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Microsoft Dynamics Partners

Transitioning to the cloud: Monetizing your IP



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Executive Summary

- About InishTech
- Licensing & Monetization Challenges for Dynamics ISVs
- Transition to the Cloud: Business Issues
- Software Monetization Strategies for a Changing World



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About the presenters



Andrew O'Connor, Head of Business Development at InishTech

Andrew is a seasoned software business professional with over 15 years management experience. Specialising in mobile, web 2.0, cloud computing & e-security technologies, Andrew has served as Sales Director at Amdocs (plc) and as Director of Global Business Development at Baltimore Technologies (plc). Andrew founded and ultimately sold one of Ireland's most successful mountain hiking companies. Andrew holds a B. Sc. In Business & Services Marketing.

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About InishTech

- Spin Out from Microsoft
- Based in Dublin, Ireland
- Mature, stable, proven technology platform
- We help software companies to monetize their software
- We provide a cloud-based service that enables you to easily manage and control how your software is bought, used and consumed in the market.
- It's about taking your most valuable asset - your IP - and turning it into profit.

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Over 100 ISVs use InishTech



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Licensing, Protection & Monetization Challenges

- Reducing Software Piracy
- Customer License Compliance
- Rev Eng / Tampering
- Licensing Operations & Management
- Adapting to New Business Models
- Managing the End User Experience
- SKU / Packaging Agility

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The Transition to the Cloud

- Licensing, protection & monetization challenges come into sharp focus when you look at how the cloud will change the face of the software business for the Dynamics community
- Cloud Catalyst: Dynamics 2011?
- Why should the Dynamics Partner be interested in the cloud?
 - Because Microsoft are
 - Because your customers are
 - Because the cloud opens up a larger addressable market
 - Because it will have a real commercial impact on your business

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What is cloud computing?

- Organisations invest time and money scaling their IT infrastructure to match their ever changing business circumstances
- With on premise / hosted infrastructure, this scaling can be slow, expensive and often inefficient in terms of resource utilisation
- Cloud computing is a paradigm shift where computing is provided over the internet as a service
- Organisations simply connect over the internet to highly optimised virtual data centres that provide software, hardware and information resources on a pay-per-use basis
- *It's a better way of doing things*

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Cloud Computing Models

- **Cloud deployment models**

- Private cloud – dedicated cloud on a private network
- Public cloud – multi-tenanted model, offers the highest level of efficiency & shared resources
- Hybrid cloud – combines features of both, some resources are shared, others are dedicated

- **Cloud service models**

- IaaS (Infrastructure as a Service) provides computing power & storage capacity from the cloud
- PaaS (Platform as a Service) provides a platform, or runtime environment, with which to create & deploy applications
- SaaS (Software as a Service) provides ready-to-go applications that use a combination of cloud based compute and storage services

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Microsoft – the right place to be

1 Cloud Computing Landscape



SaaS

Google
salesforce.com®



PaaS

amazon.com.



IaaS

vmware®

GLOBAL PROVIDERS

SERVICE PROVIDERS

CUSTOMER



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Microsoft – the right place to be

1 Cloud Computing Landscape



SaaS



PaaS



IaaS





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What is Windows Azure?

- Microsoft's flagship cloud platform technology
- Build or buy decision has been made, allowing the ISV to focus on the business logic of their application and not on the platform and infrastructure
- Massively scalable, secure, robust, highly available
- Suck-it-&-see options
- Natural platform evolution
- Pay-as-you-go model



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Transition to the Cloud: ISV Strategies

- Cloud storage
 - Reliability
 - Cost
 - Availability
- Data processing
 - Elasticity
 - Efficiency in collaborative apps
- Creating a SaaS version of your application
 - Drive sales
 - New types of customer
 - Revenue assurance



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Cloud Transition: Business Implications

Potential Costs

- Operational overhead
- Development cost
- Services impact
- License revenue lag
- Customer lock-in

Potential Benefits

- Revenue uplift
- Revenue predictability
- New business revenue
- New market revenue
- Reduced cost of collection
- Upgrades
- Customer relationship



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Mitigate cloud negatives / Exploit cloud positives



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Higher Cost Base (short term)

Lower Revenue (short term)

- Phased approach to the cloud
- Hybrid approach to the cloud
- Purpose-based funding
- IP Monetization

