

Software Potential

Maximise the revenue potential of your software

Software Potential gives you innovative, cloud-based code protection and licensing for your .NET software. Backed by Microsoft, set up in a matter of minutes.

- Introduction to InishTech
- Introduction to Software Potential solution
- Demo
- New services
- Questions?

About InishTech

Software Potential
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- Spin out from Microsoft, privately held, based in Ireland, Microsoft own 24%
- Mature, stable, proven technology platform
- Software Licensing & Monetization cloud service
- Built on the Windows Azure platform, designed from the ground up for the .NET ecosystem – X Platform on Roadmap
- Enabling the ISV to **easily manage and control** how their software is **bought, used and consumed**



- Complete Software License Management & Code Protection Service
- Designed from the ground up for the .NET ecosystem
- Provided as a cloud service for ISVs
- Built on Windows Azure
- Supports all accepted licensing models
- Protects your .NET applications from misuse - Unique, patented code protection & transformation mechanisms at its core

SP Licensing Features

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- Feature-based licensing
- Perpetual, Time-limited and Subscription License Models
- Standalone, Floating and Named User License Models
- License lifecycle management – reissue, renew, disable
- Online and offline (Manual) Activation Mechanisms
- License Analytics
- Web Service APIs and Webhooks
- Value added services such as portals, order fulfilment etc

Software Potential Components

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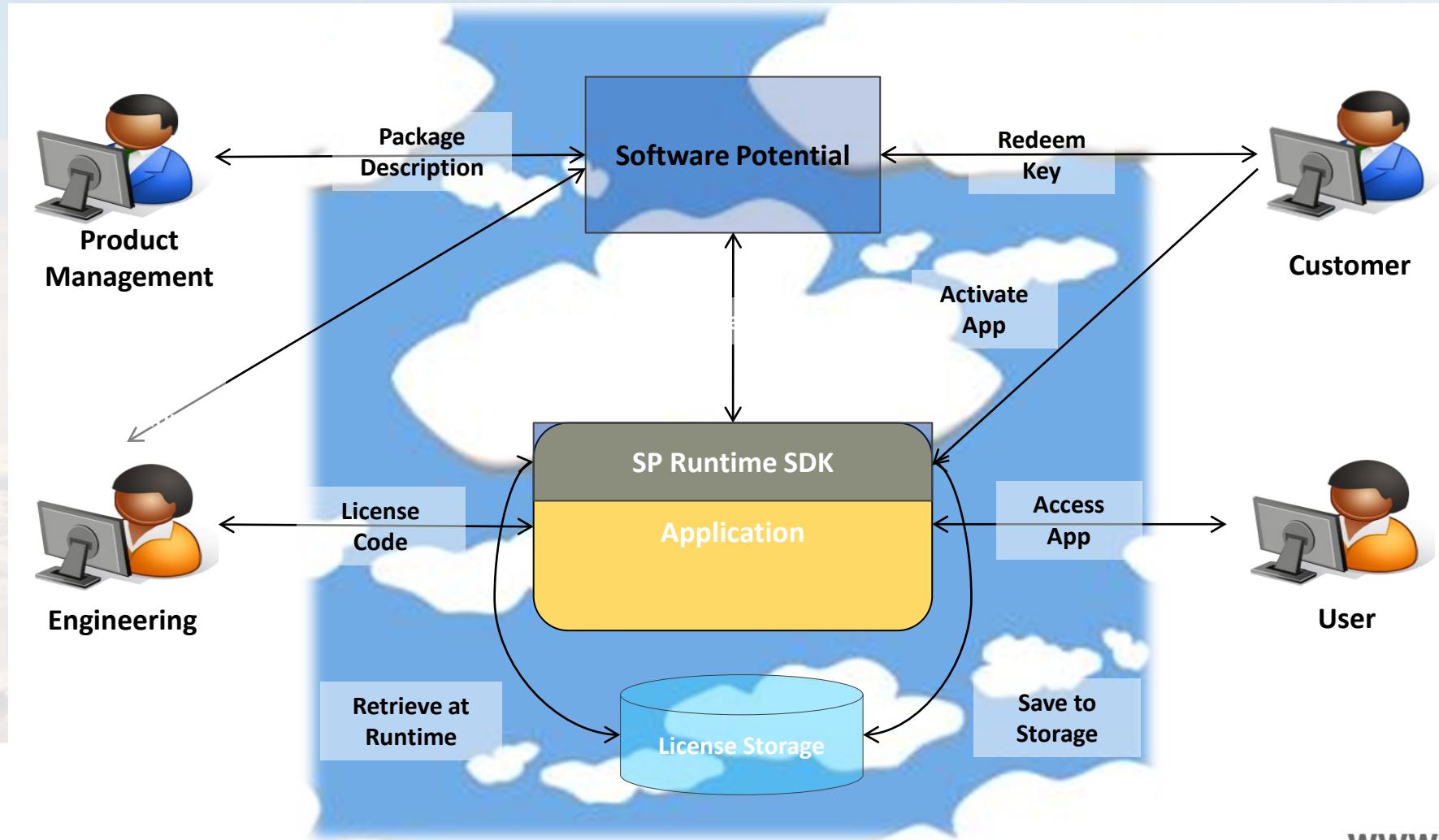
- Software Potential Service
 - SaaS Application (inc Customer and Partner Portals)
 - Product & License Management
 - Activation Management
- Runtime SDKs & Distributor
 - Required to execute licensed code
 - Packaged with vendor's licensed assemblies
- Code Protector Tooling
 - Developer tooling used to implement licensing
 - Automation via integration with build environment

