SP SOFTWARE POTENTIAL
UNLOCK THE POTENTIAL IN YOUR SOFTWARE

Monetize Your Software in a Changing World

LICENSE   MANAGE   PROTECT   MONETIZE

InishTech
SOFTWARE · POTENTIAL

The Changing Face of Software

Success in the software business is about maximizing the return on your software development investments. It means driving revenue while controlling your baseline costs. It may sound straightforward, but when the rules keep changing, it's anything but...

The landscape for ISVs is evolving at unprecedented speed. Mobile computing, Virtualization, SaaS, the Cloud – these are forces that are completely reshaping the face of the software business; heralding new business models that radically alter how software is purchased, delivered, deployed and consumed. As an ISV, how do you deal with such a momentous paradigm shift? You can start by considering that what's best for your customer is probably best for you.

What does the customer want?

The end user of a software application is the best person to tell you what's important, and while the landscape changes beyond recognition, the fundamentals do remain constant:

Value
Costly, open-ended software deployments are a thing of the past. Customers want to use what they have, and buy what they need. Customers demand a rapid return and a clear value path for any new investment.

Flexibility
In uncertain times, customers want maximum flexibility. They want software that can meet their needs today, but can also adapt as those needs change. They want a vendor relationship that is versatile enough to match their changing business requirements. They want future-proofing but don't want to be locked in and won't accept cumbersome solutions that intrude on their ability to do business.

Predictability
Customers love predictability because it allows them to plan for tomorrow. They want to know exactly what your software will cost them now and in the future. Good customers want to be compliant with the terms of their usage agreement and don't want unwelcome surprises.

The changing face of the software business

What does this mean for the ISV?

This demand for value, flexibility and predictability is what's driving the appeal of SaaS, virtualization, cloud computing and other pay-as-you-go / pay-on-demand business models. The smart ISV must align accordingly, and that means becoming an agile business.

Business Agility
Agility is selling your software anywhere in the world, 24 hours a day. Agility is packaging your software for purpose, to offer demos, trials, time and feature-limited editions and light and full versions of the same application simultaneously. Agility means being able to offer pricing and business terms that suit the customer. Agility means the ability to sell your software to "the customer of one".

Technical Agility
You must also build the internal capability to benefit from business agility. You need to know who's buying your software, when they are buying it, how they are using it and under what license terms. You need to know what to charge them and when they need an upgrade. You also need real-time usage analytics and a tight feedback loop for product management.

Revenue Predictability
Coupled with agility, you need the ability to easily manage how your software is used in the marketplace, and this also means giving your customers the ability to self-manage. Monetizing usage in this way is a tremendously powerful tool for securing future revenue.

InishTech Software Monetization Services
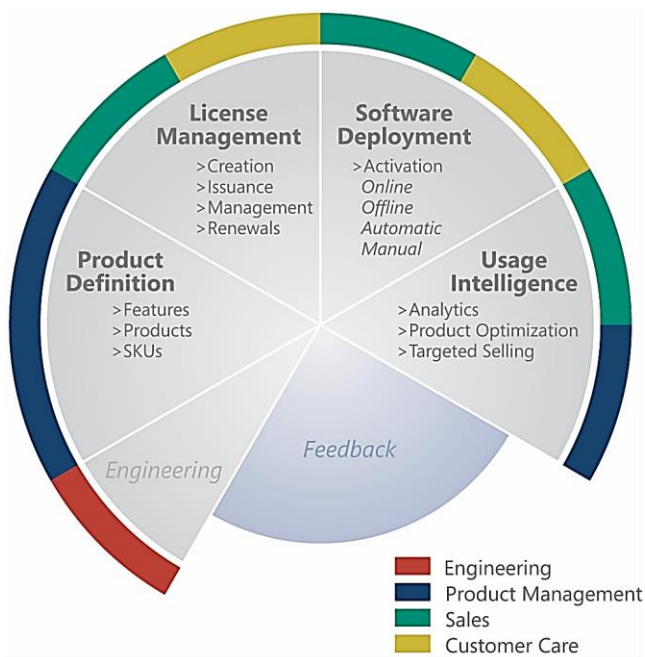
Software Licensing Lifecycle Management with SOFTWARE POTENTIAL

InishTech's cloud-based services allow you to easily manage the complete software licensing lifecycle. Built on the Windows Azure platform, the InishTech service allows you to take control of the monetization of your business, exploit new and emerging software business models and to completely protect your IP.

Inishtech's Software Monetization Services are designed from the ground up for the .NET ecosystem, and are built to meet the most demanding licensing scenarios in support of complete business agility.

Software Sales Agility – Any package, any time, any place

License

SOFTWARE POTENTIAL supports all licensing models including user, capacity, system and resource-based models. On- premise, hosted, virtual and SaaS models are all supported. By decoupling the licensing management task from the engineering function, your customer- facing teams can manage the definition, creation, packaging & configuration of market offerings across a range of charging & delivery options. Engineering can focus on core development, working from a single code base. Business teams now have operational control over the go-to-market propositions.

