



Stay ahead of the curve

**Licensing  
Implementation  
Methodology**

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Macrovision GCS

# Agenda

- Introductions
- Session Objectives
- Overview of Global Consulting Services (GCS)
- Implementation Approach
- Implementation Components
  - > Product and License Model Set-Up
  - > Back-Office Integration
  - > Portal Integration
- Case Studies
- Discussion

# Upcoming FLEXnet Publisher Training!!

With FLEXnet Publisher you have a great deal of flexibility to customize pricing, packaging and licensing terms for your products. Learn to:

- Streamline the user experience through Trusted Storage
- Create custom implementations
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- Enable product operations through generation and use of license files
- Set up and use a License Server
- Establish Trusted Storage on a local machine and enable functionality

**The next course runs November 28th – 30<sup>th</sup>**

**Santa Clara, CA**

For more information:

Contact us at (888) 560-6933

Or email [education@macrovision.com](mailto:education@macrovision.com)

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# Session Objectives

- **This session is targeted towards:**
  - > Customers currently using Macrovision products
  - > Customers new to licensing
  - > Customers who have developed their own licensing solutions
- **Discussing the role of Macrovision Consulting during implementation**
- **Discussing a tried and proven methodology supporting approaches for:**
  - > New licensing implementations
  - > Expanding existing implementations
  - > Assisting customers with their own licensing solutions
- **During the discussion, focus will be placed on:**
  - > What business and infrastructure challenges you may be facing today and how to deal with them?
  - > Best practices / leading practices approach to setting up a licensing project engagement
  - > Who needs to be involved and be your core team during a licensing implementation?

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# Global Consulting Services Team

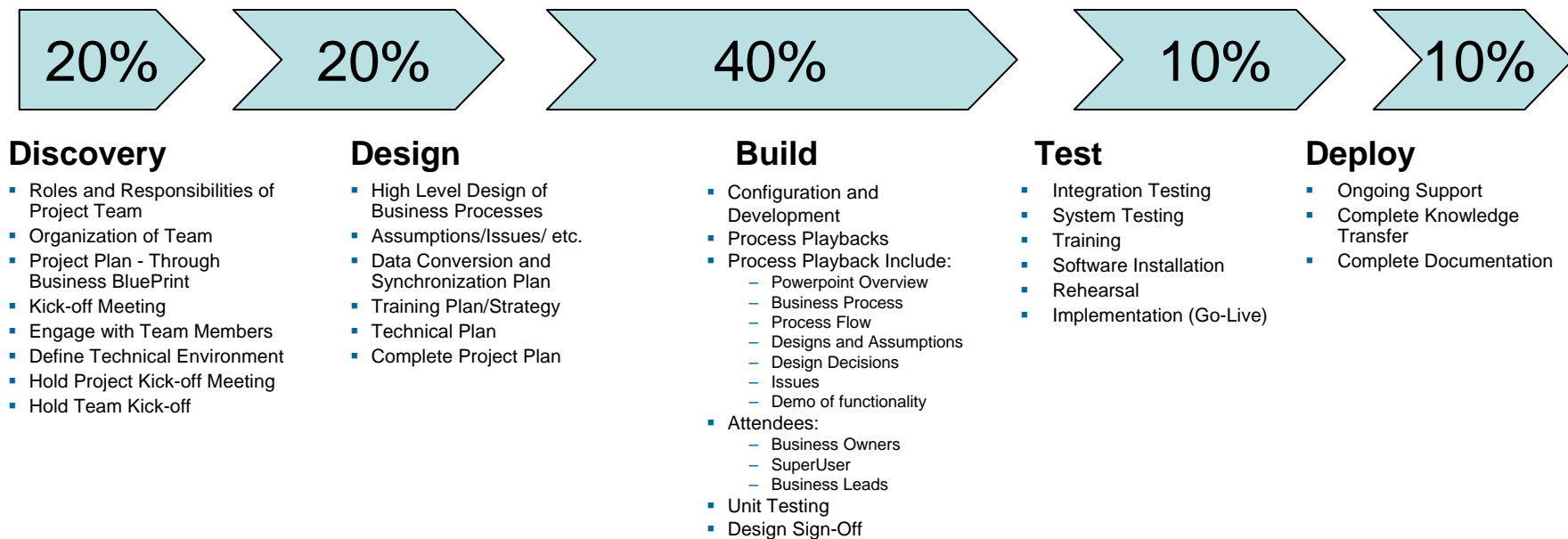
- Practice Directors and Practice Managers (10-15+ Yrs Experience)
  - > 5-8 Years of Macrovision or Industry Experience
  - > Responsible for Managing Business
  - > Steering Committee participation
- Project Managers (8+ Yrs Experience)
  - > Manage scoping and implementation activities
  - > Coordinate project and internal escalations
  - > Provide subject matter expertise
- Principal Consultants (8+ Yrs Experience)
  - > Conduct initial Discovery and Design efforts
  - > Audit Designs for smaller projects
  - > Technical escalation for complex issues
- Senior Consultant (3-10 Yrs. Experience)
  - > Participate in Discovery, Draft Design
  - > Provide lead implementation expertise
  - > Develop Testing and Training
- Consultant (<5 Yrs. Experience)
  - > Augment implementation teams
  - > Perform testing and training

