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MONETIZE

Monetizing the Cloud

Software Licensing for SaaS Applications



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What do InishTech do?

- Licensing technology for .NET applications
- SLPS - Platform as a Service (PaaS)
 - We help software companies make money from their software
- Founded in 2009
 - spin out of the SLPS division from Microsoft Corporation
 - Mature, stable, proven technology platform
- Plumbing



Powered by

Windows Azure™



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What does licensing provide for the ISV?

- Software Entitlement Management
 - Create, assign, distribute & maintain *license entitlements* to your software in the market
 - Why?
 - Customer management
 - Software monetization
 - Customer satisfaction



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SOFTWARE MONETIZATION SERVICES



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What does licensing provide for the ISV?

- Agile Software Packaging

- The ability to separate development (engineering task) from product configuration & packaging (non engineering task)
- Build once / configure ∞
- Why?
 - Reduced dev costs
 - Customer choice
 - Product differentiation





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What does licensing provide for the ISV?

- **Software Protection**

- The ability to protect your code from unauthorised and illegal misuse

- Piracy
- Tampering / Reverse Engineering
- Casual misuse

- Why?

- Compliance = monetization
- Software fidelity & reputation
- Malware



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What does licensing provide for the ISV?

- Sales Model Versatility
 - Price based on SKU
 - Time- and / or usage-based pricing
 - Pay as you Go models
 - Why?
 - Customer choice
 - Price versatility
 - Market reach
 - Up-selling, renewals & upgrades



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What does licensing provide for the ISV?

- Analytics / Feedback
 - Who are my customers?
 - SKU / feature popularity
 - License compliance
 - Why?
 - Customer info for CRM
 - Usage info for tech / marketing
 - Licensing info for finance / sales



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What does it do on Azure?



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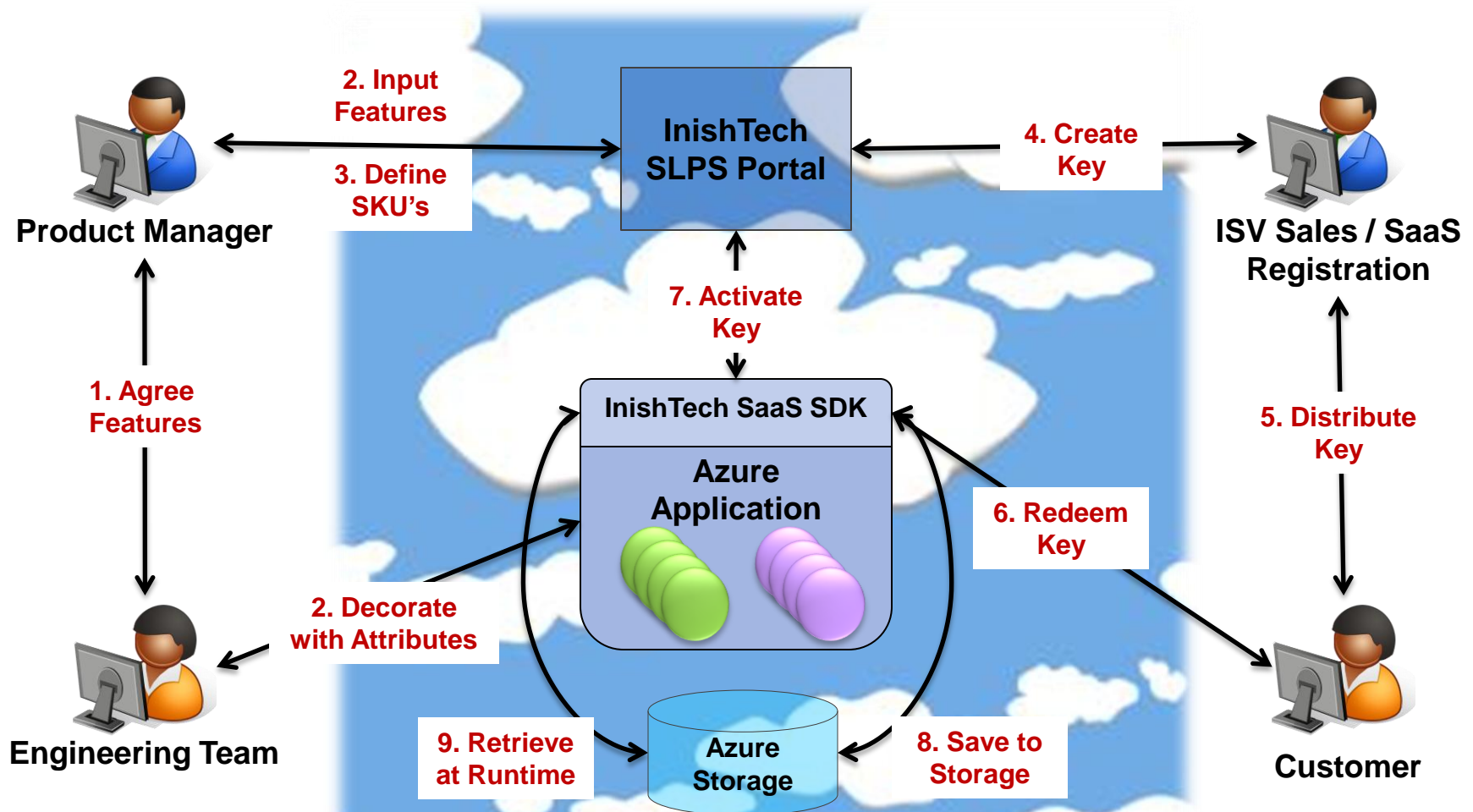
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Software Licensing for Azure Applications

