



Stay ahead of the curve

So You Want License Activation?

A look at the FULL impact on your
business.

The PITNEY BOWES MAPINFO
experience

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Agenda

- Why We Made The Choice
- Things that Worried Us
- Things that Challenged Us
- How We Made the Deployment Successful
- Bottom Line Considerations

Why We Made The Choice

Financial

- > A money-maker for our competitors, why not us?
- > Control overselling by our Channel
- > Expanding license models good for our customers
- > Better control over risky parts of the globe
- > Uncovering inadvertent over-users

Why We Made The Choice

Technical

- > Engineering efficiency – one code base, one process, worldwide
- > License acquisition efficiency, automatic prevention
- > Copy protection not our core competency...But interoperability is
- > Automating order-to-activation process reduces errors

Why We Made The Choice

Customer Experience

- > Move beyond dongles and certificates
- > Trusted Storage offers attractive options to users
- > Proliferate usage safely without compromising IP
- > Ability to accommodate large organizations

Things that Worried Us

- Customer and Channel acceptance
- Concurrent licenses
- Shelf stock issues
- Worst case scenarios - what if trusted storage failed
- Bleeding edge technology

Things that Worried Us

- Challenges of localization/internationalization
- Protecting our IP with OEMs
- Do we know enough about our customers' IT environments
- Integrating internal systems
- Could we track effectively

Things that Challenged Us

- Best practices for encouraging/controlling license proliferation
- Consulting engagement inadequate for Engineering
- Customer proxy servers
- Our email process
- Getting the back-office piece right

Things that Challenged Us

- Reconciling Customer Service and Tech Support
- A significant Engineering resource allocation
- Slower internal product adoption rate
- Educating Sales

How We Made the Deployment Successful

Corporate Buy-In at the highest levels

- > Consensus on approach, room for local differences

Channel communication

- > Monthly call, informational email, FAQs
- > Training early and often
- > Clarifying use of shelf stock

Sales communication

- > Training early and often
- > On-line quizzes
- > Recommended best practice for dealing with “over-activators”

Customer communication

- > Activation Card in the box
- > www.mapinfo.com/Activation

How We Made the Deployment Successful



IMPORTANT! MapInfo Product Activation Card

Please keep for your records

Your Activation ID

Your Activation ID is listed on the sticker below. It is the product Serial number (SN) plus Access code (AC). If your product came in a box, this information can also be found on the bottom of your MapInfo box. This Activation ID will be requested during the product installation process.

The Activation Process

In order to activate your product it is necessary to retrieve a license file from MapInfo's license server. The recommended method is via the Internet. An alternate method via email is also available if you do not have access to the Internet.

For step-by-step instructions please refer to the [Activating_Your_Product.PDF](#) file on the software CD.

Additional information about the activation process is available at www.mapinfo.com/activation.

MapInfo Professional Access Code
SN# MINWEU0852002509 401533



How We Made the Deployment Successful

Customer communication

- > Included Activation Card in the box
- > www.mapinfo.com/Activation
- > Context sensitive email activation responses

How We Made the Deployment Successful

Product	Version	Language	Message Type
MapInfo Professional	0900	Brazil	Activation-Success
MapInfo Professional	0900	Brazil	Activation-Too Many Activations
MapInfo Professional	0900	Brazil	Activation-Two Pass
MapInfo Professional	0900	Brazil	Return-Corrupt
MapInfo Professional	0900	Brazil	Return-Inactive
MapInfo Professional	0900	Brazil	Return-Success
MapInfo Professional	0900	Brazil	Return-Too Many Returns
MapInfo Professional	0900	Chinese	Activation-Corrupt
MapInfo Professional	0900	Chinese	Activation-Entitlement Does Not Exist
MapInfo Professional	0900	Chinese	Activation-Success
MapInfo Professional	0900	Chinese	Activation-Too Many Activations
MapInfo Professional	0900	Chinese	Activation-Two Pass
MapInfo Professional	0900	Chinese	Return-Corrupt
MapInfo Professional	0900	Chinese	Return-Inactive
MapInfo Professional	0900	Chinese	Return-Success
MapInfo Professional	0900	Chinese	Return-Too Many Returns
MapInfo Professional	0900	Czech	Activation-Corrupt

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How We Made the Deployment Successful

Product Management

- > Drove the project (rather than Engineering)
- > Responsible for Procedures and Policies
- > Deployed first with a special release
- > Chose not to use unlicensed builds in tough-to-satisfy environments
- > Phased in license options to ease acceptance
- > Gatekeeper for special case licenses in locked-down environments

