

# FlexNet Operations

## **BENEFITS TO YOUR ORGANIZATION**

- Embrace new business models
- Maximize revenue from existing customers
- Streamline back-office processes
- Innovate and evolve products quickly
- Protect software IP

## **Efficiently Operate Your SaaS, IoT and Software Business. Grow Subscriptions and Recurring Revenue.**

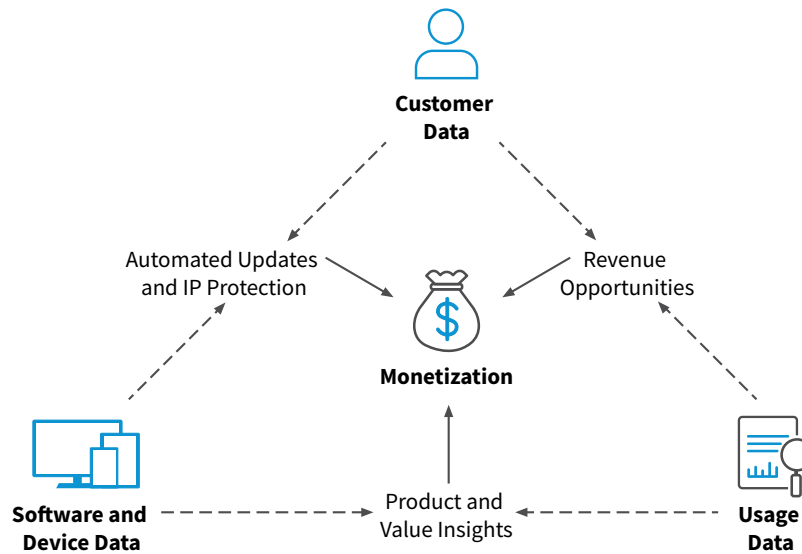
### **Drive Recurring Revenue**

FlexNet® Operations enables you to monetize software effectively and manage compliance and customer growth. It supports all monetization models – from more traditional perpetual models to flexible subscription and pay-per-use models. FlexNet Operations allows you to capitalize on new revenue opportunities:

- Implement all available monetization models from on-premises to cloud
- Track and manage compliance
- Measure usage as a basis for pricing
- Optimize the trial to buy process
- Dynamically create product configurations (like standard and light versions)
- Change features on demand and monetize premium features
- Know exactly who is using what so you can monetize effectively

### **Run Your Software Business Successfully**

Packaging, pricing, deployment and provisioning options are always changing. Customer use rights (entitlements) change as well – assets move within the company as customers upgrade or downgrade their packages or they go through M&A or divestitures. FlexNet Operations manages the dynamic nature of software entitlements. You get the needed insight to make the connection between your software products, your devices, your customers and their usage.