Manage

SOFTWARE POTENTIAL allows you to easily manage your licensing & protection requirements across the entire software product lifecycle. Product management & sales teams can rapidly determine usage patterns and act accordingly with upsell opportunities for new features & functions. Further integration with CRM, ERP and billing systems is provided via SOFTWARE POTENTIAL licensing APIs.
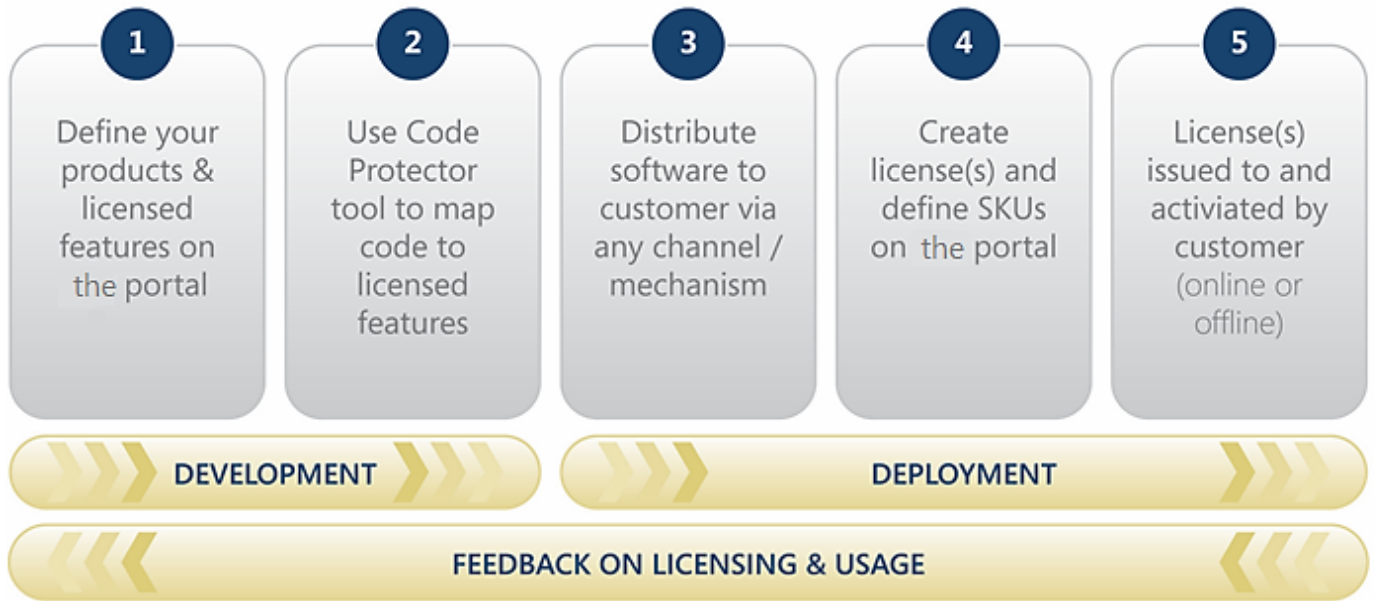
Protect

Protect your software from theft, casual piracy, reverse engineering, tampering & misuse with the strongest .NET code protection available. Using a patented code transformation technology that goes beyond traditional obfuscation & encryption techniques, SOFTWARE POTENTIAL removes the need for hardware keys. Increased code integrity can also protect against viruses and malware.

Monetize

The SKU agility and granular management afforded by SOFTWARE POTENTIAL can give the ISV first-mover advantage to exploit new commercial models like SaaS, cloud computing and virtualization and the new market opportunities that they present. SOFTWARE POTENTIAL allows ISVs to take control of their software monetization. A drop off in piracy and casual misuse, coupled with the ability to enforce total license compliance can have a direct and significant revenue impact.

InishTech SOFTWARE POTENTIAL - How it works for the ISV

1	2	3	4	5
Define your products & licensed features on the portal	Use Code Protector tool to map code to licensed features	Distribute software to customer via any channel / mechanism	Create license(s) and define SKUs on the portal	License(s) issued to and activiated by customer (online or offline)

DEVELOPMENT 〉〉〉 **DEPLOYMENT** 〉〉〉

《《《 **FEEDBACK ON LICENSING & USAGE** 《《《

Supports any software delivery, deployment & charging model

To learn more or to get a **FREE 30 DAY EVALUATION** of the world's most advanced .NET software license management & code protection solution, please visit us on **www.inishtech.com**

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NovaUCD, Belfield Innovation Park, University College Dublin, Belfield, Dublin 4, Ireland

Phone:　　　+(353) 1 7163635
Email:　　　info@inishtech.com
Web:　　　www.inishtech.com

Microsoft Partner
Gold Independent Software Vendor (ISV)

Microsoft GOLD CERTIFIED Partner
Microsoft Visual Studio PARTNER
Microsoft BizSpark Network Partner

About InishTech

InishTech is an innovative cloud technology company specializing in software monetization services for ISVs building software in the .NET ecosystem. InishTech was spun out of Microsoft in 2009 and is now privately held with headquarters in Dublin, Ireland. Microsoft remain a significant minority shareholder.

Inishtech's patented SOFTWARE POTENTIAL technology allows software publishers to protect their most valuable asset – their IP – with the industry's most advanced code protection and also provides them with a sophisticated Software Licensing Management platform as a service that gives them total control over the monetization of their products in the marketplace – allowing for complete license enforcement, usage compliance, entitlement management, and easy product configuration / packaging. InishTech is now well established as the licensing & code protection partner for hundreds of the world's most successful .NET software vendors and is a key Microsoft partner in the field of licensing & code protection.