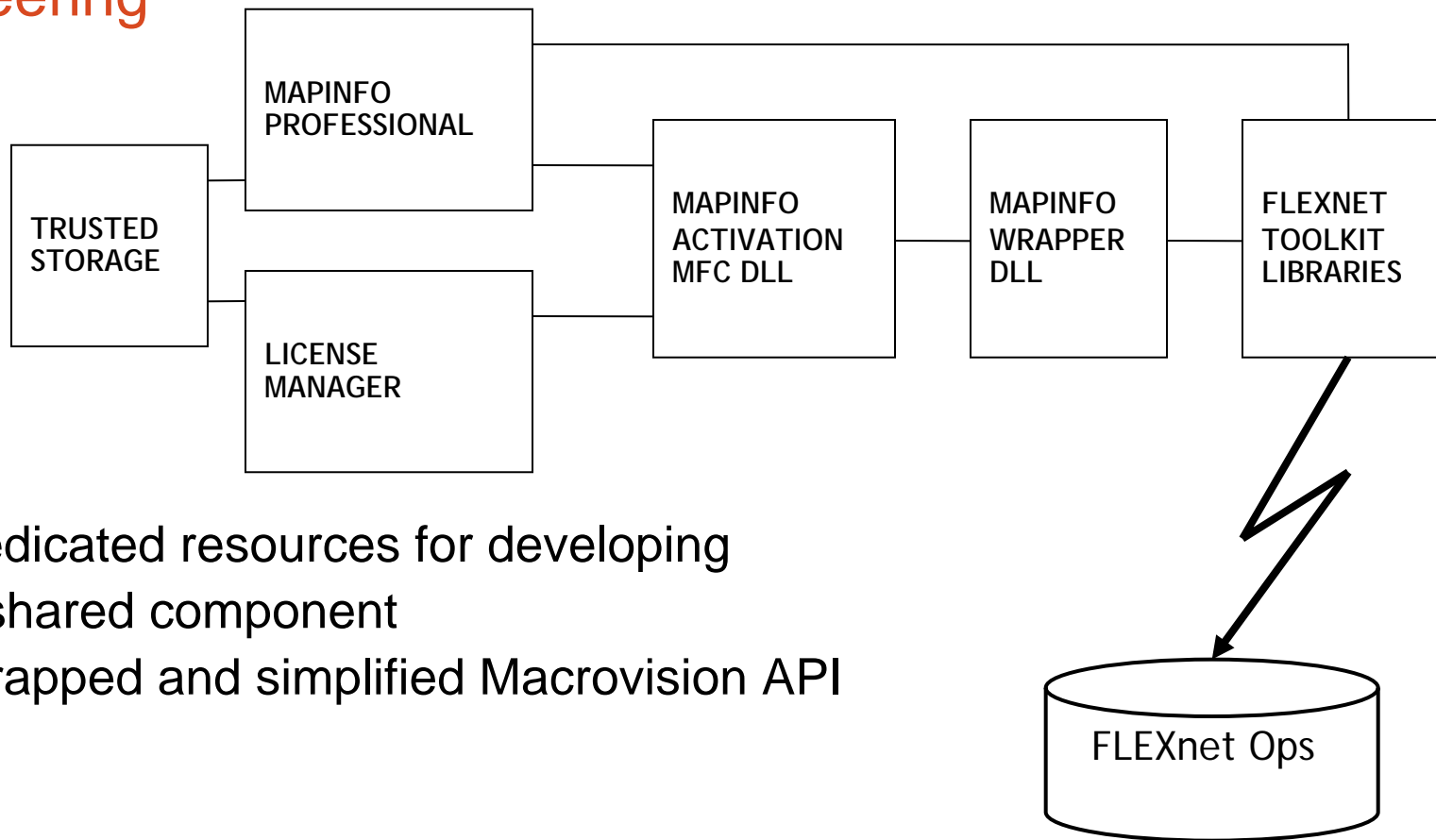
How We Made the Deployment Successful

IT

- > Interfaced ERP, CRM and FLEXnet Operations
- > Enhanced ERP to accommodate licensing attributes
- > Introduced barcode scanning to fulfillment process
- > Interfaced Lotus Notes with FLEXnet Operations
- > Designed automatic Tech Support notifications

How We Made the Deployment Successful

Engineering



- > Dedicated resources for developing a shared component
- > Wrapped and simplified Macrovision API

How We Made the Deployment Successful

Engineering

- > Built license intelligence into Activation ID and Installer
- > Added license return as part of the uninstall process
- > Emphasized Usability

How We Made the Deployment Successful

Usability? ...the path not taken

(Product name) is **Copy-Protected** against software piracy, using a combination of technical means and incentives **aimed at human nature to discourage people** from stealing licenses.

