

Leverage FlexNet for Physical Product Fulfillment

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Overview

- Control the sale of tangible products
- Automatically create media
- Sell new product licenses
- Improve maintenance renewal process
- Centralize production items for manufacturing



Control Sale of Tangible Products (cont)

- FlexNet can be used to control the purchase of tangible products
- Two primary methods:
 - Add “purchase media kit” buttons in FlexNet
 - Simple approach
 - 1-to-1 mapping of ESD item to media kit
 - Accessible only through FlexNet
 - Implement eCommerce store that synchronizes with FlexNet’s product catalog and customer entitlement information
 - Maximum flexibility
 - Optimal for full featured eCommerce system with other items in product catalog



Control Sale of Tangible Products (cont)

- Add “purchase media kit” buttons
 - Capability built in to FlexNet
 - Buttons can be added to download pages
 - Clicking button drives the customer to an external web location with all pertinent information about the customer and their selection
 - Customer profile information
 - Selected software title (partner product ID)
 - Web site with shopping cart required if you charge for the item or you want to allow multiple items ordered at the same time.
 - If media is free, only need a simple web page to enter / confirm ship-to address



Control Sale of Tangible Products (cont)

- eCommerce store integrated with FlexNet
 - Daily synchronization of product catalog and customer entitlement information
 - eCommerce store accessed through FlexNet or through single sign-on that uses FlexNet authentication
 - Customer profile information sent to eCommerce system
 - Account ID is key value to map into entitlements
 - Account ID used to dynamically modify product catalog to display only those items customer is entitled to purchase
 - Entitlements can be used to control other items not in FlexNet.
 - Other customer profile values can be useful
 - Account type (e.g. reseller / partner) to trigger automatic discounts, price changes, modify catalog content, or take them to a different web site



Automatically Create Media

- FlexNet with an order management system can automatically drive the production of media
 - As orders are entered media can be created
 - Orders can be routed to different locations for production
 - Most recent versions of all files used
 - MD5 checksum checks can be performed
 - Media label can be customized as needed
 - Branding style, order number, part number
- Rimage has equipment and technology to produce dynamic media



Automatically Create Media (cont.)

- Basic work flow
 - OMS: Order submitted
 - OMS: Extract line items that are for media production
 - OMS: Route media production order to appropriate system
 - MPS: Synchronize all needed files into local repository
 - MPS: Create command files that control production of media
 - MPS: Submit command files for production
 - MSP: Report success/failure status back to OMS



Sell New Product Licenses

- eCommerce system can integrate with FlexNet to sell new product licenses
 - eCommerce catalog items need to be in sync with FlexNet catalog
 - New entitlement pushed into FlexNet
 - Customer can download product(s) as part of transaction
 - FlexNet will automatically send out Welcome email
- Recommend driving existing customers through FlexNet to avoid duplicate accounts
- FlexNet entitlements can control what is available for sale
 - additional seat licenses, add-on components



Improve Maintenance Renewal Process

- Create upward pressure from end-users to renew maintenance contracts
- Augment existing contact information with FlexNet member information
- Use Reporter to extract member contact information
- Useful for past-due accounts



Centralize Production Items for Manufacturing

- Use FlexNet to store BOMs and all BOM items
 - Create a new catalog to hold these items
 - BOM specifications, graphics, PDFs, ISO / files
 - Access restricted to internal users and vendors
- Vendors use FlexNet to access all items
 - Simplifies process if multiple vendors involved
 - Quickly ramp new vendor / production sites



QUESTIONS?

