

Common Licensing Layer Build and Assist

Improving Business Growth, Operational Efficiency and the Customer Experience

What is a Common Licensing Layer?

A core component of any licensing, entitlement management and delivery solution is the license technology and how it is implemented. By creating a common license technology (known as a common licensing layer) for use by all products, an organization can:

- Simplify and standardize license implementation across products and product lines
- Create standard enforcement behavior
- Reduce engineering implementation costs
- Create common tools for license activation and administration
- Simplify and improve the customer experience

Software companies and intelligent device manufacturers often have homegrown licensing solutions that become increasingly difficult to maintain or older systems that do not meet the needs and requirements of today's dynamic environment. Introduction of new licensing technology can be difficult; especially when integrating with back office systems. Plus, at many organizations, product teams are typically staffed only to the point of producing core functionality and not for extensive licensing development.

The typical software vendor or intelligent device manufacturer is not a subject-matter expert on licensing, entitlement management and delivery. As such, it is easy to overlook critical factors (like common license technology) when designing licensing solutions. By engaging with an experienced team, an organization can create a more robust solution in a shorter amount of time.

Flexera Software Global Consulting Services has extensive experience helping organizations design state-of-the-art licensing solutions. The *Common Licensing Layer Build and Assist* engagement

supports software vendors and intelligent device manufacturers with implementation and integration of the common licensing layer.

How Common Licensing Layer Build and Assist Works

Common Licensing Layer Build and Assist is a series of activities designed to help organizations:

- Define the technical architecture and interfaces for the common licensing layer
- Complete the development activities required to implement the common licensing layer and integrate it with the products

Additional support and guidance is provided during testing and quality assurance to ensure the solution meets the defined requirements and matches the planned design. By working closely with the organization to implement the common licensing layer and complete the integration into their products, Flexera Software consultants provide the follow through and ongoing support during deployment for a successful product launch.

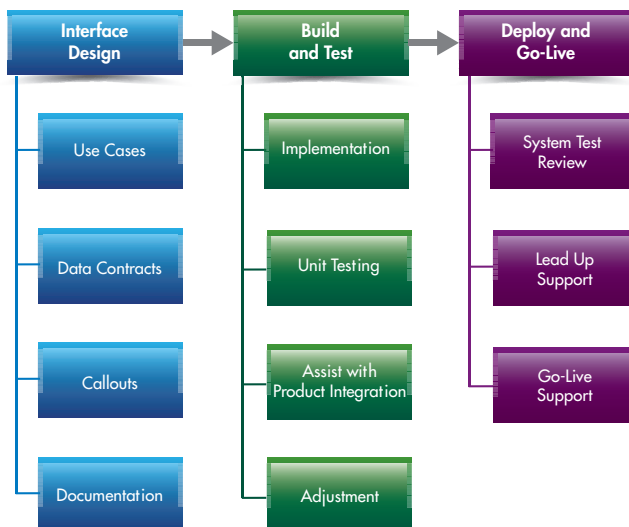


Figure 1: The *Common Licensing Layer Build and Assist* process

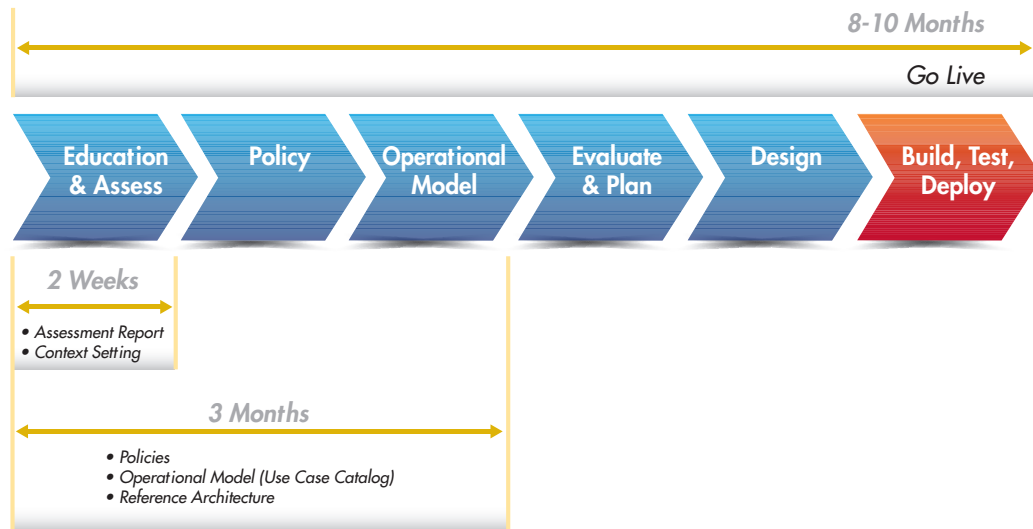


Figure 2: Flexera Software’s High Output Entitlement Management Deployment Methodology

Flexera Software consulting services enables an organization to have faster-time-to-market or faster time-to-business benefit, as Flexera Software consultants can bring a rich variety of experiences to the design and deployment of a licensing solution.

Common Licensing Layer Build and Assist is part of the **build, test and deploy** phase of Flexera Software’s **High Output Entitlement Management Deployment Methodology** (figure 2) to deploy high-value solutions in the shortest amount of time. This methodology uses the **Flexera Software Success Framework** (figure 3).