Support

All questions on activation are handled by email, not by telephone.

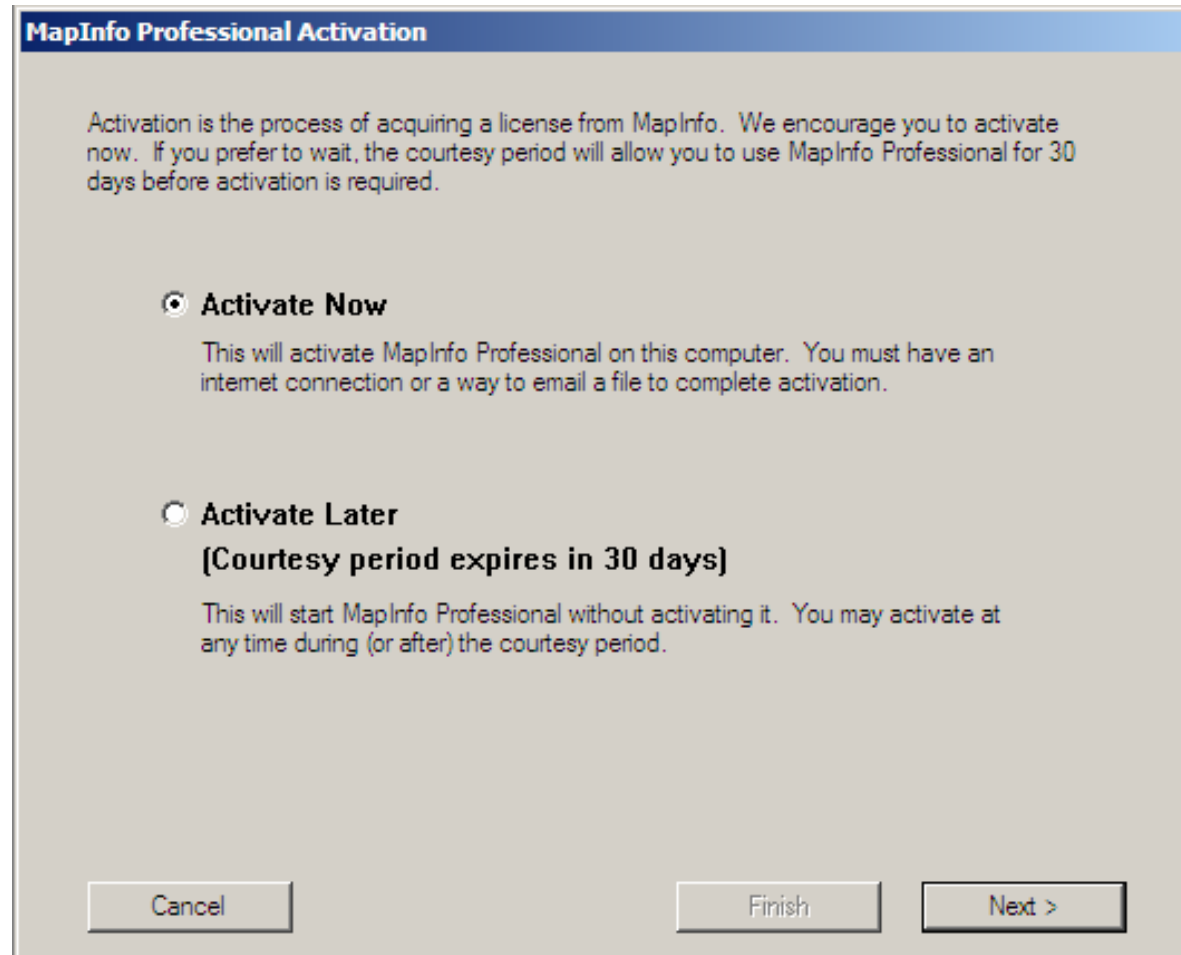
Do not waste your time seeking assistance by email if you have not read these instructions.