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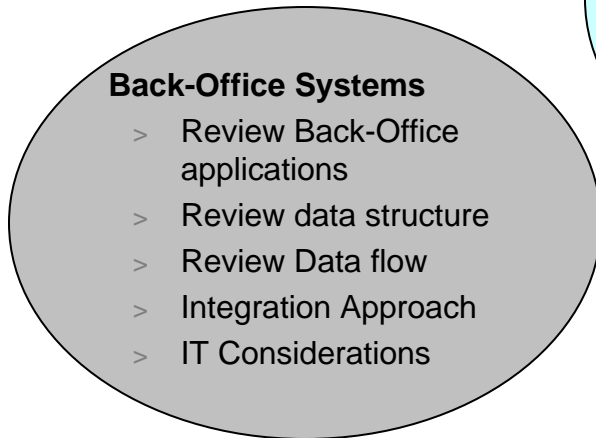


# GCS Implementation Approach



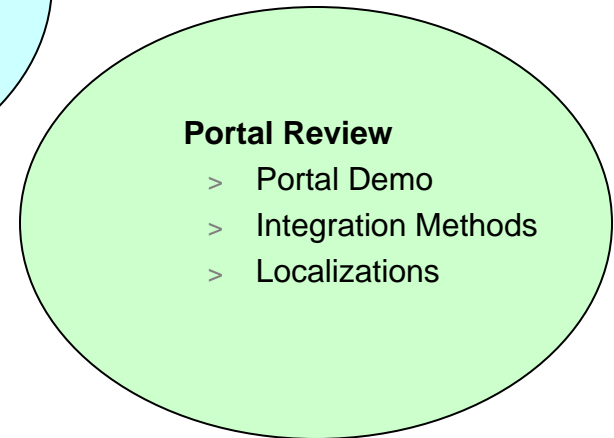
# Discovery Breakdown

Product Management  
Engineering  
IT



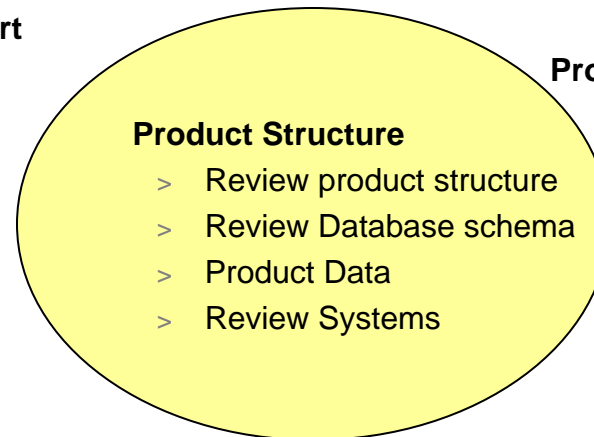
Product Management  
Engineering  
Marketing  
Sales

