FlexNet Operations

**Scale Your Software, SaaS and IoT Business.
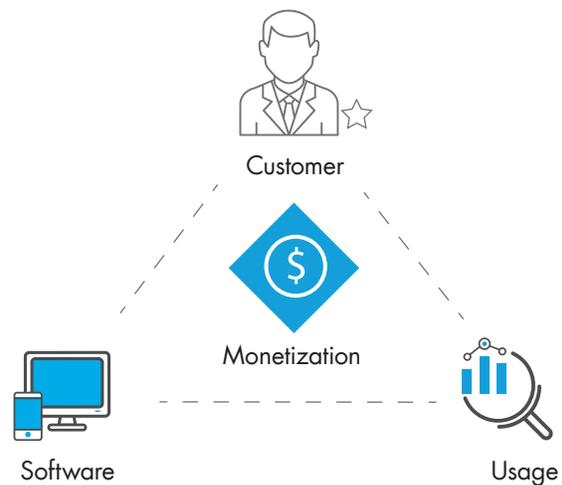Grow Subscriptions and Recurring Revenue.**

You want to digitally transform your business in order to grow and be successful. You also want to help customers succeed and thrive by delivering an instant and positive user experience. With a professional software monetization platform, you can:

- Add speed, agility and automation to your software business

- Grow your SaaS business and drive subscriptions

- Manage and monetize the IoT

- Enable product agility so you can dynamically switch features on and off, based on use rights

- Know what your customers own, and what they are using

Drive Recurring Revenue

FlexNet Operations enables you to monetize software effectively and to manage compliance and customer growth. It supports all monetization models – from more traditional perpetual models to flexible subscription and pay-per-use models. You are able to capitalize on new revenue opportunities because FlexNet Operations allows you to:

- Implement all available monetization models from on-premises to cloud

- Track and manage compliance

- Measure usage as a basis for pricing

- Optimize the trial to buy process

- Dynamically create product configurations (*like standard and light versions*)

- Change features on demand and monetize premium features

- Know exactly who is using what so you can monetize effectively
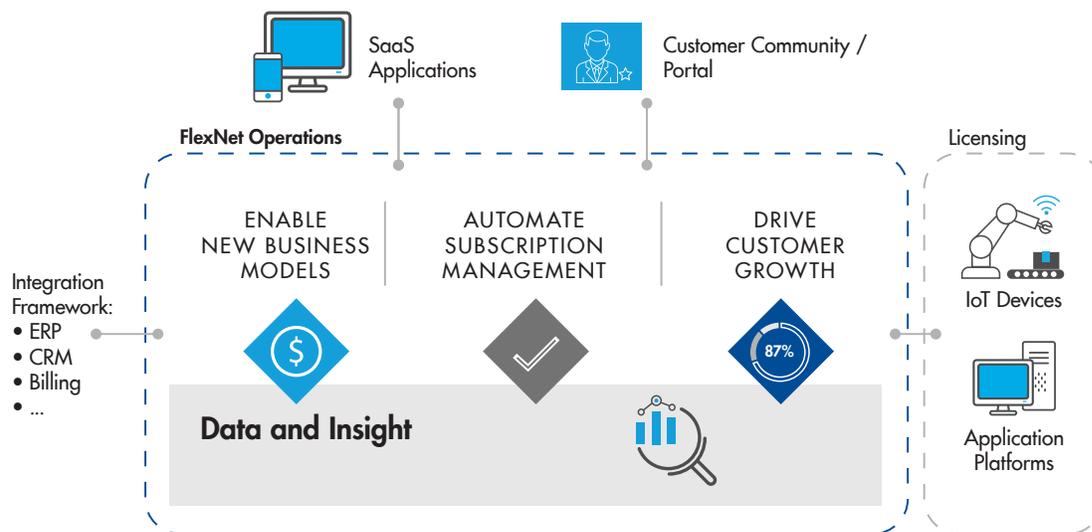

Customer

Monetization

Software

Usage

Run A Successful Software Business

Packaging, pricing, deployment and provisioning options are always changing. Customer use rights (*entitlements*) change as well – assets move within the company because customers upgrade or downgrade their packages or they go through M&A or divestitures.

FlexNet Operations manages the dynamic nature of software entitlements. You get the needed insight to make the connection between your software products, your devices, your customers and their usage.

- Maximize revenue from upgrades and renewals

- Reduce churn and drive upsell/cross-sell initiatives based on usage insight

- Make strategic decisions for future product development and pricing

- Streamline operational processes and automate transactions, notifications and reports

- Manage your on-premises, Cloud, SaaS, virtualized and embedded apps in one central monetization back office

FLEXera

FlexNet Operations – Software Monetization Platform

FlexNet Operations is the gold-standard for software monetization. The highly flexible platform manages all software operations, provisioning and monetization processes for your Software, SaaS or IoT business and integrates seamlessly with your infrastructure.

- Integrate directly with FlexNet Licensing on your device or software applications
- Manage users and use rights in-app for your SaaS applications
- Offer a 24/7 customer portal with self-service for your users
- Integrate with your business systems, leveraging the Flexera Integration Framework

FlexNet Operations is based on a modular concept, providing you with a fully functional platform and specialized modules that can be added depending on your demands:

- **FlexNet Advanced Lifecycle Management** – Cut operational costs by automating the generation, fulfillment, and activation of software licenses and entitlements
- **FlexNet Advanced Organization Management** – Manage software and entitlements in complex organizations and track channel success

- **FlexNet Usage Management** – Measure actual usage and support consumption-based monetization models
- **FlexNet Customer Growth** – Help customers succeed and reduce churn, based on actionable insight on account health, renewals and consumption
- **FlexNet Electronic Software Delivery** – Deliver software electronically and professionally, based on customer entitlements and eliminate fulfilment cost
- **FlexNet Cloud Licensing Service** – Eliminate the headache of managing local license servers

The Industry's Top Choice for Software Monetization

Flexera is the industry standard for software monetization. We help software vendors and intelligent device manufacturers to innovate products faster, streamline back-office processes, and simplify software updating and distribution. Software Monetization solutions from Flexera are used by over 3500 software suppliers to protect and monetize over 25000 applications.

About Flexera

Flexera is reimagining the way software is bought, sold, managed and secured. We view the software industry as a supply chain, and make the business of buying and selling software and technology asset data more profitable, secure, and effective. Visit us at **www.flexera.com**