



Software is driving more in the digital economy than ever – here are some tips to help you maximize your software licensing renewal revenue.

THE GIFT THAT KEEPS ON GIVING

20 Tips for Software Licensing Renewal Success

By Mathieu Baissac

RENEWALS

As producers are moving to subscription software licensing models and hardware vendors are starting to sell software and software maintenance, keeping high renewal rates is the **next challenge**.

One important lesson I learned is that there isn't one silver bullet – instead, getting to higher software licensing renewal rates requires some specific actions on several fronts.

This e-book is based on a recent blog series that provided 20 tips for how you can drive success with renewals – links have been provided within each tip that go into more detail.



YOU HAVE TO HAVE SOMETHING TO RENEW!

Before Getting Started:

Recognize that if you have a low initial maintenance purchase, then renewing 90% of a 20% adoption isn't going to lead to **piles of gold**.

So the first task is to ensure that **all your customers purchase maintenance**.



PRODUCT- AND PURCHASE-RELATED FACTORS

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
as part of your license so end-users can
be notified

UPGRADE-RELATED FACTORS

Successful Software Renewal Factors



Product



Purchase



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

UPGRADE-RELATED FACTORS (CONT'D)

Successful Software Renewal Factors



Product



Purchase



Upgrade



Process

Tip #11



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

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

RENEWAL PROCESS-RELATED FACTORS

Successful Software Renewal Factors



Product



Purchase



Upgrade



Process

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

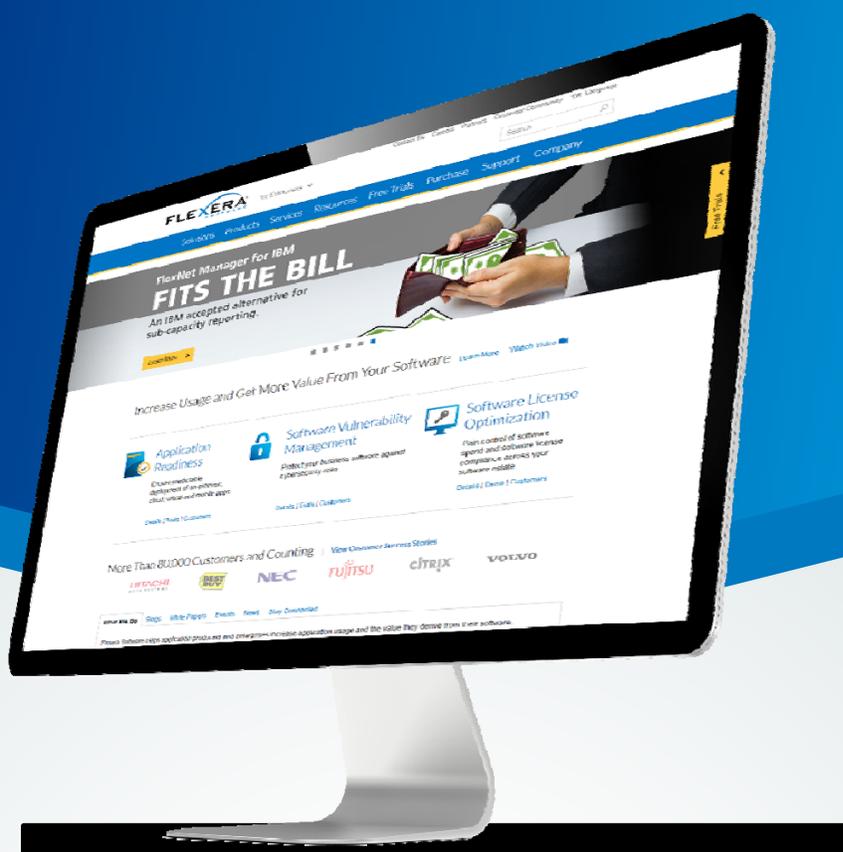


Keep the channel involved

Tip #20



Bypass the channel if you must



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