Marketing  
Order Entry  
Support  
IT



Product Management  
Engineering  
Marketing  
Sales  
Order Entry  
Support  
IT

Product Management  
Sales  
Order Entry  
Support

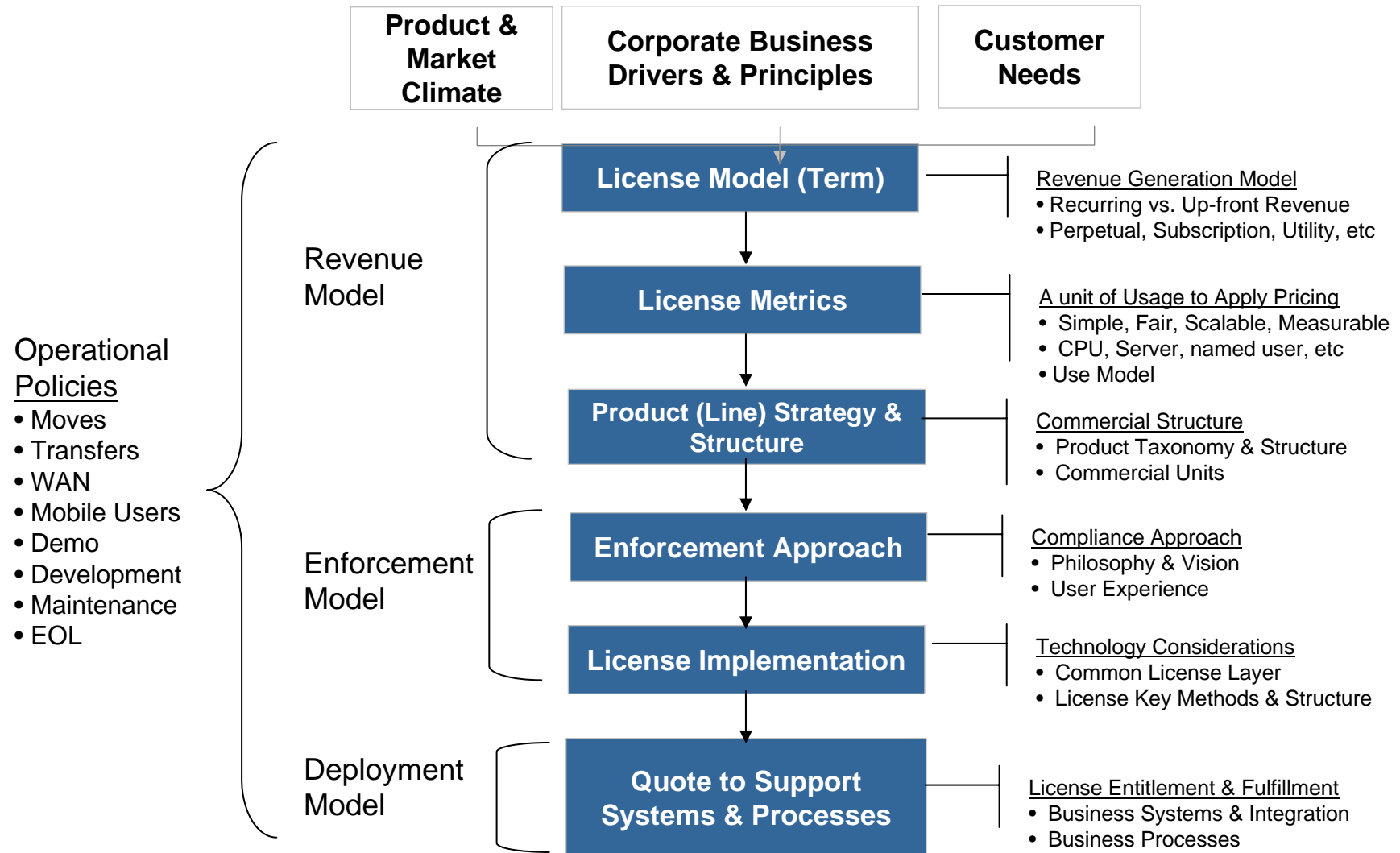


Product Management  
Order Entry  
IT

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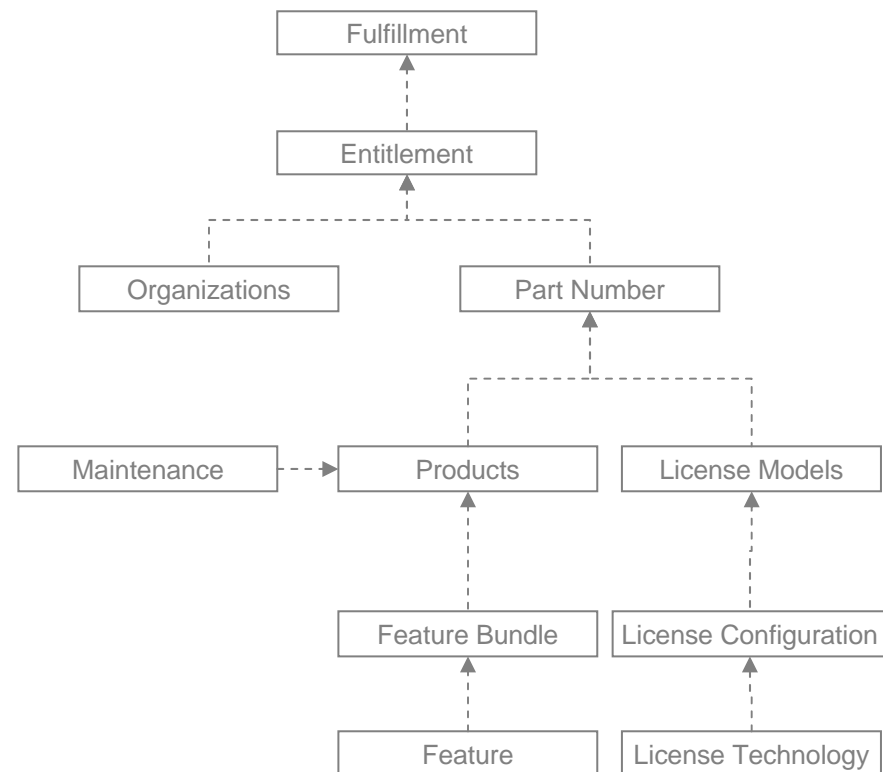
# License Framework



Stay ahead of the curve

# Licensing Data Model

- A *fulfillment* of licenses requires that an *entitlement* was created
- An *entitlement* is created when an order is placed into FNO
- An *Entitlement* requires a *part Number Ordered by a customer*
- A *Customer* is configured in FNO either at or before an *entitlement*
- A *part number* is configured in FNO from a *License Model* and a *product* typically when a new product is released in your product master
- *Products* and *license models* have hierarchical data structures in FNO



