revenera™

Proven Best Practices for License Compliance Settlement

Keep the pressure on

Once you initiate communications with the non-compliant organization, escalate quickly and follow-up diligently to help ensure a speedier settlement.

Talk only with decision makers, such as the CFO

It's most effective to deal directly with C-level and senior executives who understand the business risks involved in running software without a license.

Establish a deadline for the settlement

Escalating communications with the non-compliant organization and driving toward a fixed deadline provide a sense of urgency for reaching a settlement.

Document all conversations and save correspondence

Detailed notes of all discussions with individuals within the non-compliant organization come in handy during negotiations and are critical if you escalate to law enforcement or take legal action. Dramatically Increase Trial User Conversion: Understand how the trial version of your product is being used after it is downloaded.

Settle on the number of infringed seats—and no less

Non-compliant organizations will often try to negotiate down the number of licenses or features during settlement discussions; use infringement history and escalation steps to maximize revenue recovery.

Avoid offering discounts that undervalue your software

Consider the intent of the infringer before offering a discount. While the majority of infringers in mature markets are legally inclined victims of piracy, others have used your software and demonstrated a need for it, but intentionally pirated it or overused licenses. Insist that these non-compliant organizations pay the full list price.

Don't get emotional—just stick to the facts

Infringers will seek to evade the discussion, so use your data to prove unlicensed software use; stay calm, present the evidence, and follow the process to reach a fair settlement without alienating the non-compliant organization.

Integrate with your CRM system for better compliance tracking

Identify unique accounts with piracy activity within your CRM or case management system; track piracy settlement revenue separately to measure compliance program results.

Create a license compliance section within your corporate web site

Include a copy of your EULA, outline licensing models, provide a "REPORT PIRACY" button, and describe how to identify software piracy or overuse.

Revenera provides the enabling technology to take products to market fast, unlock the value of your IP and accelerate revenue growth—from the edge to the cloud. **www.revenera.com**