SP Solution Overview

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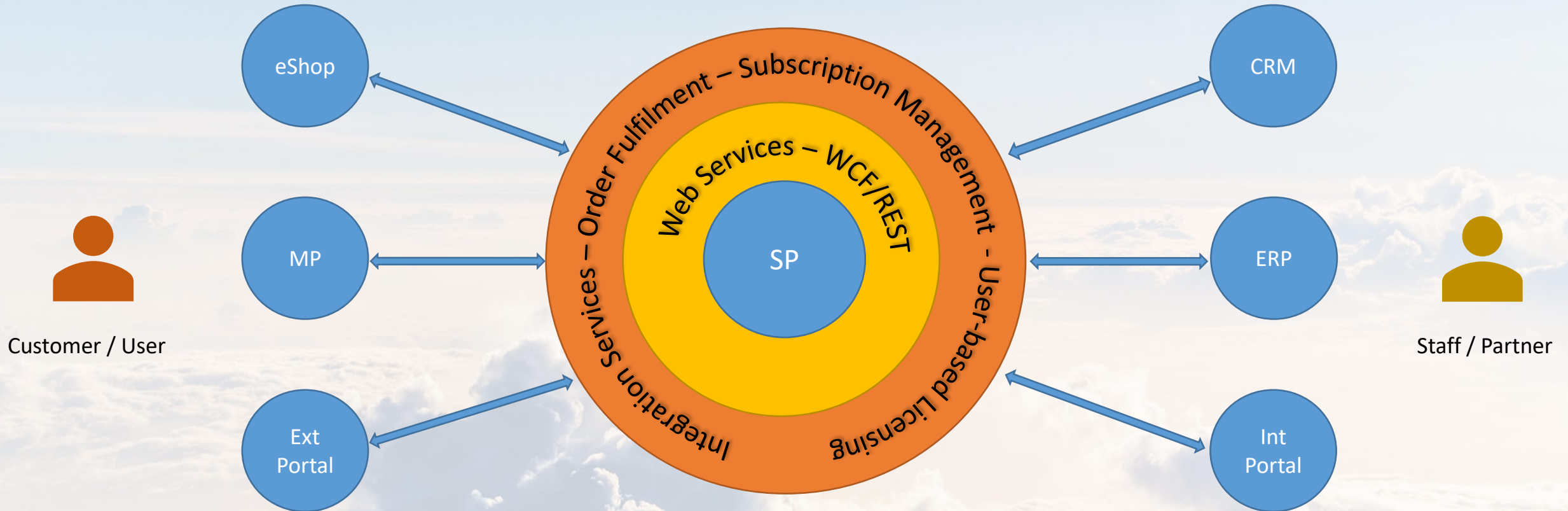
Licensing Workflow



- .NET Runtimes
 - Supports both full framework .NET and .NET Core Applications
 - Supported platforms inc Windows, Linux, MacOS
- Native Runtime Required
 - Required for non .NET applications
 - Target platforms include Windows, Linux and MacOS.
 - Options to develop or partner for this runtime
 - Functionally equivalent to existing .NET runtime (phased delivery possible)

Software Potential Architecture

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- New customer-centric services to front-end licensing service
 - Assist vendors' customers to get maximum value from licensed software
- Order Management System
 - Automate license lifecycle management – integrated with OM systems
 - Subscription management for on-premise software
- Customer Portal
 - Provide self-service license management to customers
- User-based Licensing
 - License management for enterprise customers (similar to Office 365)

Customer Portal

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- Customer self-service - view/manage assigned licenses
- Contains details and activity of all assigned license
- Real-time synchronization with Software Potential
- Vendor controlled, branded site c/w user authentication
- Hosted service
- Platform for future value added services e.g. UBL

User-Based Licensing

- Allows customer to self-manage user license assignment
- Separate license category in Customer Portal
- Licenses can be dynamically assigned/reassigned by Administrator
- User must authenticate to UBL service to avail of assignment
- User license assignment has a Time To Live (TTL)
- User can work offline but must reauthenticate to renew stale TTL
- On reassignment user loses access to currently assigned license

- Software Potential service handles all core licensing activities
- New services maximize license utility/value for vendors' customers
- Focus on simplifying licensing business process and reducing costs
- Expanding offering beyond .NET applications e.g. to native and IOT
- Partner option for native runtime and licensing of devices

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Thank You!