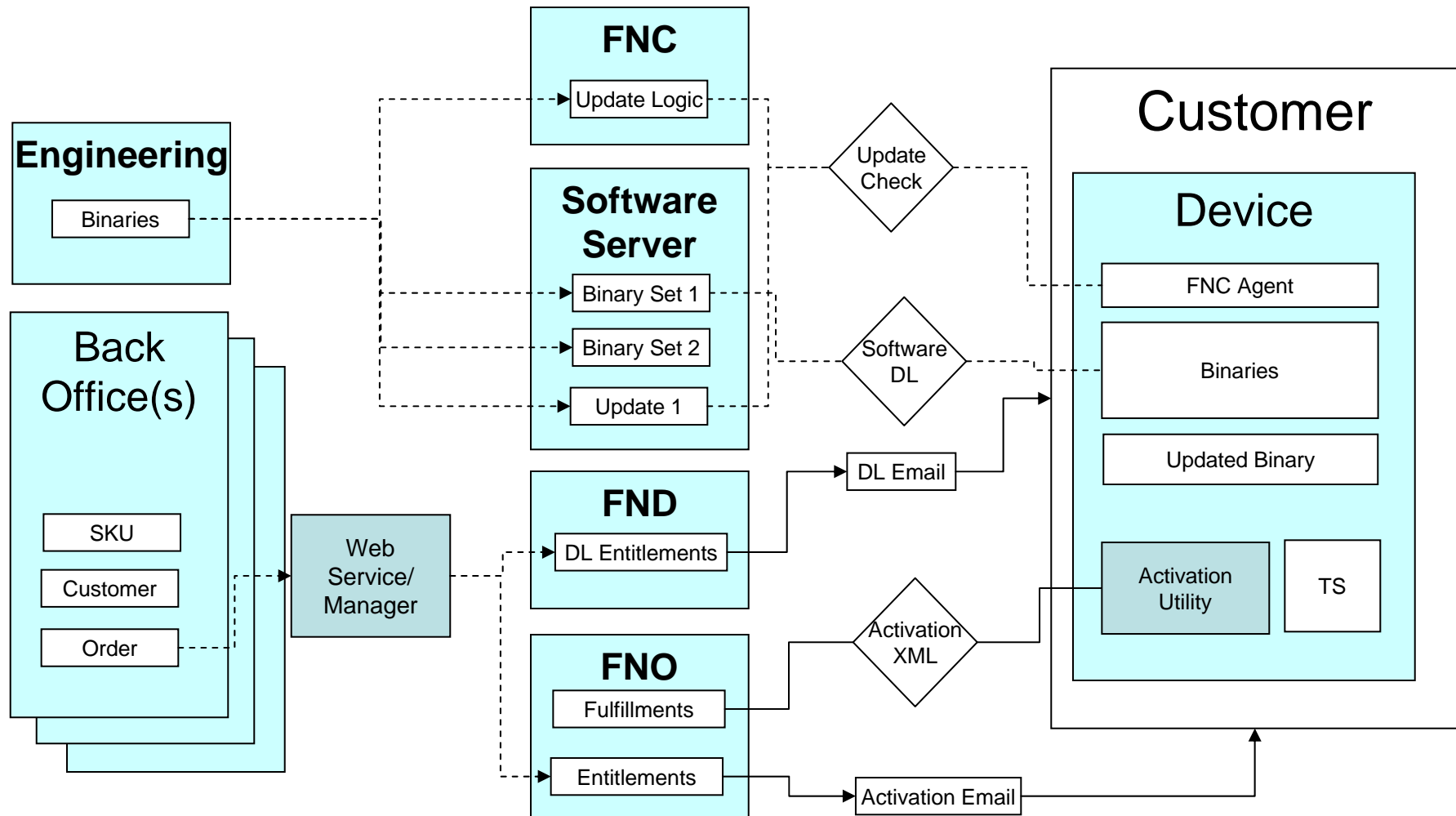
# License Models

- Collection of attributes that determine the license rights delivered in a license key
  - > Core (Perpetual/subscription, counted/uncounted, shareable/locked)
  - > Optional License Attributes: Many Potential Attributes
  - > Optional Policy Attributes (Rehosts, Remake, Repair, Fulfillment, HOSTID)
- These may change (infrequently) over time without changing the underlying software product
  - > ERP and FNO
- FNO has a core set of 10 models that are commonly used
  - > Many products share the same license models