Activation

If a *(product name)* installation is not activated within 30 days of the serial number being issued, *(product name)* will no longer launch on that machine. **Don't order *(product name)* and then go off on vacation for three weeks.**

How We Made the Deployment Successful

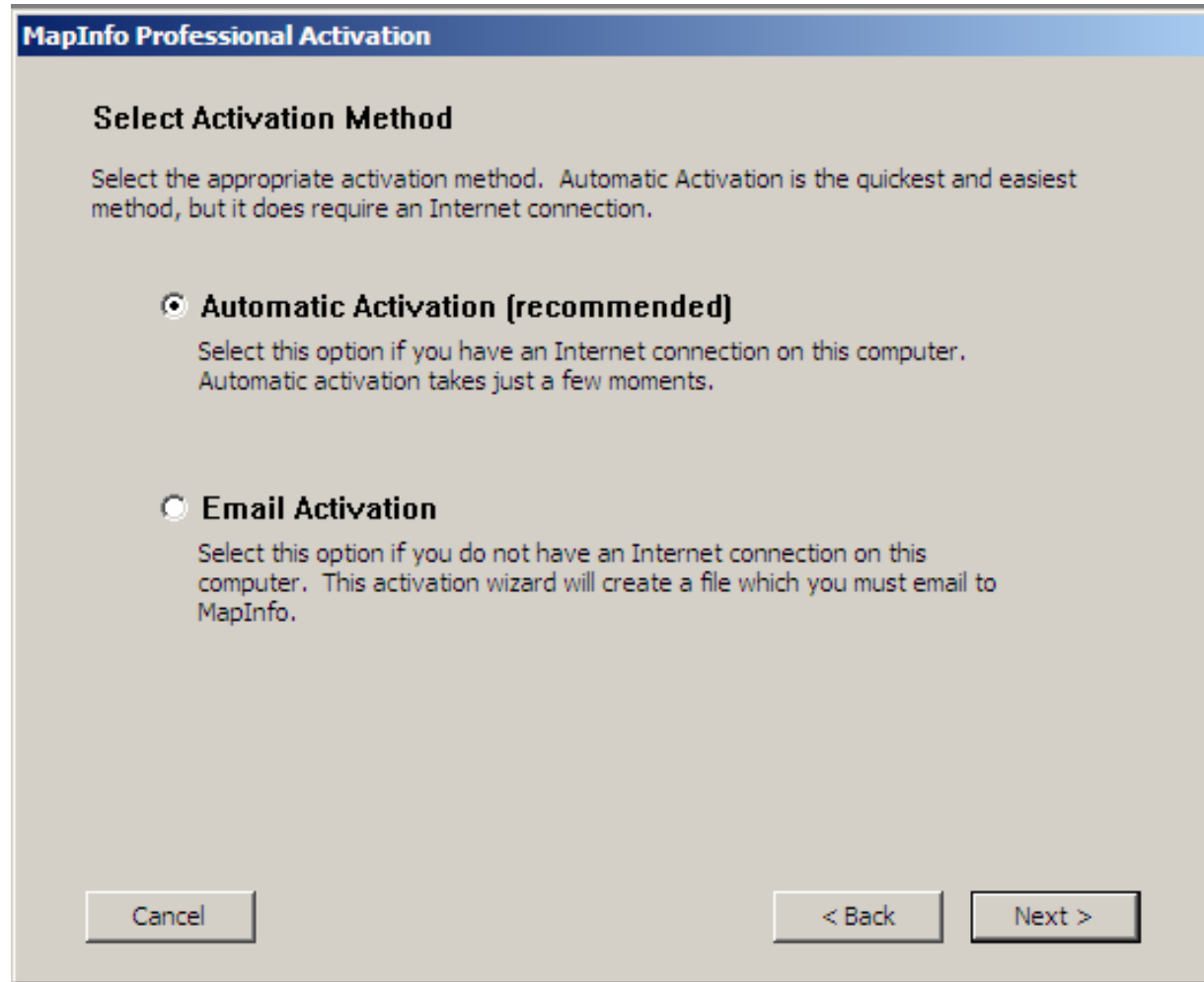
Engineering



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How We Made the Deployment Successful

Engineering



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Bottom Line Considerations

- On balance, a non-issue for customers
- Internal processes are more rational and consistent worldwide
- Internal tracking of usage is instantaneous
- The end of unlicensed versions
- Reduced free Tech Support liability (we now know when you activated)
- Avg. time from purchase to activation helps in delivery of education/marketing campaigns
- Activation buffer is a sales opportunity

Bottom Line Considerations

- Are we making more money?
 - > Yes....existing customers purchasing additional seats
- Are we irritating our customers?
 - > Apparently not enough to stifle sales
- Did we eradicate piracy?
 - > No
- Was this good for Pitney Bowes MapInfo
 - > Unquestionably, yes

Thank You

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