



SoftSummit™ Regional Briefings

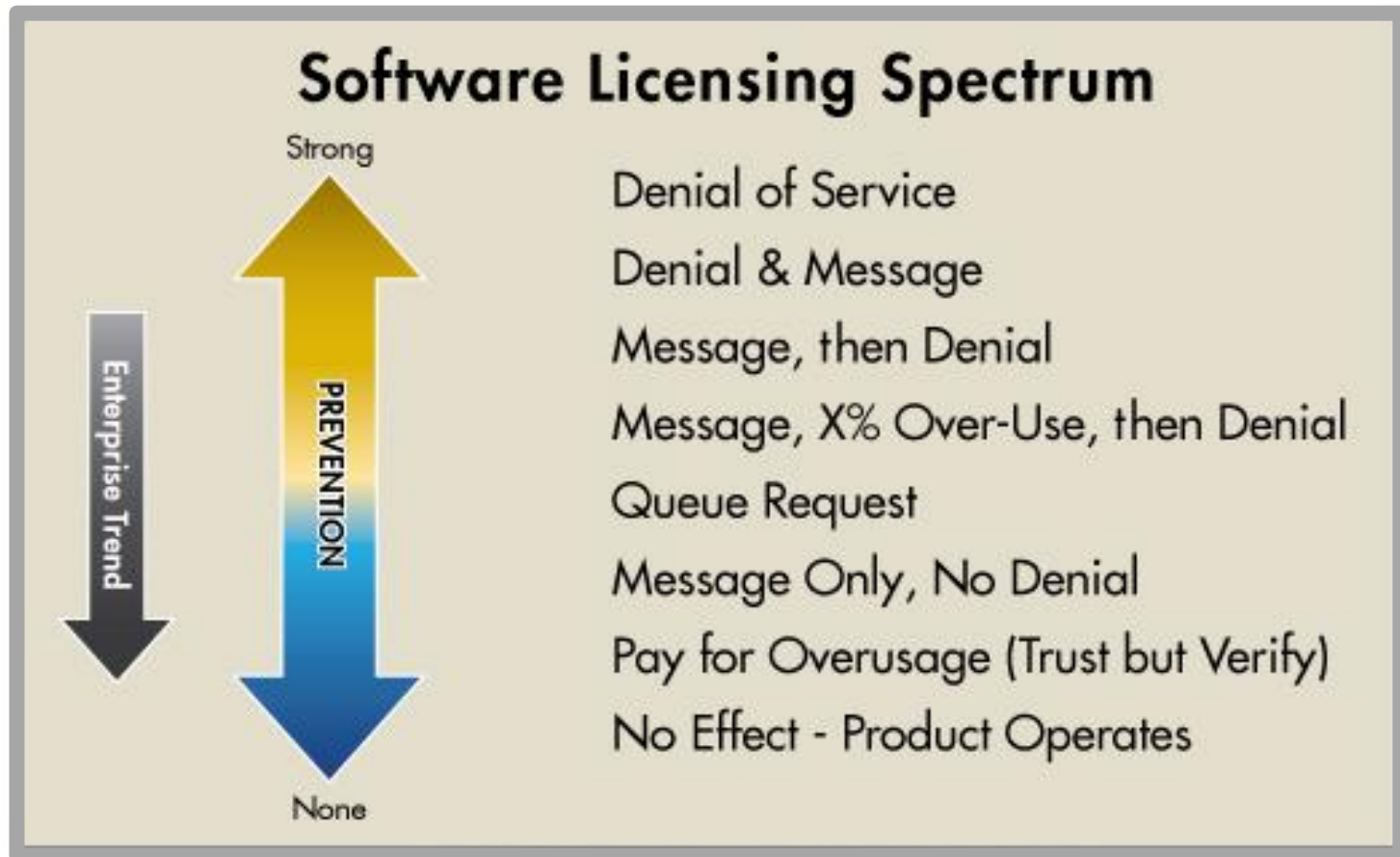
Compliance Management Solution for Application Producers

The Flexibility to Support the
Full Software Licensing Spectrum

From Strict Enforcement to Usage-based Trust but Verify

Licensing as a Spectrum

From Strict Enforcement to Usage-based Trust but Verify



What is a Usage-based Trust but Verify Licensing?