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# Data Elements





# When is Integration Needed?

Type of Data

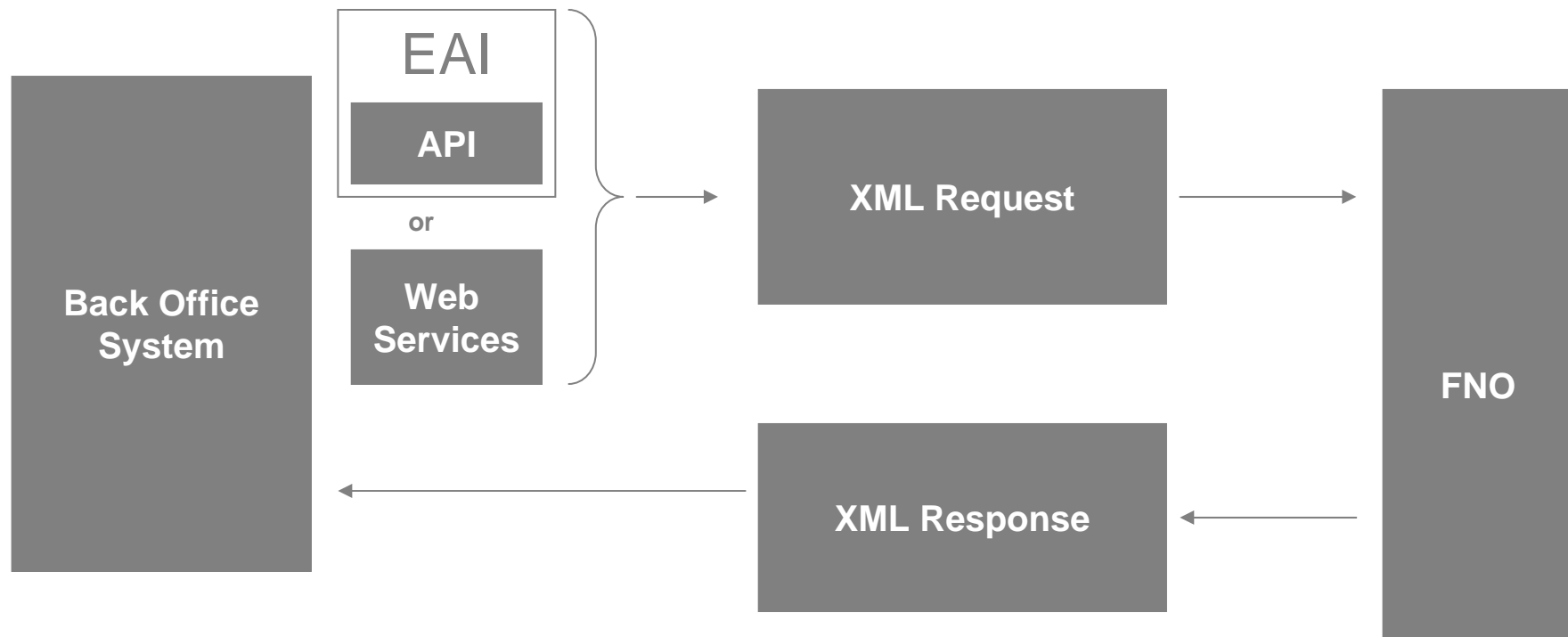
Integration Need  
(Change Volume)

High

- ERP (Entitlements)
  - > 25 orders/day
- Customer / Contact / Portal Users
  - > 25 orders/day
- Products
  - > > 100
  - > Daily Changes
- Employee Users (administration)
  - > > 50 users needing access
- License Models
  - > Only if easy with PDM (rare)



# Web Services Integration Paradigm



- Web Services automates all tasks that can be done manually
- Over 100 calls – 20 most commonly used
- Other Methods for SSO & Email Integration

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# Portal Integration

- FNO offers a standard, “out of the box” Customer Portal
  - > Minimal configuration and set-up
  - > Applicable to majority of medium and small customers
  - > Large customers may require customization or complex integration to existing portal
- Range of Portal implementation options offered
  - > Evaluate “standard” portal
  - > Identify potential gaps