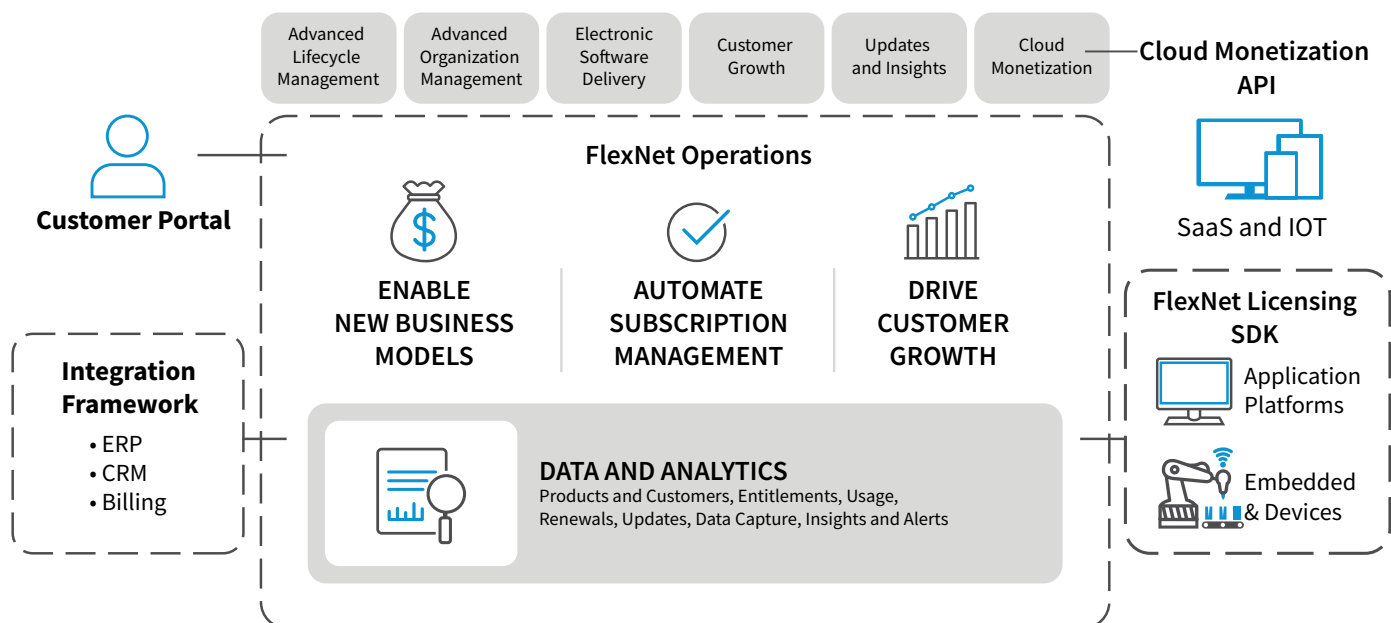


### Data Drives Successful Software Monetization

- Maximize revenue from upgrades and renewals
- Reduce churn and drive upsell/cross-sell initiatives based on usage insight
- Make strategic decisions for future product development and pricing
- Streamline operational processes and automate transactions, notifications and reports
- Manage your on-premises, Cloud, SaaS, virtualized and embedded apps in one central monetization back office

### Modules

FlexNet Operations is a modular system that can be tailored to your needs. The platform comes with a proven core product that leverages Flexera’s deep and extensive understanding of the software and IoT industries. Additional modules provide enhanced capabilities to meet the specific demands of today’s software suppliers.



## Cloud Monetization

The Cloud Monetization module provides you with the Cloud Licensing Service, eliminating the headache of running local license servers. You are also provided with the Cloud Monetization API that enables you to connect to SaaS and small footprint IoT devices and execute licensing transactions without implementing licensing technology in your software endpoints. Usage Management enables you to measure usage of your products and get ready for usage-based monetization models. With pay-per-use, pay-per-outcome, and pay-for-overage, software suppliers can better align pricing with what is really used. Both pure usage-based models and hybrid models with a usage component depend on the accurate metering that Usage Management provides.

### Cloud Licensing Service



The Flexera Cloud Licensing Service is a cloud-based license server managed and hosted by Flexera.

- Manage licensing and compliance processes for cloud-based and local applications – using FlexNet Licensing or the Cloud Monetization API
- Improve the customer experience by eliminating the need for local license servers
- Rely on a high-performance and secure service for all licensing processes
- Prevent overuse of your applications and stop revenue loss from virtual machine cloning

### Cloud Monetization API



The Cloud Monetization API is a standard and secure web services framework built to connect your SaaS and small-footprint embedded software to FlexNet Operations.

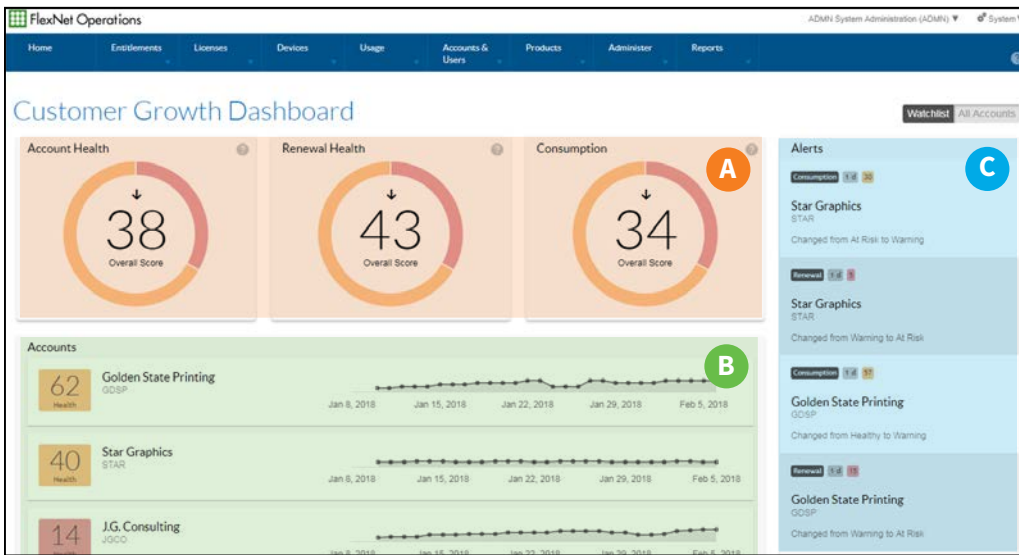
- Universal licensing interface for SaaS, IoT devices and other platforms
- Uses a universal JSON/REST protocol and does not require a licensing SDK implemented in the endpoint
- In-app control of users and use rights
- Direct connection to monetization back-office

