

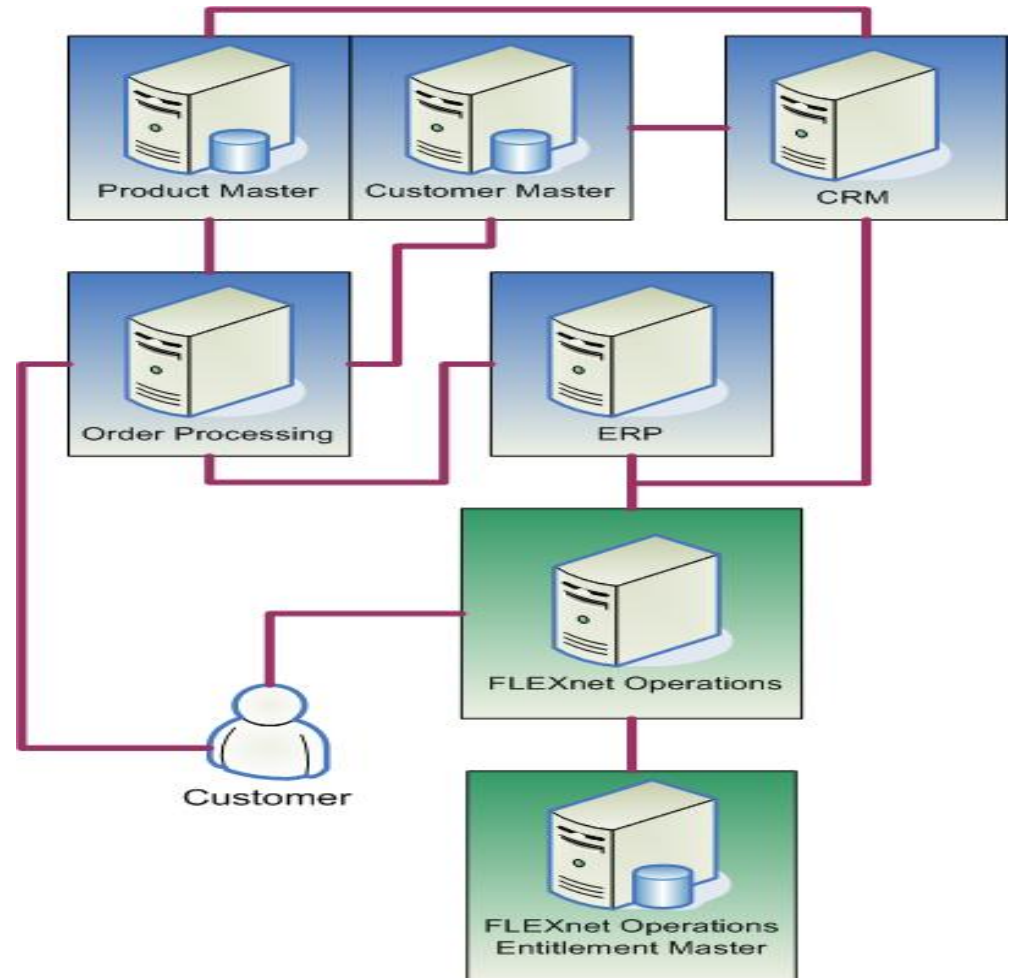


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**FLEXnet  
Operations: Best  
Practices**

# Overview

- FLEXnet Operations
  - > Entitlement Management
  - > License Warehouse
- Architecture
  - > Server
  - > Database
  - > Reverse Proxy
- Infrastructure
  - > Systems of Record
  - > Order Processing
  - > Entitlement
  - > Distribution
  - > Fulfillment
- Objective
  - > Understanding of FNO, typical project scopes, challenges, best practices, approach and options for successful implementation



# Typical Project Scope

- Size
  - > Small
    - FNP Licensing, Stand Alone FNO, Manual
  - > Medium
    - FNP Licensing, Integrated FNO, Simple Infrastructure
  - > Large
    - FNP or 3<sup>rd</sup> Party Licensing, Data Migration, Complex Integration, Complex Infrastructure, Complex Business Logic, Customized FNO
- Influencing Factors
  - > Products, License Models, License Technology
    - Number, Complexity, Fit
  - > Migration
    - Source Data Fit, Volume
  - > Business Volume
    - Orders, Fulfillments
  - > Time To Market
    - Phased Approach, Limited Product Set, No Integration...