# Customer Portal Implementation Options

- None (Rare)
- Standard / Minor (Common)
- Screen Modifications (Common)
- Customizations (Typically limited to large customers)
- Custom Integration (Rare)

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# Case Study 1:

- **Industry: Location Intelligence Software**
- **MVSN Products: FNO, FNP (Trusted Storage)**
- **Implementation Objectives:**
  - > Provide revenue protection, but minimize licensing impact on end customer
  - > Automate Entitlement creation to reduce internal licensing support costs
- **Implementation Details:**
  - > Integrated to new releases to flagship products
  - > Originally targeted Certificate Licensing, but transitioned to Trusted Storage during implementation
  - > Primarily supported a direct sales model, where end customer info was available to Publisher
  - > Activation is primarily through internet, with XML via email as back-up
  - > Integrated to back office ERP system which acted as data master for customer, orders, etc.
- **Implementation Results:**
  - > Implementation complete in Q4 2006 - In Production in Q1 2007
- **GCS Role**
  - > Delivered initial Discovery and Design Document
  - > Worked in senior advisory role during implementation as Client resources took on large portion of implementation

# Case Study 2:

- **Industry: Desktop Database Software**
- **MVSN Products: FNO, FNP (Trusted Storage)**
- **Implementation Objectives:**
  - > Provide revenue protection and minimize licensing impact on end customer
  - > Support very high volume of activations (several thousand per day)
  - > Support an indirect sales channel to distribute products
  - > MAC and Windows support
- **Implementation Details:**
  - > Implemented FNP activation in new release of products
  - > Integrated FNO to SAP to automate order flow
- **Implementation Results:**
  - > Implementation Complete and in Production – July 2007
- **GCS Role**
  - > Customer initially planned to implement on their own
  - > Facing technology challenges, Customer engaged GCS to provide Strategy/Best Practice in Activation, Technical Training for Trusted Storage and period advisory/review services



# Case Study 3:

- **Industry: Handheld inventory management technologies**
- **MVSN Products: FNO, FNP (Certificate) and FNC**
- **Implementation Objectives:**
  - > Provide mechanism to develop revenue stream from updates and upgrades
  - > Provide a framework around software updates to provide improved customer experience and better internal management
- **Implementation Details:**
  - > Initially targeted licensing for hand-held devices, future phase will support “server based” model with concurrent licenses
  - > Initially implemented standalone, with intent to integrate to ERP when SAP implementation is complete
- **Implementation Results:**
  - > Initial FNO/FNP implementation complete and in production in Q4 2006
  - > FNC and ERP integrations are targeted for Q4 2007 to Q1 2008
- **GCS Role**
  - > Conducted initial SVM Assessment
  - > Due to internal implementation schedule, GCS has provided initial Training and pre-scheduled onsite and design review activities

# Case Study 4:

- **Industry: Embedded Semiconductor Software**
- **MVSN Products: FNO, FNP**
- **Implementation Objectives:**
  - > Develop a corporate platform for Entitlement Management to unify Licensing Processes
  - > Protect software from unauthorized and unintentional abuse
  - > Reduce operational costs by replacing homegrown systems with FNO
- **Implementation Details:**
  - > Current user of FNP, project focus was to migrate to FNO
  - > Customer used opportunity to develop fully custom portal for License Fulfillment (using FNO Web Services)
  - > Decommissioned several internal systems during implementation
- **Implementation Results:**
  - > Migration, FNO and portal implementation completed in production in July 2007
- **GCS Role**
  - > Conducted initial Training and Discovery
  - > Managed and implemented data migration
  - > Customer design and implemented custom portal and core FNO application
  - > Provided targeted administration training focused on customers environment and challenges
  - > Technical support for integration and implementation effort.
  - > Business consulting allowing customer to make informed license management decisions