### Usage Management

Usage-based monetization and compliance models are on the rise. The Usage Management module facilitates these models, allowing you to:



- Support usage-based models and offer trust-but-verify software licensing and compliance models
- Offer pricing based on actual usage (pay-for-use, pay-for-burst, pay-for-overage, etc.)
- Provide visibility and transparency – enabling buyers to access their usage data themselves
- Support compliance initiatives
- Export usage data for billing, pattern analysis and optimization



Customer Growth Dashboard

- A** Monitor consumption and renewals, proactively address issues
- B** Identify which customers are gaining value from your software
- C** View immediate alerts for accounts on your watch list

## Customer Growth

There's nothing more valuable to your business than your existing customers. Do you know if they are getting enough value from your products? Are you aware of every opportunity to maximize your revenues? Having a complete understanding of how your customers are using your products is the key to driving growth and minimizing risk. With insight from the Customer Growth module, you can:

- Drive upsell and cross-sell campaigns more effectively
- Help customers succeed and reduce churn
- Increase renewal rates through proactive management
- Provide customers with insight and transparency
- Monitor customer activity with an easy to read dashboard

## Advanced Organization Management

One of the biggest challenges for suppliers and buyers in complex supply chains is the ability to create, manage and track software entitlements. In an entire organization, this will often involve all the subsidiaries and departments within the enterprise. Multi-tier channel models often add another layer of complexity. The Advanced Organization Management module makes it easy to manage these ecosystems, providing the ability to:

- Manage multi-tier supply chains
- Track channel partner success
- Automate distribution and fulfillment while staying in control
- Enable customers to manage licenses and entitlements in complex organizations

## Electronic Software Delivery

It is important to deliver software to your customers in a fast, reliable and secure manner. With the Electronic Software Delivery module, you'll be ready to enable more frequent updates, larger file sizes and a better user experience. Flexera's Electronic Software Delivery is based on Akamai's Content Delivery Network (CDN) and manages close to 100 million downloads per year. With this module, you can:

- Deliver software electronically, based on customer entitlements, making sure that only eligible customers receive downloads and upgrades
- Automate the fulfillment of export compliance requirements
- Track downloads automatically and accurately so you know who is using what

## Advanced Lifecycle Management

By automating software lifecycle transactions and providing self-services, the Advanced Lifecycle Management module can cut operational costs. This module allows users to:

- Manage the entire software lifecycle – fulfill, activate, return, re-host and repair
- Manage the licensing lifecycle of applications on devices – create and provision features, enable rebalancing, returns and moves
- Support virtualization and cloud environments – manage products in virtual environments, prevent or report on cloning
- Report on software and device licenses

## Updates and Insights

It's an on-demand, digital world. To be successful you need to be fast, agile and transparent. And know what's going on. With FlexNet Operations updates and Insights you'll benefit from software and device data to deliver a better experience and build better products.

### Devices

Create device

3 Results Device name ▾

Name	ID	Type	Account	Licenses	Updates
DEMO_ACCT_UAI-DEV03	DEMO_ACCT_UAI-DEV03 (STRING)	Standalone	DEMO (Demo Account)	No licenses	<a href="#">Update Info</a>
DEMO_ACCT_UAI-DEV02	DEMO_ACCT_UAI-DEV02 (STRING)	Standalone			<a href="#">Update Info</a>
DEMO_ACCT_UAI-DEV01	DEMO_ACCT_UAI-DEV01 (STRING)	Standalone			<a href="#">Update Info</a>