Entitles the customer with the right to use the application freely then captures usage, compares usage to entitlement, shares that usage with the customer for reporting and reconciliation (if needed).



Enables compliance automation, pay-for-burst, pay-for-use

Why Usage-Based Trust but Verify Licensing Reaction to Market Challenges

Enterprises

- Want to stay in compliance
- Want easier licensing
- Need project-based pricing
- Don't want shelf-ware
- Need flexibility to ramp departments, use multiple devices, etc.
- It's how they buy in their personal lives
(Consumerization of IT)

Producers

- 61% of enterprises are out of compliance (IDC 2011) = need automated compliance
- Enterprises are asking for easier licensing
- Virtualization makes server/device licensing meaningless
- Cloud pricing is expected to be transactional

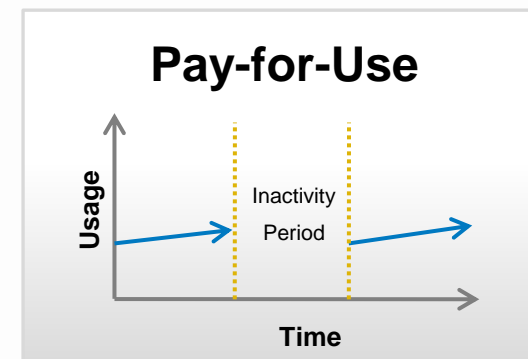
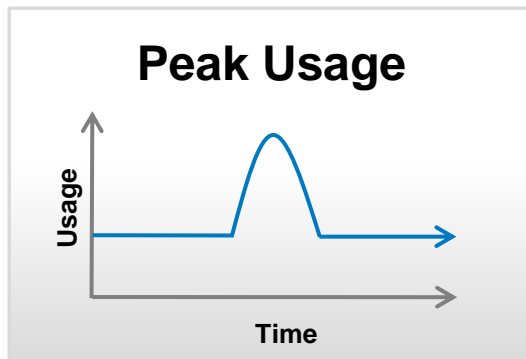
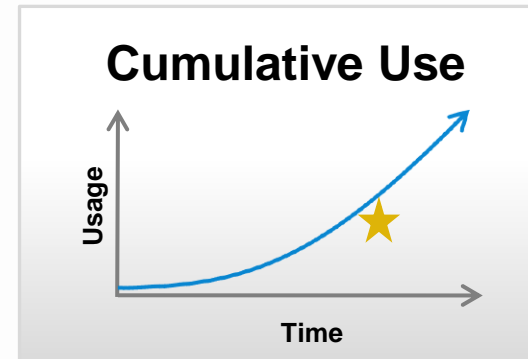
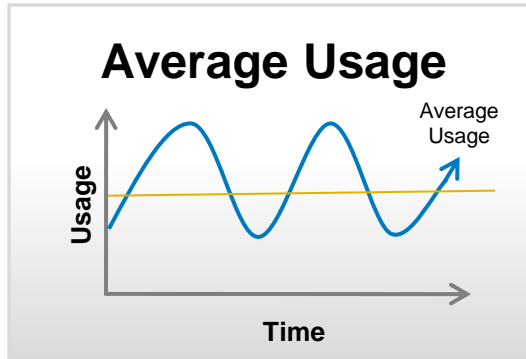
Why is Compliance Management So Difficult?

