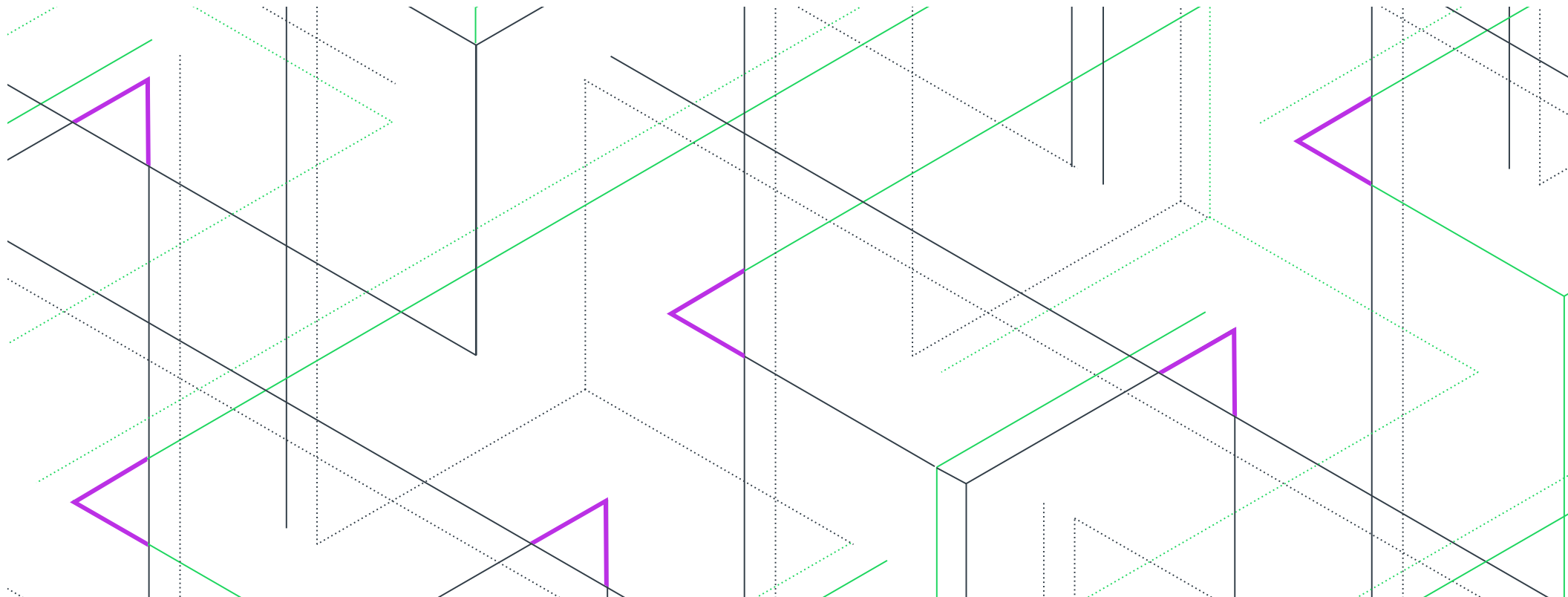

Turn Piracy into License Revenue

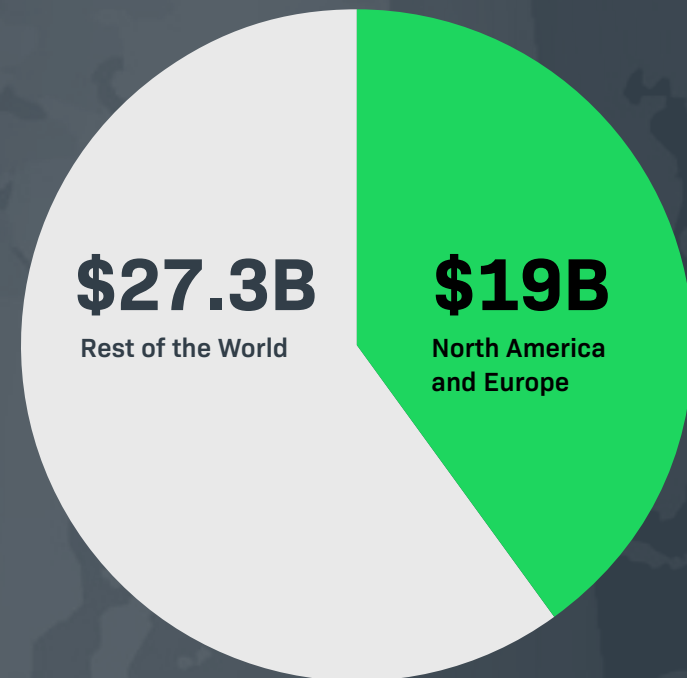


Where is Your Piracy?

Pirated software continues to be used at alarming rates. The global commercial value of unlicensed software is an astonishing \$46.3 billion*.

You have revenue hidden in these billions of dollars.

Software vendors are shining a light on unlicensed use. With compliance analytics to detect and identify infringing organizations and a data-driven approach to convert them to paying customers, software vendors are generating millions of dollars in license revenue and building long-term customer relationships with recurring revenue expansion opportunities.



