



BEST PRACTICE BRIEF

Top 5 Elements To Look for in Your Software Licensing Platform

The ideal software licensing management solution will help you increase operational efficiency, capture revenue opportunities, gain business insights, and improve customer satisfaction.

When you're searching for the right licensing tool, which features and capabilities should be your top priority? These are the top five essential elements to look for when choosing your software licensing management platform.

1 Grows With Your Business

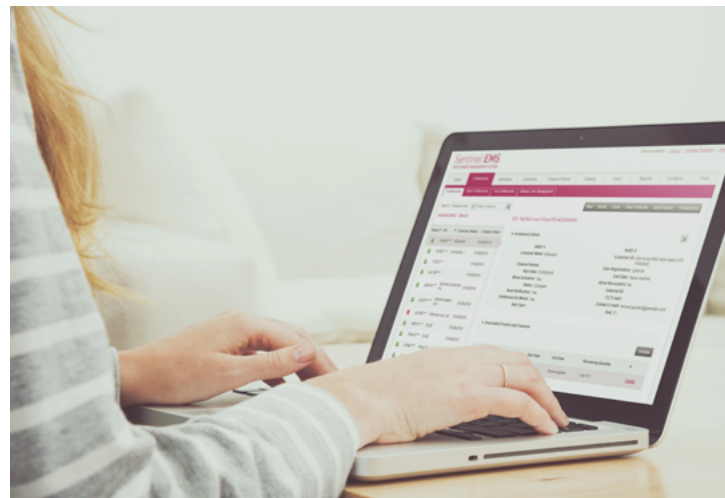
To keep pace in a dynamic and competitive market, you need a flexible software licensing platform that helps you adapt to new and evolving business needs. Make sure your licensing platform enables you to deploy any type of business model, quickly, easily, and at scale.

2 Integrates With Your Systems

Integration with back-office applications enables you to automate every aspect of your licensing system. When you deploy an integrated licensing solution you eliminate time-consuming manual data entry, reduce human error, and optimize license generation, distribution and renewal processes.

3 Simplifies License Operations

When you look for a new tool, you want to know that it's going to make your life easier. Make sure you choose a solution that helps you manage multiple product variants easily, and consolidates all your legacy and third party licensing applications into a single and unified licensing management platform.



4 Leverages the Cloud

Cloud licensing enables your customers to get instant access to the most up-to-date versions of your software. Select a licensing platform that offers a web-based self-service portal for customers. That way, you can deliver a wide range of services to any user, in any location, at any time.

5 Reduces Business Risk

Your software business operations have a direct impact on how your value is delivered to customers. Your licensing platform should deliver a consistent experience across your product portfolio, and should not be dependent on homegrown technologies that are often error prone and not scalable.

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