- Need a “single source of truth” between the application producer and the enterprise on entitlement vs. usage
- Need the flexibility to support the full software licensing spectrum—from strict enforcement to usage-based trust but verify
- Technology – cloud, SaaS and virtualization – forcing new, complex enforcement- and usage-based licensing models
- No tools to automate compliance management
- No tools to track, aggregate and share usage data
- Data privacy and tamper-proofing concerns

Types of Usage Data and Reconciliation

- # of compilations
- # of drawings rendered
- # of data converted
- # of email messages sent
- # of pictures sent

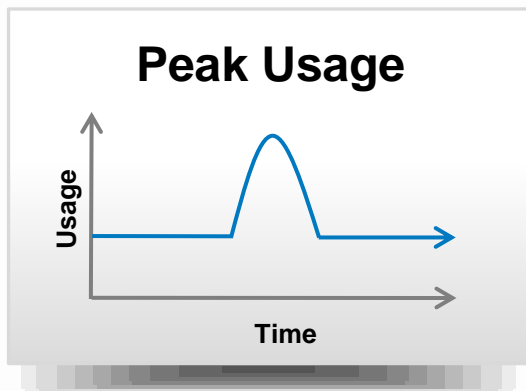
- # of characters translated
- # of CPU minutes
- # of gigs stored
- # of campaigns managed
- Any unit of measure



Usage-based Trust but Verify Use Case

FlexNet Operations On-Demand

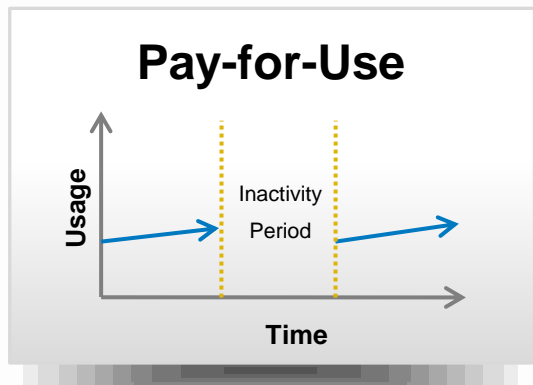
- Customer signs a 1/3/5 year contract with predicted use and pricing
 - Total # of accounts / year
 - Gigs downloaded / year
 - Total gigs of storage /year
- Customers pay a pre-agreed upon price and any overages



SaaS with “pay-for-burst”

Strict Enforcement & Usage-based Trust but Verify Use Case -- *Teleconference--Lots of Models*

- Looking for a variety of models
 - Purchase 500 minute cards, stop
 - NOTE: this is not usage-based licensing, it's metered licensing
 - Purchase 500 minute cards, continue after use
 - Charge for overage on a monthly basis
 - Enterprise customers
 - Post-use pay-per-device and per-feature



Software with metering,
pay-for-burst, pay-for-use



Dropbox Pricing Model

Dropbox for Teams pricing

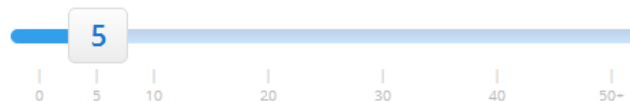
Buy Teams now!

Dropbox for Teams gives you more space, better support, and is less expensive than a set of individual Dropbox Pro accounts. See how Dropbox for Teams and Dropbox Pro compare for a team of 5.

	Dropbox for Teams 5 users	Dropbox Pro 200 5 users
Base price	\$795 / year	\$995 / year
Each additional user	\$125 / year	\$199 / year
Storage	As much as you need*	200 GB per account
Unlimited version history	✓	\$195 / year
Phone support	✓	✗
Administrative tools	✓	✗
Active Directory integration	✓	✗