How it works





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InishTech SLPS

Complete Software Licensing Lifecycle Mgmt



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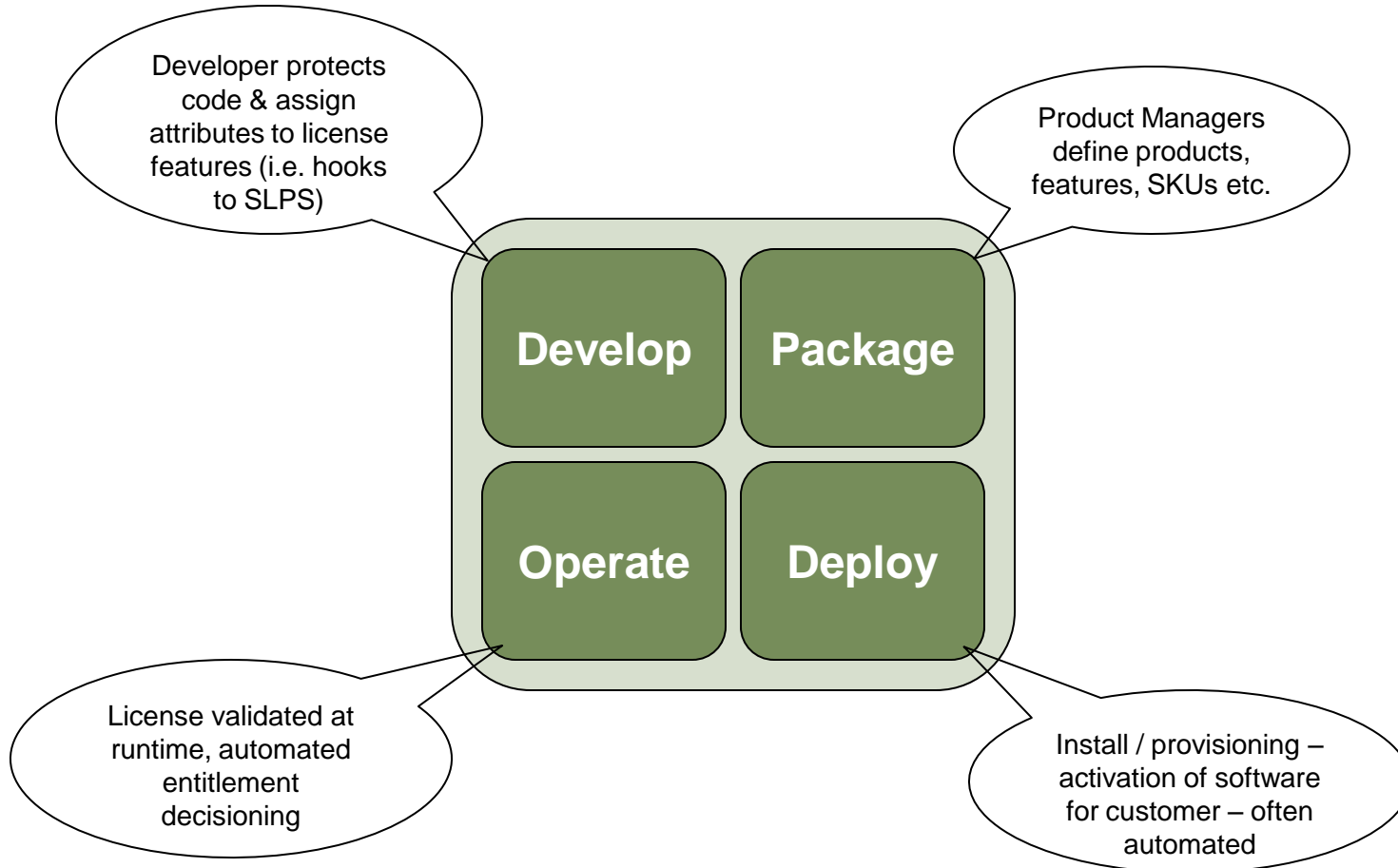


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Which aspects of your business are affected by SLPS?





