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Revenera

2022
MARKET LEADER

Global Software License Management & Software Enforcement Segment Industry

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Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each award category before determining the final award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. Revenera excels in many of the criteria in the software license management industry, software enforcement segment space.

AWARD CRITERIA

Growth Strategy Excellence	Technology Leverage
Implementation Excellence	Price/Performance Value
Brand Strength	Customer Purchase Experience
Product Quality	Customer Ownership Experience
Product Differentiation	Customer Service Experience

Industry Challenges

Frost & Sullivan identifies three key strategic imperatives that impact the software license management (SLM) market: Geopolitical Chaos, Customer Value Chain Compression, and Transformative Mega Trends. Every company that is competing in this space is obligated to address these imperatives proactively; failing to do so will almost certainly lead to stagnation or decline. Successful companies overcome the challenges posed by these imperatives and leverage them to drive innovation and growth. Frost & Sullivan's recognition of Revenera reflects how well it is performing against the backdrop of these imperatives.

Geopolitical Chaos: The COVID-19 pandemic caused a lot of operational upheaval at the workplace as many businesses scrambled to enable remote work for employees and provide them with the necessary devices and software. As pandemic restrictions ease, organizations are struggling to bring employees back into offices and a hybrid work environment is becoming the new normal. To enable legitimate remote access to authorized users while helping businesses understand how the software they have licensed is being used, software license publishers are seeking management solutions to facilitate easier access to legitimate software users and to provide better software usage data to their customers, which helps increase the probablity of renewals and opens up upselling opportunities.

Customer Value Compression: With billions of connected devices, users expect to leverage the cloud and have seamless access to software-based applications. To stay competitive in this hyperconnected

environment, software publishers must ensure that users have constant access to the latest versions of software. For many business applications, organizations now prefer software-as-a-service (SaaS) solutions because they offer deployment and entitlement management flexibility. Customers therefore have interest in SLM solutions because they want to administer user licenses and understand software usage.

Transformative Mega Trends: The pandemic caused a lack of workers in many sectors, such as manufacturing, the supply chain, and the service industry, forcing businesses to look for artificial intelligence (AI) or machine learning-based robotic automation alternatives. To become more resilient, businesses are turning to dark kitchens, dark factories, and many Industrial Internet of Things (IIoT) applications. Businesses relying on robotic automation and IIoT therefore need SLM solutions to not just manage software licenses but also ensure interoperability by using the correct versions of software for myriad interconnected devices.

Growth Strategy Excellence

Revenera has a long history in the software industry and is the de facto standard for many segments. Its monetization platform enables software publishers and device manufacturers to implement a wide range of digital monetization models for cloud, SaaS, on-premises, and embedded applications.

Revenera offers out-of-the-box solutions and integrations needed to support various business models. The transition from a hardware to software model can seem daunting for many software vendors and device manufacturers, but Revenera provides well-established industry best practices to ease these challenges. Customers do not have to reinvent the wheel or create something new and can focus on software monetization enabled through Revenera's platform.

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> *- Mukul Krishna,*
> *Global Practice Leader*

"In a very competitive environment, Revenera has chosen to focus on software enforcement and make it simpler for customers to implement, which has helped the company continue to grow and expand its customer base," said Mukul Krishna, global practice leader at Frost & Sullivan.

According to Tapan Mohanti, vice president of operations and manufacturing at Teradici, "For businesses like ours that are trying to expand and grow, Revenera has solutions ready for us to implement to support our software monetization efforts."

Implementation Excellence

In today's hypercompetitive environment, software vendors are constantly trying to be more agile to better support the different ways customers want to consume software (deployment models) and pay for it (monetization models). This requires a flexible monetization platform that meets changing customer requirements as suppliers move from on-premise software to SaaS and from perpetual licensing to subscription and usage-based models.

Over the last 13 years, Revenera has significantly grown its business, especially with companies with mixed deployment and licensing environments including enterprise SaaS, on-prem and I IoT. Its expansion over the last few years offers a global go-to-market approach with teams in North America, Europe, and Asia-Pacific.

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"The implementation flexibility provided by Revenera is a very attractive feature for customers," Krishna said.

"Revenera's monetization platform enables us to provide flexibility to our diverse customer base and allows them to choose the license models that are best suited for their needs," said Stuart Thomson, Chief Technology Officer at Ikon Science.

Technology Leverage

Revenera focuses on developing its cloud platform while providing easier, more automated access to data for analytics and process automation. In its support for fulfillment and usage management, it enhances licensing support through software development kits (FlexNet Publisher and FlexNet Embedded) and is bringing its RESTful approach to fulfillment, which customers use to monetize their SaaS applications and small-footprint IoT devices. Revenera was named Overall Enterprise IoT Platform of the Year for the second year in a row in 2022 by IoT Breakthrough and was previously recognized for three years running as the IoT Enablement Company of the Year for the enterprise market.