Base Fee +
Users & Storage

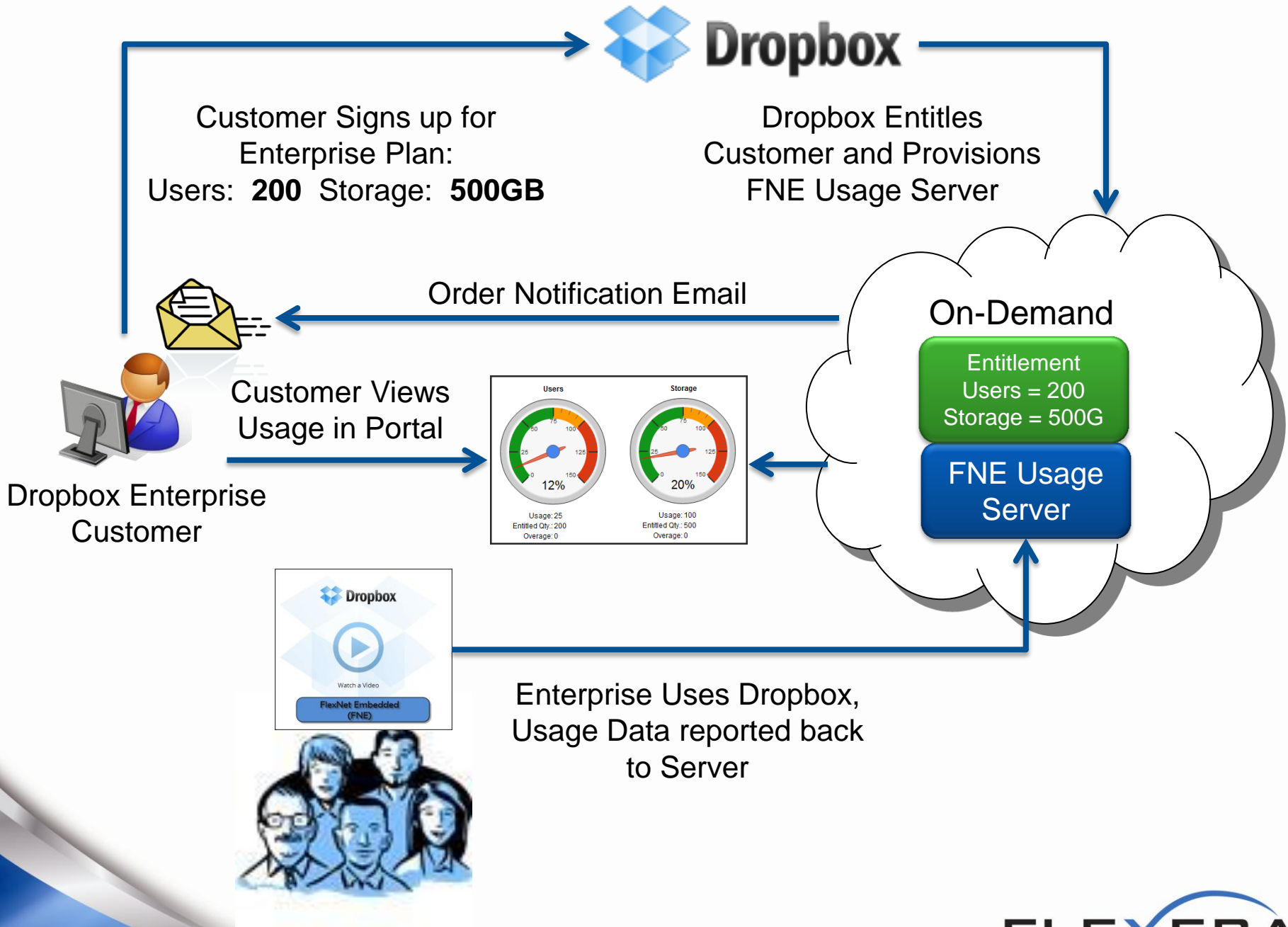
How big is your team?



5 team members
\$795 / year
1000 GB storage*

*Teams start with 1000 GB of storage for five users, with 200 GB added for each additional user. If you need additional space, give us a call and we'll work with you to increase your quota.

High Level Overview





Compliance Management Solution Demonstration

In Summary...

- ...to address diverse customer needs
 - ...to make licensing easy
 - ...to maximize revenues
- ...to get compliance management right

Compliance Management Solution for Application Producers

- One solution with the flexibility to support the full software licensing spectrum
- A “single source of truth” between you and your customers
- Built on the market leading FlexNet Licensing and FlexNet Operations technology