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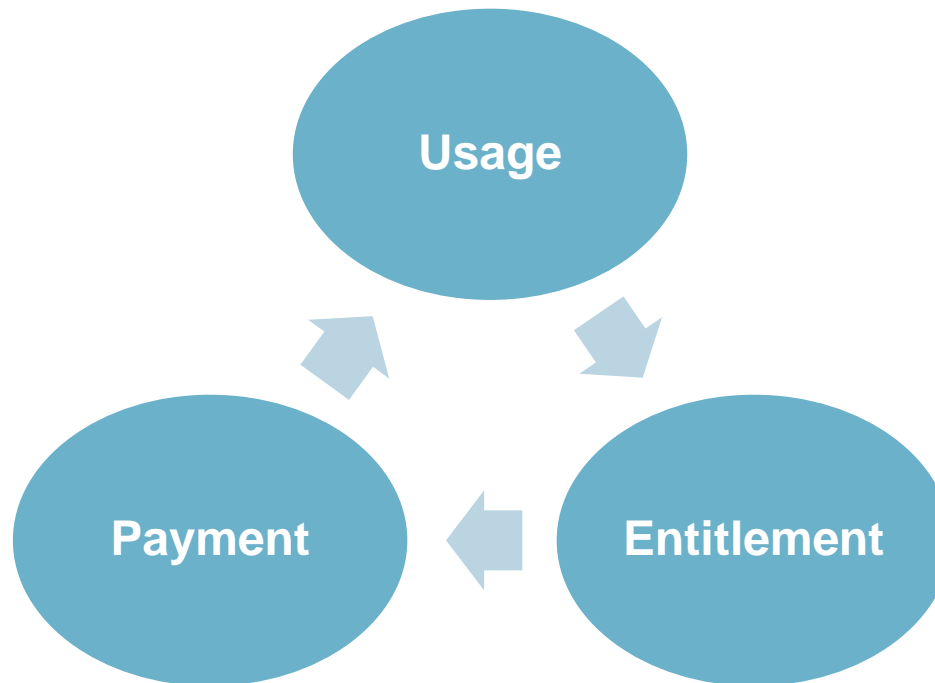
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Software Licensing for Azure Applications

Closing the Monetization Loop





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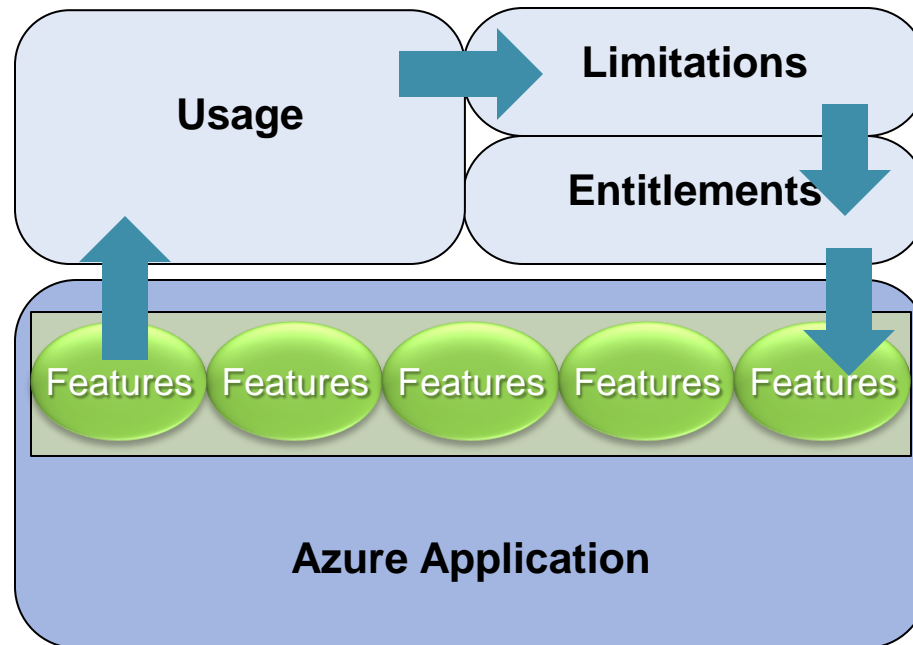
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Agile Product Management

