



# Product Activation

How to do it right

# Focus for today

- John
  - Senior VP, Consumer Division, Software Publisher
    - Serves consumer and SOHO markets
- Steve
  - Enthiosys Consultant
    - Inform on best practices with Activation

# Activation – What's different?

- Differences
  - Customers don't request it
  - Organizational impact
  - Problems played out in the media
  - Cultural shift
- Similarities
  - ROI decision
- Approach
  - Proper planning
    - Mitigates risk
    - Successful launch

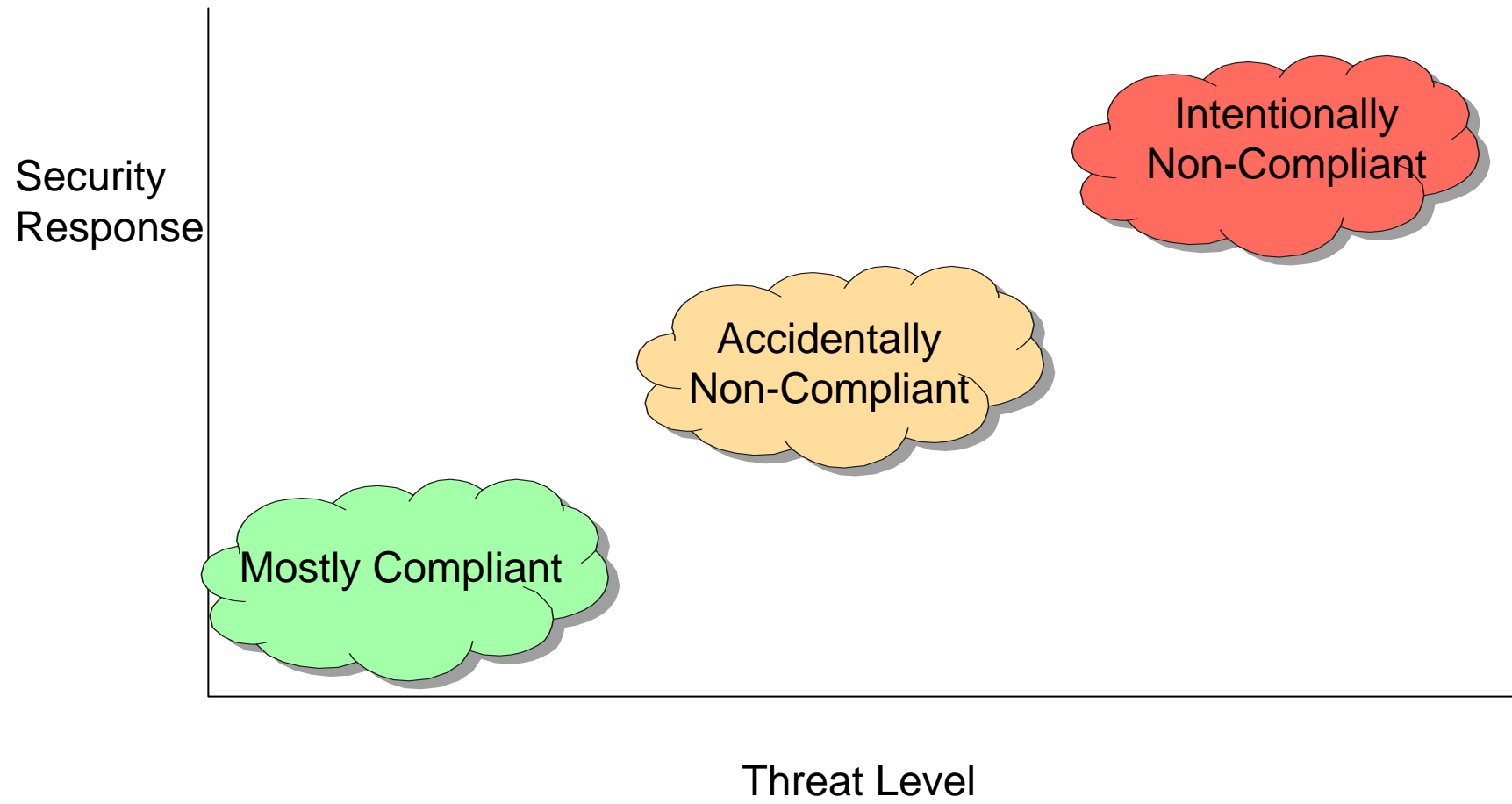
# Planning areas

- Strategic Understanding
- Internal Messaging
- Tactical Work
- Customer Communications
- Launch Day

# Strategic understanding

- Objective & Trade-offs
- Scope
- Forgiveness Philosophy

# Trade-offs





# Distribution play

- Simplify
  - One disc; activation code controls access
- Expand
  - Support and monetize sharing
  - License management



# Scope

- Which application
- Which technology

# Forgiveness Philosophy

- Maxim: customer is always right
- Presumption: customers are basically honest
- Therefore, give the customer the benefit of the doubt
- Top-down and bottom-up, permeating
  - Activation policies
  - Implementations
  - Direct encounters

# Examples

- Activation grace period
- Install on multiple pc's
- Changes to machine
- Overrides to business rules
- Refunds

# Internal messaging

- Product manager evangelist
  - What activation will do for the company
  - How it will have minimal impact on end-user
  - Forestall problems and ensure success
  - WIFM?
- Strategy
  - Introduce concepts
  - Build commitment
  - Understand techniques
  - Inspire

# Internal messaging tactics

- Audiences & layers

- Deep
- Mid
- Light

- Delivery forms

- Concise description
- Elevator pitch
- Analogy
- Use case illustrations
- Lexicon
- FAQ's
- White paper, optionally

# Tactical work areas

- Product Requirements Document
- Development Plans
- Service & Support Plan
- Distribution Plan
- Other groups
  - Legal
  - Sales
  - Senior Management

# PRD

- Activation & Registration
- Data storage
- License models
- License parameters
  - Grace period
  - Binding identity (Machine ID)
  - Install limit
  - Modify install limits

# PRD – cont'd

- Use cases (ROM: 39)
  - With default license
  - With activation license
  - Method of activation
  - Exceptions during activation
  - Changes to machine
  - Changes to application
  - Changes to license
  - Changes to individual activation codes



# PRD – additional

- Ease-of-use criteria
- Activation code structure/encoding
- Activation server reliability
- Component branding

# Other product management issues

- Consult with strategic partners
- Pricing
- Credibility

# Development plans

- Engineering
- Tech Pubs
- Quality Assurance
- Beta Testing
- Project/Program Management
- Release Management

# Service & Support plans

- Define responsibilities
- Processes
  - Feed all communications vehicles
  - Tools
  - Types of calls
    - “help me activate”
    - “I was prevented from activation by your business rules”
    - “I have a problem”

# Scenarios

- Service
- Support
- Scripts
- Call tracking
- Training
  - Pre-beta
  - Pre-launch
- Additional Support assistance

# Customer communications

- Phase 1: It's Coming
- Phase 2: It's Here
- Phase 3: Here's How You Use It
- Phase 4: Get on Board
- Phase 5: True Up
- Phase 6: Oops – “oh, \$#!+”

# Launch Day

- All hands on deck
- Escalation procedures
- Patches
- Prepared responses

# Presenters

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