story:
Communications Equipment Provider

FLEXERA®
SOFTWARE

Customer Profile: Worldwide leader in Digital Video Infrastructure Solutions.
The company's production-ready innovation enables content and service provider customers, including Comcast, Time Warner Cable, and Virgin Media, to efficiently create, prepare, and deliver differentiated services for television and new media video platforms.

Challenge:

- Customers needed the ability to self-administer licenses and visibility into activation and entitlements

- Electronic means of providing licenses instead of paper based only

- Replace a homegrown licensing solution that could not scale

- Ability to turn on and off device features to provide new product offerings and price points

Solution: Implemented FlexNet Embedded licensing technology and FlexNet
Operations from Flexera Software in order to replace its homegrown licensing solution and provide customers a stable and efficient means for self-administering licenses and entitlements. These products are part of the FlexNet Producer Suite for Intelligent Device Manufacturers.

Benefits:

- Cut support costs and improved customer satisfaction by providing end-user self-service

- Visibility into annual license activations and entitlements helped to create annual budgets and support capacity planning

- Reduced internal costs and frustration of maintaining and enhancing the homegrown licensing system

- Quickly create new product configurations and license models to take advantage of new revenue opportunities

FLEXERA SOFTWARE™
FlexNet® Producer Suite
for Intelligent Device Manufacturers

Visibility, Self-Service and a Positive Customer Experience Were the Key Drivers

This telecommunications equipment provider has been synonymous with amazing video quality. Today, it is a leader in video delivery infrastructure solutions and the first to deliver emerging video capabilities that are ready to deploy on a global scale. Its solutions help production, media, broadcast, cable, satellite, telecom, terrestrial and new media service companies respond to the challenges of the digital video revolution while reaping its benefits—including the ability to deliver stunning video to viewers on any screen, anywhere.

Prior to implementing FlexNet Embedded licensing technology and FlexNet Operations from Flexera Software, the company used a homegrown solution to manage the licenses for the embedded software on its devices provided to customers such as Comcast, Time Warner Cable, and Virgin Media. However; the homegrown solution did not meet customer expectations for license management. Support costs were high because customers did not have a way to self-administer licenses. When they needed to activate a license, they had to contact the support team.

This created problems for the company in terms of both the high level of support calls,

and from an order fulfillment perspective because the homegrown solution could not scale to manage the many thousands of licenses sold to customers. The system also encountered numerous technical issues that frustrated customers and required the time and cost of IT support.

In addition, licenses were printed and shipped within the product boxes, with no electronic option, resulting in additional shipping costs and import taxes. The company also had no visibility into the ratio of entitlements to software activations or how often entitlements were being returned and re-hosted.

The Build or Buy Decision

Before the company chose Flexera Software, it had a number of homegrown systems that it was using, and found that developing a licensing system was not a core competency, and it was much better off working with a vendor that had experience in the licensing field. Customers were frustrated because they either had difficulty getting their licenses, the licensing system didn't work, or the overall delivery process was too cumbersome. They made a high number of service calls as a result of the difficulties they were having with licensing.

After researching alternative solutions, the company determined it needed to replace its homegrown system with a best-in-class commercially available licensing and entitlement solution. The solution needed to integrate into an existing Oracle ERP solution and provide customers a way to self-administer licenses and entitlements.

Leveraging Licensing and Entitlement Management to Better Meet Customer Expectations

The company chose FlexNet Embedded licensing technology and FlexNet Operations from Flexera Software for its licensing and entitlement management needs. The solutions enable it to reduce costs and increase customer satisfaction by automating the software, entitlement and license lifecycle process, including software delivery and license activation through a self-service portal.

FlexNet Embedded provides the company with the ability to monetize, secure, enhance and grow market share through flexible pricing, packaging, and licensing of its devices using embedded software. It also provides the power to protect IP and rein in unauthorized software use to prevent revenue loss.

FlexNet Operations provides the ability to view and administer entitlements and helps increase revenue by proactively tracking and reporting on software entitlements, subscriptions, version levels, expiring software licenses, and support contracts regardless of the technology used.

By integrating these solutions with Oracle ERP they are able to create licenses and make them available to customers for download in FlexNet Operations' self-service portal when an order has been shipped. This also reduces the cost of mailing license codes to customers. The company and its customers now have the ability to view and administer entitlements across all products and increase revenue by proactively tracking and reporting on software entitlements, subscriptions, version levels, expiring software licenses, and support contracts.

Provide New Revenue Opportunities with Flexible Product Configurations

The company and its customers are able to capitalize on new revenue opportunities by quickly creating new product configurations and license models without involving IT or development staff. For example, they may want to provide high-definition video during major sporting events such as the Olympic Games or create new pricing models such as Pay Per View or On-Demand programs.

Customers require the ability to turn on and off features as needed, and they need to be able to reconfigure their systems on the fly. By using FlexNet Operations, they have the ability to do this in such a fashion that allows them to keep up with their changing business environment.

Better Product Insight and Planning with Installed Base Analytics

FlexNet Operations provides rich reporting capabilities that provide detailed information such as who is receiving entitlements for what product, the ratio of entitlements to software activations, how often entitlements are being returned and re-hosted and which customers are making the requests. In addition, visibility into annual license activations and entitlements helps customers to create annual budgets and support capacity planning.

FlexNet Operations provides a view into license utilization. Customers know what is being used, what's not being used, and they have the ability to budget for future purchases, and product management knows what they need to plan for when making configuration changes to create new product offerings.

Business Value of Partnering with Flexera Software

- Cut support costs and improved customer satisfaction by providing end-user self-service
- Visibility into annual license activations and entitlements helped to create annual budgets and support capacity planning
- Reduced internal costs and frustration of maintaining and enhancing the homegrown licensing system
- Quickly create new product configurations and license models to take advantage of new revenue opportunities
- Reduced the number of escalations sent to management
- Streamlined order management process

About Flexera Software

Flexera Software is the leading provider of strategic solutions for Application Usage Management; solutions delivering continuous compliance, optimized usage and maximized value to application producers and their customers. Flexera Software is trusted by more than 80,000 customers that depend on our comprehensive solutions - from installation and licensing, entitlement and compliance management to application readiness and software license optimization - to strategically manage application usage and achieve breakthrough results realized only through the systems-level approach we provide. For more information, please go to: **www.flexerasoftware.com**

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