

Adventures in Advanced Licensing

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INSIGHT DRIVING INNOVATION



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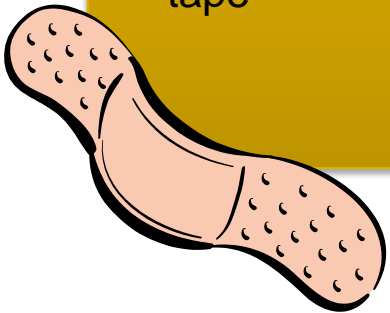
Solution Development Manager - BlackBerry

- My beginning at BlackBerry *“Hello, BlackBerry technical support, how can I help you today?”*
- Product Owner for Enterprise Licensing development
 - Legacy License Key Technologies
 - New Flexera Based License Management
- Supporting stakeholders from customer order, to license fulfillment ensuring expectations are met

What was needed...

Legacy Licensing

- 10 years old with minimal advancements
- Limited flexibility
- New products or new market offers required SAP coding
- Good in it's day, but had reached a point of being held together by bandages & duct tape



Enterprise Licensing

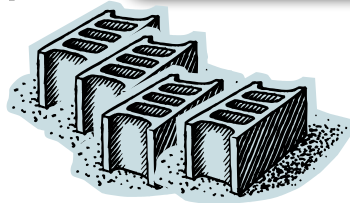
- Needed a new foundation to build on for the future
- Needed flexibility to adapt and change as the market does
- Remove dependencies on external systems
- Visibility into what license usage
- Solid security



Major Challenges...

Build or Buy?

Advantages
to both



Aggressive time line



11 months from
start to release

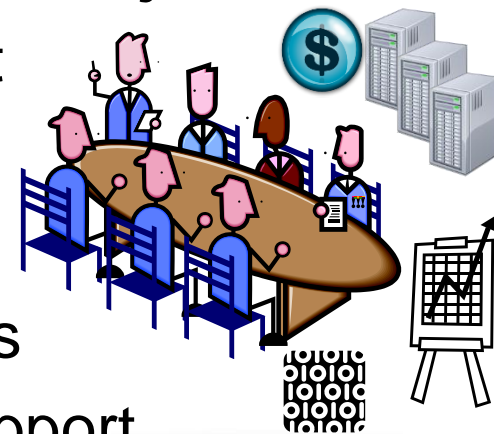
Where to start?



We didn't even know enough
to know what we didn't know!

Company Wide Project

- Development
- eCommerce
- IT
- Business Ops
- Customer support



Getting there...

Figure out what you really need licensing to do

Flexera's assessment process helps achieve this

Get the needed products & services

- Flexera FNE & FNO products
- Flexera Professional Services



Buying a product provided an advanced solution allowing deployment of a mature, feature rich system

Professional services brings 50+ years of experience and the “licensing cookbook”

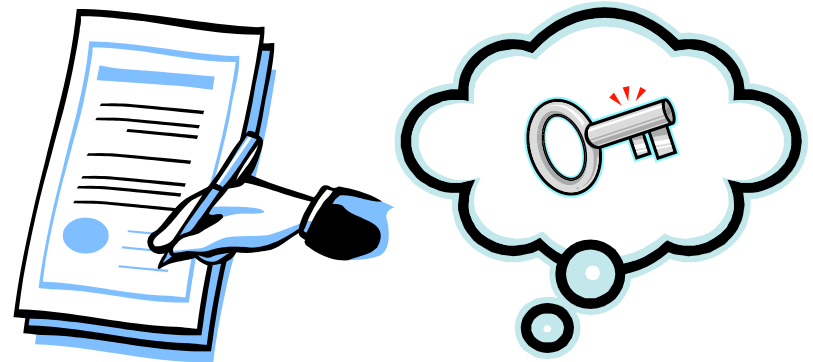
Make it happen...