# Case Study 5:

- **Industry: Proprietary Licensing for Capacity-based Products**
- **MVSN Products: FNO with Proprietary Licensing**
- **Implementation Objectives:**
  - > Migrate to Customer Self-Service Entitlement Model
  - > Migrate from simple on/off functionality to capacity-driven sales models
  - > Serve as platform to incorporate/consolidate 45 additional license generators
- **Implementation Details:**
  - > Complex Discovery and Design projects to address ALU-specific requirements models
  - > Integrated with multiple Back-Office SAP systems via internal message bus
  - > Integrated with ALU Customer Portal and developed proprietary reports
- **Implementation Results:**
  - > Implementation Complete and Production – September 2007
  - > Developing
- **GCS Role**
  - > Initial Discovery and Design
  - > Full onsite team to manage 50% of implementation tasks

# Characteristics of a Successful Project

- **Strong Executive Sponsorship**
  - > Without sponsorship cross-functional issues cannot be addressed
  - > Needs to articulate the “burning issue”
- ***Business-First* Decision Making**
  - > Resist the temptation to “start coding” – changes are expensive to fix
  - > Clearly establish business objectives and policies
  - > Customer experience is critical to overall success
- **Central Owner & Cross-Functional Team**
  - > Anoint a “licensing czar”
  - > Cross-functional issues requires leadership & participation
  - > Establish / operate product review board
- **Flexible Business Models, Standard Technology**
  - > Consolidated vision doesn’t mean a singular approach
  - > Business model flexibility adapts to market & customer needs
  - > Common technology decreases costs and improves customer experience
- **Think Big, Start Small, Deliver Quickly**
  - > Establish “to be” vision
  - > Initially develop enabling technology
  - > Phase solution into new releases of specific product lines
  - > Adapt and refine

# Publisher Service Offerings

	Strategy	Implementation		Education
		Package	Custom	
<b>Objective:</b>	<ul style="list-style-type: none"> <li>Apply leading practices to customer needs or current systems</li> <li>Build support at higher level within organization</li> </ul>	<ul style="list-style-type: none"> <li>Install or set-up Macrovision Products</li> <li>Train customer resources on FNO Products</li> </ul>	<ul style="list-style-type: none"> <li>Specially designed strategy and integration requirements</li> </ul>	<ul style="list-style-type: none"> <li>Delivery focused product knowledge</li> </ul>
<b>Example:</b>	<ul style="list-style-type: none"> <li>SVM Assessment</li> <li>Business Case Development</li> <li>Develop Program Vision</li> </ul>	<ul style="list-style-type: none"> <li>FNO RapidStart</li> <li>FlexNet Manager Set-Up</li> </ul>	<ul style="list-style-type: none"> <li>Back Office Integration</li> <li>Operational Transformation</li> </ul>	<ul style="list-style-type: none"> <li>Onsite Training</li> <li>Public Courses</li> </ul>
<b>Duration:</b>	<ul style="list-style-type: none"> <li>2-20 Days</li> </ul>	<ul style="list-style-type: none"> <li>5-20 days</li> </ul>	<ul style="list-style-type: none"> <li>Variable</li> </ul>	<ul style="list-style-type: none"> <li>\$500 per student per day</li> </ul>
<b>When:</b>	<ul style="list-style-type: none"> <li>Customer is in early program stages</li> <li>Customer needs help developing or supporting vision</li> </ul>	<ul style="list-style-type: none"> <li>Customer has well defined need</li> </ul>	<ul style="list-style-type: none"> <li>Customer is implementing</li> <li>Customer has unique need</li> </ul>	<ul style="list-style-type: none"> <li>Customer needs to develop product knowledge for self-use</li> </ul>

# Engaging with GCS

- Contact GCS through your Account Manager
- Initially your Account Manager and Sales Engineer will evaluate your specific needs
- If Services are applicable, Account Manager will coordinate a scoping discussion (onsite or via phone) with Practice Manager/Director
- After scoping discussion GCS will draft a SAF (Service Authorization Form) or COS (Consulting Order Schedule)
- In order to initiate Services, signed SAF/COS and PO must be issued to Macrovision
- Once received, GCS will coordinate initiation date

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