# Project Challenges

- Complex Business Model
  - > Simplification vs. Appreciation
- Comprehensive Organization Involvement
  - > Product Management, Engineering, Marketing, Order Processing, IT, QA, Operations
- Tough Decisions
  - > A chance to change for the better...
- Migration
  - > Data
  - > Portal
- Integration
  - > Data Mapping
  - > Ownership
  - > Implementation
- Customization
  - > Impact

# Best Practices

- Business Driver
  - > Objective of Implementation
- Publisher Resource Involvement
  - > Appropriate Skills, Availability and Commitment
- Product Packaging and License Model Definitions
  - > Feature Bundling
  - > Custom License Model Attributes
    - License Model
    - Entitlement
    - Fulfillment
  - > License Lifecycle Policies
    - Rehost, Return, Repair, Extra Activations
    - Host ID
    - Redundant Server
    - Platform
  - > Part Numbers
  - > Upgrade and Upsell Relationships

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# Approach

- Driven by Time
  - > Phased by Date
    - Phase 1 : Due Date : Scope X
    - Phase 2 : Due Date : Scope X+Y
    - Phase 3 : Due Date : Scope X+Y+Z
- Driven by Functionality
  - > Phased by Function
    - Phase 1 : Scope X
    - Phase 2 : Scope (Y+Z)-X
- Driven by Cost
  - > Reduction in Scope, Budget, Resource
    - Phase 1 : \$XX,XXX : Scope X
    - Phase 2 : \$YY,YYY : Scope X+Y

# Implementation Options

- Possible Approaches
  - > Approach A : Products Rollout
    - Large Number of Products
      - Approach : Start with small set of products in a complete end-to-end solution, introduce more products over time
  - > Approach B : Increase Complexity
    - Complex Infrastructure
      - Approach : Start with a simple stand alone FNO instance, increase complexity over time by integrating FNO and exposing the customer portal
- GCS FNO Projects
  - > Waterfall Methodology
    - Discovery
      - Understanding Business Processes
    - Design
      - Development of Use Case Catalog
    - Build
      - Implementation of Design, following Best Practices
    - Test
      - Validation of Use Case Catalog
    - Deploy
      - Publisher Solution Ownership

# Use Cases

- Interesting Examples of what Publishers are doing with FNO
  - > On The Fly Product Packaging
    - Industry: Network Devices
  - > Custom Customer Portal
    - Industry: Hardware Devices
  - > Simplicity
    - Industry: Hardware Devices
  - > Unknown Integration Technology
    - Industry: Telecommunications
  - > Complete Package
    - Industry: Software Vendor
  - > New Frontiers and Beyond
    - Industry: Telecommunications



# Examples

- Portal Customization – implemented by GCS or Publisher

The screenshot displays the 'operations portal' for xyc.software inc. The user is logged in as Ryan Lambert (GMT-0600). The top navigation bar includes links for Start Page, Manage Entitlements, and Manage Licenses. The main content area features three primary sections: Manage Account (with Change Password), Manage Entitlements (with Browse), and a central area with Manage Entitlements, Manage Licenses, and Custom Reports. The Custom Reports section lists Entitlement Report, Fulfillment Report, and more. Below this, a form for license validation is shown, with a 'Machine Serial Number' input field and a 'Validate' button. A 'Please enter the machine serial number from the product label, you may validate your entry before generating your license.' message is displayed. At the bottom, there are 'Cancel' and 'Next' buttons.

# Examples

- Range of Options – basic to fully custom

...and everything in between...

Fulfillment ID	Fulfill Date	Product	Version	Fulfill Count	License	Expire Date
FID_82701e_1144bfeb02b__7fe8	8/9/07	Enterprise Paint	1.0	1	<a href="#">My License</a>	permanent
FID_82701e_1144bfeb02b__7fe9	8/9/07	Enterprise Paint	1.0	1	<a href="#">My License</a>	permanent
FID_82701e_1144bfeb02b__7fea	8/9/07	Enterprise Paint	1.0	1	<a href="#">My License</a>	permanent

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# Conclusion

- FNO is easy to install, simple to configure and has infinite potential.
- Macrovision Global Consulting Services bridge the gap between installation and deployment of a fully integrated, customized solution that supports legacy as well as new products, orders and licenses.
- Avoid the pitfalls, leverage our experience and work with us to ensure a self sufficient successful solution.



# 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
- Implement the FLEXnet Publisher API
- 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)

# Questions / Further Information

- General Questions
- Further Information
  - > Macrovision Global Consulting Services
    - FNO Public Training – 1 day
    - FNO RAPIDStart – 1 week
    - FNO Implementation – Custom Training