Customer Service Excellence

Revenera's Monetization Platform supports most of its customers' needs right out of the box in a standard setup. Throughout the entire process—from strategic planning to design and implementation and training— the Revenera team including Revenera Global Consulting Services fully supports and is aligned with the customer team. Such deep collaboration with the customer helps with customers achieving first-pass success with zero business downtime.

This customer-centric approach is evident in PTC's ThingWorx IoT platform.

"When choosing our monetization platform, we were looking for more than just a licensing tool. We wanted better insight into our customer base, offer flexible and scalable monetization models, and add the automation needed to run our growing software business. Revenera is the strong partner we need to deliver on these strategic goals," said Mike Tresh, product management director, PTC.

Brand Strength

Revenera's software monetization platform currently has more than 10 million users, managing tens of millions of entitlements and over 100 million updates annually. The company has consistently been among the top competitors in the space and was also recognized as the market leader for the software enforcement category in Frost & Sullivan's previous research.

Product Differentiation

Revenera's Software Monetization Platform, with its products FlexNet Operations and FlexNet Licensing, allows software companies to gain control over their customers' software license compliance and

measure usage that enables them to understand end customers' software usage patterns and version/feature adoption across on-premises, embedded, and SaaS applications, ultimately enabling them to implement new business models.

The company's software monetization platform is integral to optimizing software suppliers' quote-to-cash processes, providing systems for entitlement management and fulfillment, software delivery and update, revenue recognition, and usage and compliance analytics.

For example, the Ansys Licensing Portal, powered by Revenera's FlexNet Licensing and cloud monetization API, provides detailed reporting on license usage. Customers have granular control over their data. Customers have access to authentication metrics, showing which user has permission to log in; cloud license server settings; project and session IDs; monthly summary usage statements; expirations; and other usage detailed reporting information.

Customers really like the granularity of data, deployment flexibility, and ease of implementation that Revenera offers, which in turn has led to the company's growth over the years.

Conclusion

Despite the sudden pressures of the global pandemic, Revenera has continued to develop and shape its systems to cater to the demands of its clients on a large scale. Revenera has strong ties with its customer community and centralized its focus of making software easier to access and track. As a user-friendly solution, Revenera provides a unique experience for its clients and ensures superior customer service and increases monetization potential throughout a software solution's life cycle. Revenera's growth throughout the past decade has exhibited immense strength and resilience and with its strong overall performance, Revenera earns Frost & Sullivan's 2022 Global Market Leadership Award in the software license management industry and software enforcement segment market.

What You Need to Know about the Market Leadership Recognition

Frost & Sullivan's Market Leadership Award recognizes the company that achieved the greatest market share resulting from outstanding performance, products, and services.

Best Practices Award Analysis

For the Market Leadership Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

Growth Strategy Excellence: Company demonstrates an ability to consistently identify, prioritize, and pursue emerging growth opportunities

Implementation Excellence: Company processes support efficient and consistent implementation of tactics designed to support the strategy

Brand Strength: Company is respected, recognized, and remembered

Product Quality: Products or services receive high marks for performance, functionality, and reliability at every stage of the life cycle

Product Differentiation: Products or services carve out a market niche based on price, quality, or uniqueness (or some combination of the three) that other companies cannot easily replicate

Technology Leverage: Company is committed to incorporating leading-edge technologies into product offerings to enhance product performance and value

Price/Performance Value: Products or services provide the best value for the price compared to similar market offerings

Customer Purchase Experience: Quality of the purchase experience assures customers that they are buying the optimal solution for addressing their unique needs and constraints

Customer Ownership Experience: Customers are proud to own the company's product or service, and have a positive experience throughout the life of the product or service

Customer Service Experience: Customer service is accessible, fast, stress-free, and of high quality

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About Frost & Sullivan

Frost & Sullivan is the Growth Pipeline Company™. We power our clients to a future shaped by growth. Our Growth Pipeline as a Service™ provides the CEO and the CEO's growth team with a continuous and rigorous platform of growth opportunities, ensuring long-term success. To achieve positive outcomes, our team leverages over 60 years of experience, coaching organizations of all types and sizes across 6 continents with our proven best practices. To power your Growth Pipeline future, visit Frost & Sullivan at http://www.frost.com.

The Growth Pipeline Engine™

Frost & Sullivan's proprietary model to systematically create ongoing growth opportunities and strategies for our clients is fuelled by the Innovation Generator™.

Learn more.

Key Impacts:

- **Growth Pipeline:** *Continuous Flow of Growth Opportunities*
- **Growth Strategies:** *Proven Best Practices*
- **Innovation Culture:** *Optimized Customer Experience*
- **ROI & Margin:** *Implementation Excellence*
- **Transformational Growth:** *Industry Leadership*

The Innovation Generator™

Our 6 analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

Analytical Perspectives:

- **Mega Trend (MT)**
- **Business Model (BM)**
- **Technology (TE)**
- **Industries (IN)**
- **Customer (CU)**
- **Geographies (GE)**