Viral spread of pirated software

A Typical Software Vendor's Piracy Conversion Opportunity

Your team has spent months developing the next version of your software application. It gets released:



14 DAYS

Pirates crack the latest version of a software vendors release quickly, often within the first month, or days, of availability.



1,000s+ UNLICENSED DOWNLOADS

A software application gets distributed across popular piracy channels across the globe and downloads



\$\$\$ OPPORTUNITY ESTIMATED ANNUAL VALUE OF YOUR HIDDEN SOFTWARE

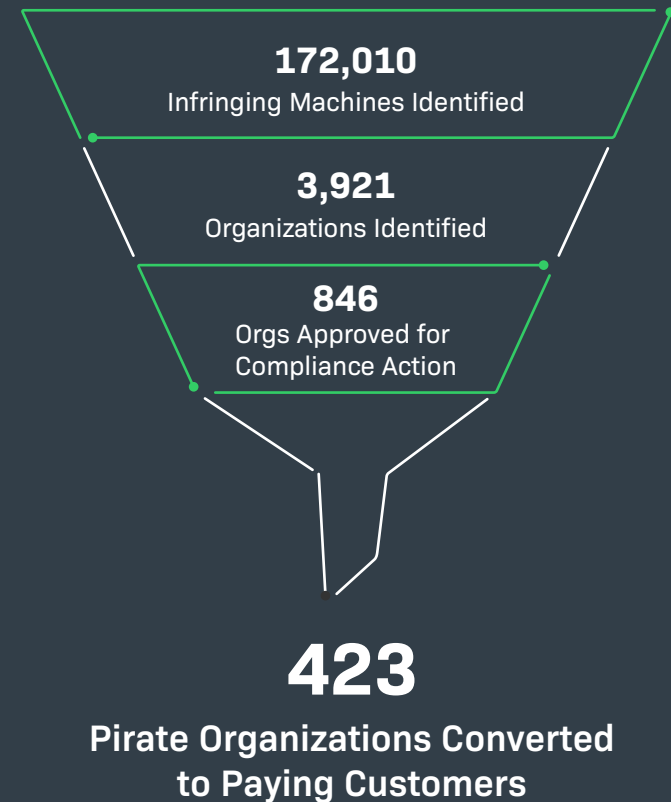
Compliance data can shine a light on these hidden users and help you convert them into paying customers!

Real Compliance Program Success

This \$95M global leader in software tools for CAD/CAM manufacturing markets was angry with the lost revenue, IP theft, and increased cybersecurity risks due to pirated software. Its software was being cracked quickly and distributed widely across piracy channels. By turning infringers into paying customers it saw:

- \$5.6M+ license revenue generated in 41 countries
- Successful program with 100% channel distribution model
- Compliance program outsourced to Revenera Revenue Services
- Average settlement results in full license pricing plus support, no discounting

Turning Infringers into Paying Customers



Software Piracy Myths



Piracy is a cost of doing business.

Competing with 'free' software is impossible without data. Microsoft and Adobe research reveals up to 83% of pirates have high conversion potential for becoming paying customers. Software vendors have used compliance analytics data for years to track, engage, and settle cases amicably.



My customers will switch to a competitor's technology.

Over the past decade, no Revenera customer has referenced a customer switching due to piracy exposure. Often, the competitor they are threatening to switch to is also using a telemetry solution. Approaching customers properly with strong evidence can provide a productive opportunity to strengthen the relationship.



Our country managers handle piracy locally.

A mature compliance program relies on data to identify and profile infringers and to size up settlements. Customers prefer to protect the local sales distribution teams and optimize resources by engaging with different internal resources or local lawyers with a compliance skill set.



Piracy is only happening in Russia and China.

Laws protecting IP rights and perceptions in these regions are rapidly evolving. Revenera has more than 30 customers generating license revenue from legitimate businesses there. Large \$100K+ settlements are common. License compliance opportunity remains large in North America and Europe.



We use licensing technology and audits to cover ourselves.

Most software vendors deploy multiple strategies to thwart unlicensed use, but it remains a costly problem. Adding a layer of software usage analytics data complements these compliance building blocks and generates revenue by identifying, validating, and prioritizing conversion to revenue opportunities.



I can't collect data due to privacy concerns.

New regulations strengthen the position of organizations collecting data specifically to prevent fraud. GDPR Article 6 allows data collection without consent because 'preventing fraud' constitutes a legitimate interest for software vendors.

Let Revenera Shine a Light

Revenera's software usage analytics solution has helped the world's leading software vendors identify and convert unlicensed users into paying customers for over a decade.

\$3.9B

New license revenue generated for customers' compliance programs since 2010.

100+

CUSTOMERS

1,000+

APPLICATIONS

Trusted by global software vendors

- 7 of Top 10 CAD/CAM vendors.
- 7 of TOP 10 PLM vendors.
- Engineering, apparel automation, creative software, and more.



Our Solution

Leading compliance analytics & identification technology.
Automated data collection and visualization.
Experienced team of data analysts.
Revenue generation services for turnkey solution.

Frost & Sullivan recognized Revenera with a 2022 market leadership award for the software segment of the global software licensing and monetization market.

NEXT STEPS

Learn how you can use data to generate new license revenue.

[LEARN MORE >](#)

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