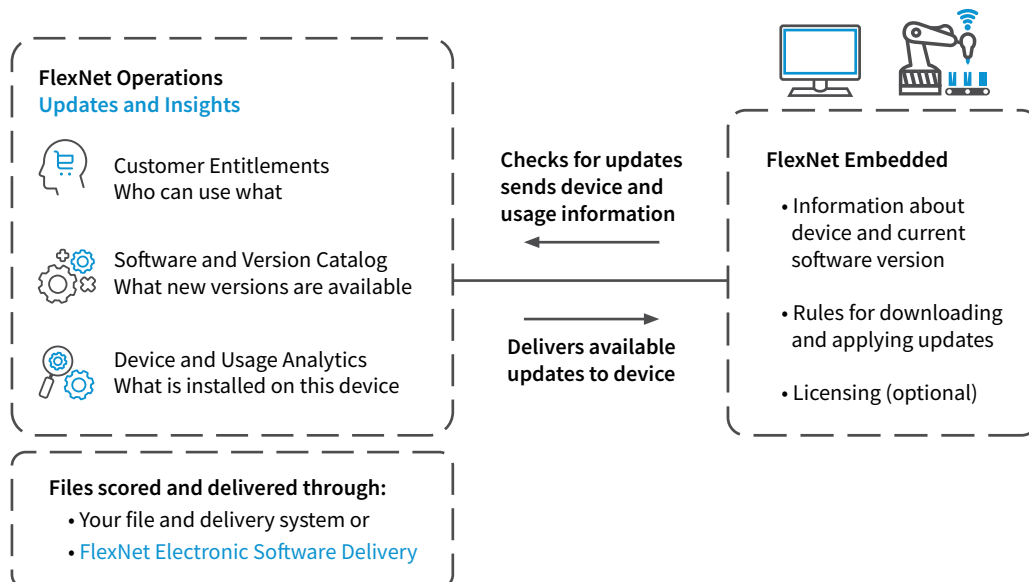
Update name	Id	Status	Last activity
Standard Calculator 2.0-2.1	STD_CA LC-2.0_2.1	Download failed (check error code)	Apr 19, 2018 14:36:07
Standard Calculator 2.0-2.1	STD_CA LC-2.0_2.1	Installation is complete	Apr 19, 2018 14:36:07
Standard Calculator 2.0-2.1	STD_CA LC-2.0_2.1	Installation has started	Apr 19, 2018 14:36:06
Standard Calculator 2.0-2.1	STD_CA LC-2.0_2.1	Download has been successful	Apr 19, 2018 14:36:05
Standard Calculator 2.0-2.1	STD_CA LC-2.0_2.1	Download has started	Apr 19, 2018 14:36:01

**Updates and Insights**

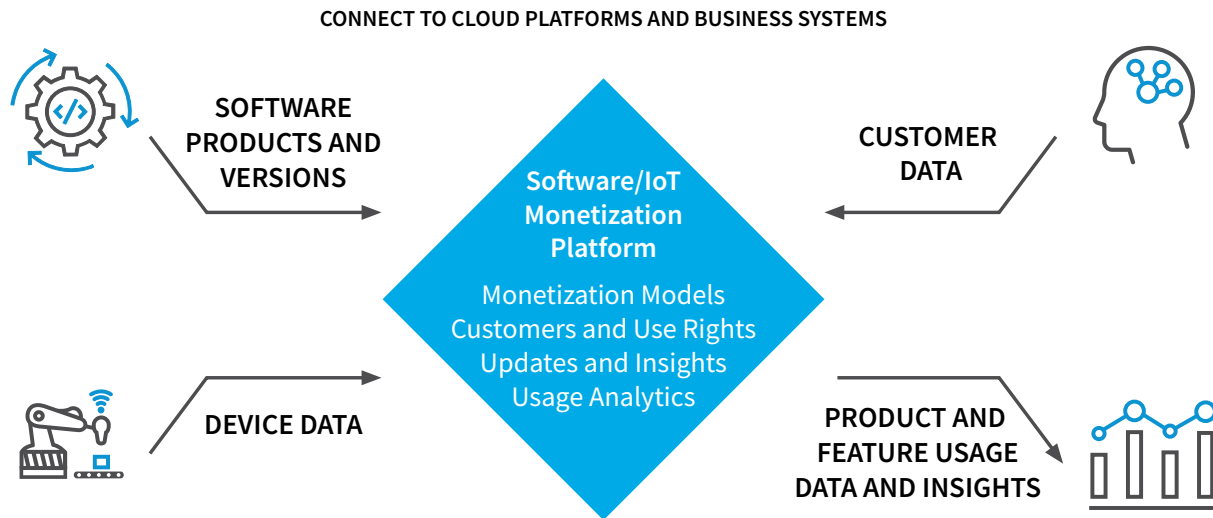
Full visibility and a complete audit trail for updates

All transactions related to a specific device, in a single view

- Know exactly which software is running on which device and keep a complete audit trail
- Prevent revenue leakage with entitlement-driven updates
- Automate your software and firmware update processes
- Choose when to deliver, how to deploy updates
- Gain customer insights by tracking software and device usage
- Trigger alerts based on key events
- Help customers succeed and reduce churn
- Increase renewal rates through proactive management
- Provide customers with insight and transparency
- Monitor customer activity with an easy to read dashboard



The Flexera Software/IoT Monetization Platform is the hub of your digital operations, providing the data and insights you need to power a successful software business.



## 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.