Create licensing as a dedicated program, with it's own team who interface with the cross functional teams

Engage your functional teams early, keep them involved

Complete planning up front

- Policy Document
- Functional Design Document
- Architecture & Development



Challenge traditional thinking, don't take no for an answer

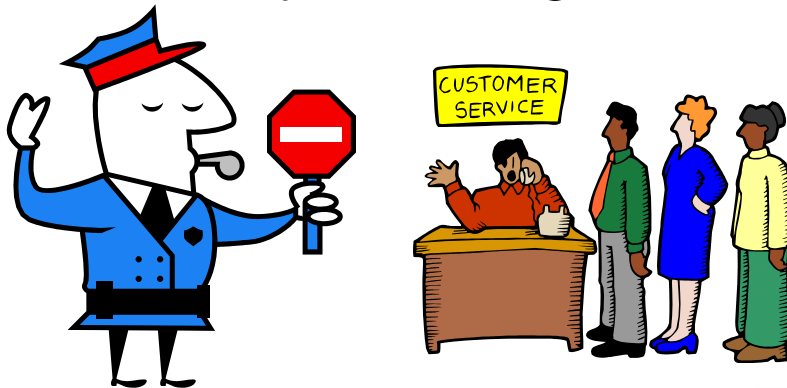
Think outside the box to find a solution

The Customer...

Never lose sight of the customer, their needs, their experience and their expectations of your software
Policy enforcement and compliance must reflect this

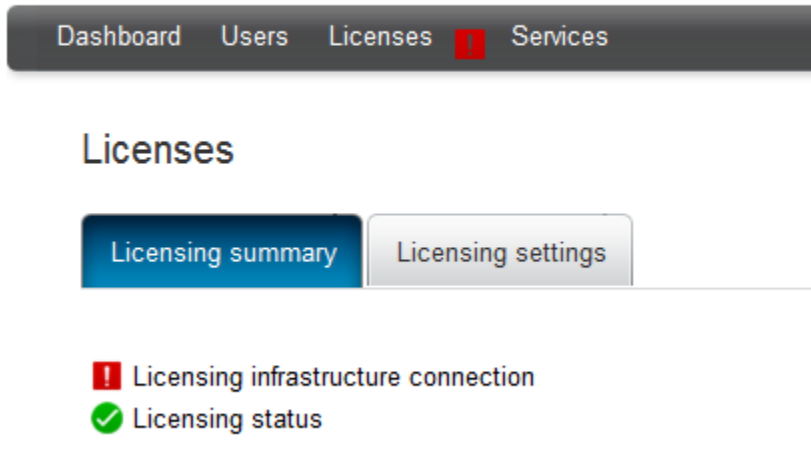
BlackBerry end users expect us to be in the same class as your hydro & phone company – **it just works**

Compliance cannot impact active users when a licensing issue causes a system to go out of compliance



The Customer...

BlackBerry® Enterprise Service 10 BlackBerry® Management Studio



New system needs to be simple for the customer

User interface is the first interaction they have with the new licensing system

Visual cue's provide guidance for the administrator

Consistency between old and new systems where possible

Legacy CAL Key :

`bescal-njr01n-jr3kd4-49pjwk-pwqj6j`

New Activation ID Key :

`beselm-cqy0tc-0wmdjf-ncj01r-hxxj1j`

Ensuring Success...

Planning up front

- Removes questions later
- Keeps people & teams on the same page

Accountability & authority assigned at the beginning

- Decisions must be made to keep the project moving forward

Dedicated, committed people will ensure success

Sleep is optional

Coffee is not



The Results...

Replacement of the legacy licensing system with Flexnet Operations and Flexnet Embedded products with the release of our BlackBerry Enterprise Service 10.1 and integration into the new eCommerce system.

On time, on budget, on scope.

Now Providing...

- Advanced reporting capabilities
- Well known license usage
- Central customer licensing portal
- Framework to build on for future enhancements
- Flexibility to adjust to the market on demand

THANK YOU

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