Decoupling Features and Entitlements from the Application



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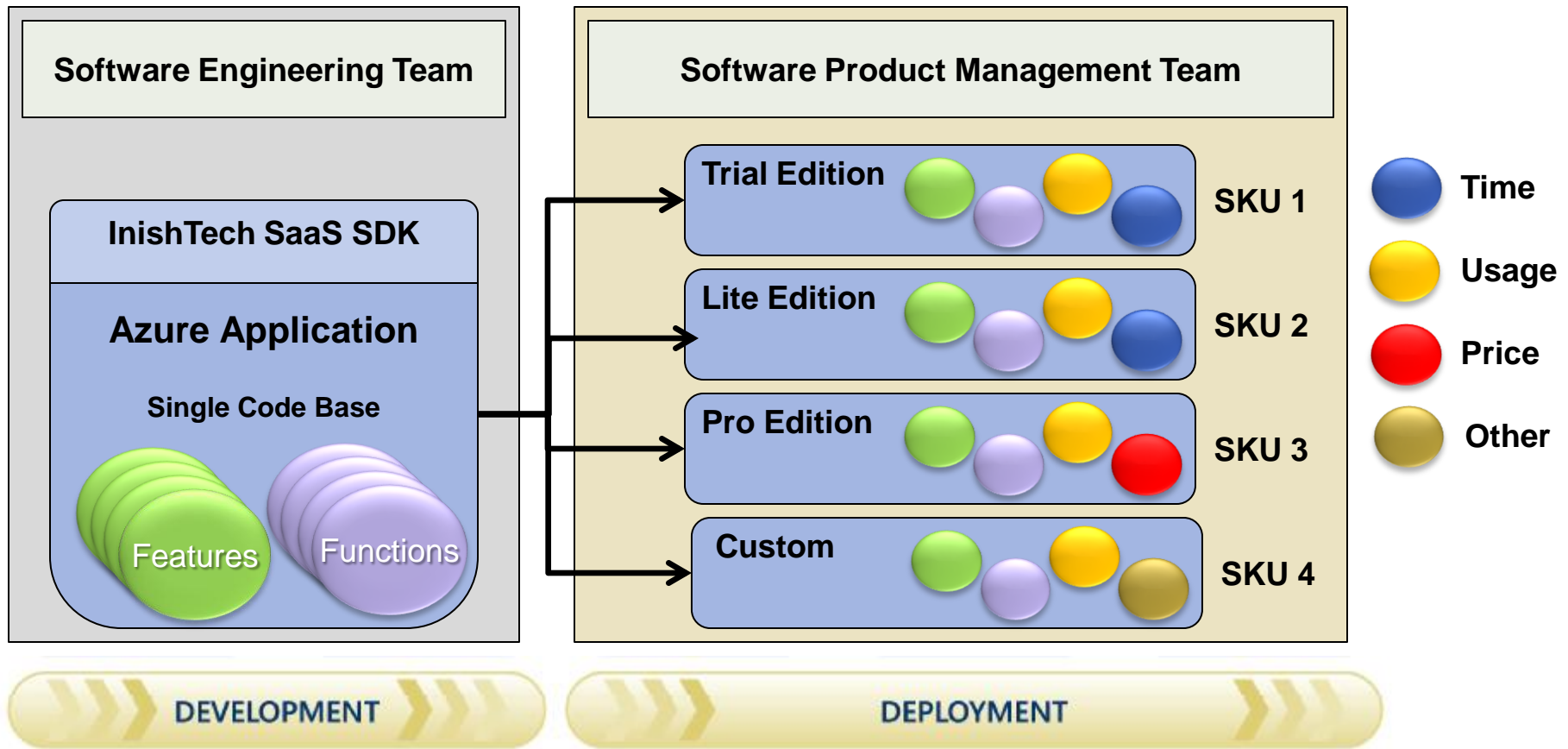


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Agile Software Packaging: Total SKU Versatility



**Key Wins: Faster Time to Market
& Lower Maintenance Cost**

**Key Wins: Sales Agility & Customer
Alignment**



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Key Value Proposition on Azure

- InishTech SLPS for Azure Applications
 - InishTech SaaS SDK
 - SLP Online portal
 - SLP Runtime

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Manage tenant entitlements



Package based on demand



Adopt diverse business models



Learn about your customers

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