

SoftSummit™ 2016

The Gift That Keeps On Giving

Tips for Software Licensing Renewal Success

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Why You Should Care?

- **Optimize** for the gift that keeps coming – next year and the year after and the year after and....
- At **Flexera Software** we have:
 - 95+% renewals
 - 30-40% yearly upselling/cross selling/upgrading
 - 20-40% growing consumption/usage revenue
 - YoY is already guaranteed – rest is growth
- **Blog** – 20 tips to increasing renewals
 - [Part1](#), [Part2](#), [Part3](#), [Part4](#)



Successful Software Renewal Factors



Product



Purchase



Upgrade



Process

Tip #1  Provide a valuable product

Tip #2  Clearly define maintenance

Tip #3  Make maintenance purchase “automatic”

Tip #4  Co-terminate on additional purchases OR at next purchase OR at renewal time

Tip #5  Make maintenance/renewal dates available for self-service so end-customers can proactively budget for them

Tip #6  Consider making maintenance information part of your license so end-users can be notified



Successful Software Renewal Factors



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Upgrade



Process

Tip #7



Provide meaningful upgrades at least once a year

Tip #8



Upgrades should be on the customer's timeline, not the producer's

Tip #9



Make sure your upgrades are only available to customers that pay maintenance

Tip #10



Allow customers/enterprises to identify upgrade contacts

Tip #11



Make the fact that upgrades are available known in as many possible methods as you can



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Tip #12  Make getting your software update easy

Tip #13  Make your entitlement management system intelligent about upgrades

Tip #14  Involve your channel partners in the upgrade but don't make them the **ONLY** conduit



Successful Software Renewal Factors



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Tip #15 ▶ Establish standards for how to handle late- and non-renewals

Tip #16 ▶ Reduce renewal leakage by ensuring your products are protected

Tip #17 ▶ Send renewal notifications often enough

Tip #18 ▶ Make sure renewal notifications reach the right people

Tip #19 ▶ Keep the channel involved

Tip #20 ▶ Bypass the channel if you must



Let's Keep in Touch!



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