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The Changing Face of the Software Business



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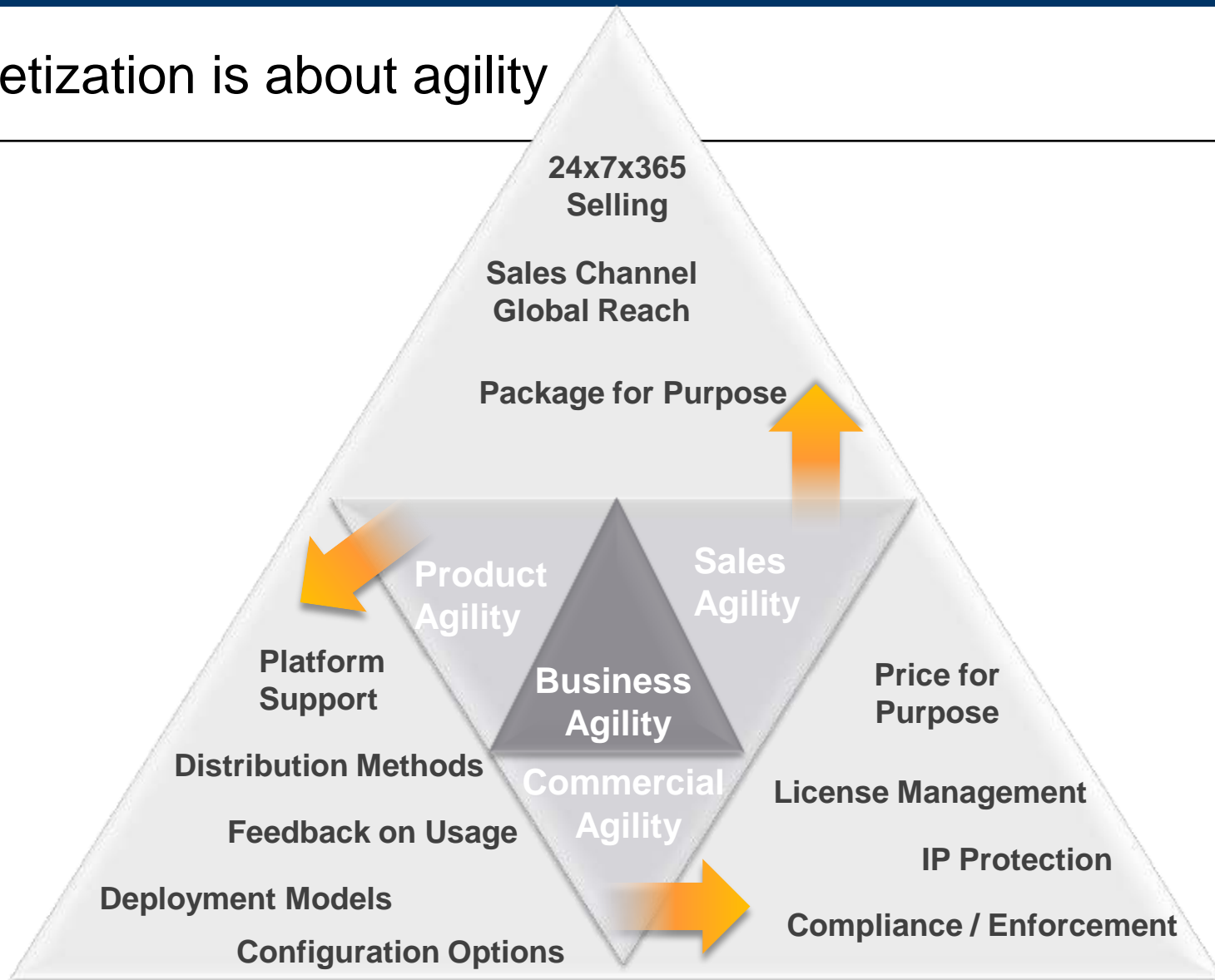


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Monetization is about agility





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Summary

- The Cloud - a better way of doing things
- Agility is the key
- IP monetization should be part of a well planned transition strategy

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Next Steps

- Learn more about the cloud
<http://www.microsoft.com/cloud>
- Learn more about Azure
<http://www.microsoft.com/windowsazure>
- Learn more about Inishtech
<http://www.inishtech.com>