Figure 3: Flexera Software Licensing, Entitlement Management and Delivery Success Framework

Common Licensing Layer Build and Assist

Objective

There are three objectives to *Common Licensing Layer Build and Assist*:

- Define the technical architecture and interfaces for the common licensing layer based on a system design (See Related Services)
- Perform the development activities required to implement the common licensing layer and integrate it with the products
- Complete testing, quality assurance functions and defect resolution to ensure the implemented solution meets the requirements and matches the planned design

Delivery Approach

The engagement is delivered by two Flexera Software Consultants in three activities:

Activity I: Define Architecture Requirements and Detailed Common Licensing Layer Design

Architecture and technical interface is jointly developed with Flexera Software and the customer team. This results in a specification which defines the common licensing layer. The defined specification will be reviewed with the organization's engineering team and any necessary updates will be made.

Activity I Tasks:

- Detailed functional technical design
- Specification for common licensing layer
- Updates to the design specification based upon customer review

Activity II: Build the Common Licensing Layer

Flexera Software will implement the common licensing layer according to the specifications in Activity I.

Activity II Tasks:

- Build FlexNet Licensing development environment for common licensing layer
- Build core FlexNet Licensing toolkit components
- Define and build necessary FlexNet Licensing call-out functionality
- Create the common licensing layer interface to specification per Activity
- Integrate core FlexNet Licensing and FlexNet Licensing call-out components with common licensing layer interface
- Develop a common licensing layer programmer's guide

Activity III: Product Integration Assistance

Customer is responsible for the integration of the common licensing layer into their product and the creation of a user interface ("UI") for the offline use cases. Flexera Software will provide guidance and assistance to customer during their development, test and release efforts.

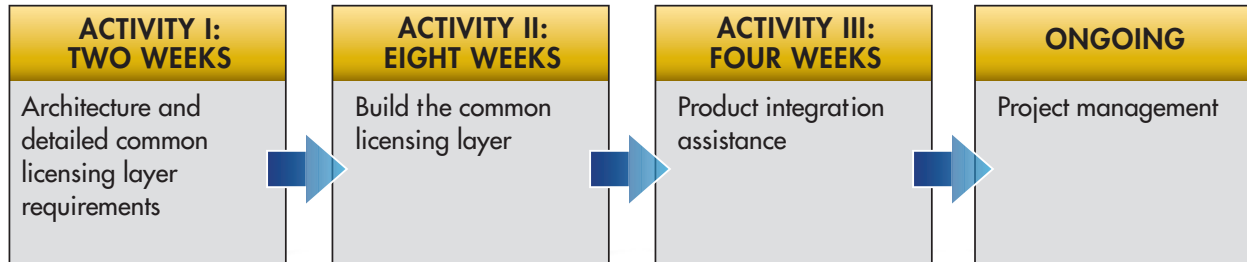
Activity III Tasks:

- Guidance and assistance during development of product integration
- Testing and deployment support
- Operational training on the FlexNet Operations back-office processes

Common Licensing Layer Build and Assist

Project Timeline

Common Licensing Layer Build and Assist typically occurs over two to three months in the following sequence:



Deliverables

At the conclusion of *Common Licensing Layer Build and Assist*, the organization will have created:

- A common licensing layer design specification
- A fully-implemented common licensing layer

Primary Audience

Customer resources required for this engagement include one executive sponsor (usually VP or higher) and multiple stakeholders in the organization's development department to help review documents and perform the bulk of development. Stakeholders include:

- Project management to oversee customer project needs
- Product engineering development staff
- Test/QA staff

Related Services

Common Licensing Layer Build and Assist is part of an overall methodology to produce a high-value licensing, entitlement management and delivery solution in a minimum amount of time. This engagement is usually performed as the second phase in a two-phased project that results in the delivery of a common license system consisting of a common licensing layer fully integrated into customer products. The first phase is the *System Design* engagement.

Prerequisite services for this engagement include the following:

- *System Design*: this engagement helps organizations to create a blueprint for their licensing, entitlement management and delivery solutions
- *License and Compliance Policy Design*: this service empowers organizations to create official license policy documents
- *Operational Model Design*: this service assists in the creation of an operational model and use-case document

Licensing, Entitlement Management and Delivery Services and Solutions

Applications no longer just help the business, they run the business, and to software vendors and, increasingly, intelligent device manufacturers, they are the business. To compete and win today, software vendors and intelligent device manufacturers must go to market faster with differentiated product offerings, ensure they are fairly compensated, make every dollar spent count and retain every single customer. All of this must be done while facing substantial hurdles.

Flexera Software has long been the global leader in Application Usage Management. Over 3,000 software vendors and intelligent device manufacturers rely on our comprehensive licensing, entitlement management and delivery suite of software licensing, entitlement management, electronic software delivery, software updates and compliance management solutions as core components of a strategic solution for Application Usage Management: FlexNet Producer Suite for Software Vendors and FlexNet Producer Suite for Intelligent Device Manufacturers.

Flexera Software is unique in its ability to offer a comprehensive and integrated solution spanning the full lifecycle of business processes. These solutions provide critical business intelligence to sense market change and develop the appropriate course corrections and are designed to deliver the flexibility to quickly adapt to your evolving business needs. Together they transform numerous tactical tasks to address today's strategic needs, delivering continuous software compliance, information at the point of action and optimized usage and value for your products.

About Flexera Software

Flexera Software helps application producers and enterprises manage application usage and increase the value they derive from their software. Our next-generation software licensing, compliance, security and installation solutions are essential to ensure continuous licensing compliance, optimize software investments and future-proof businesses against the risks and costs of constantly changing technology. Over 80,000 customers turn to Flexera Software as a trusted and neutral source for the knowledge and expertise we have gained as the marketplace leader for over 25 years and for the automation and intelligence designed into our products. For more information, please go to:

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