



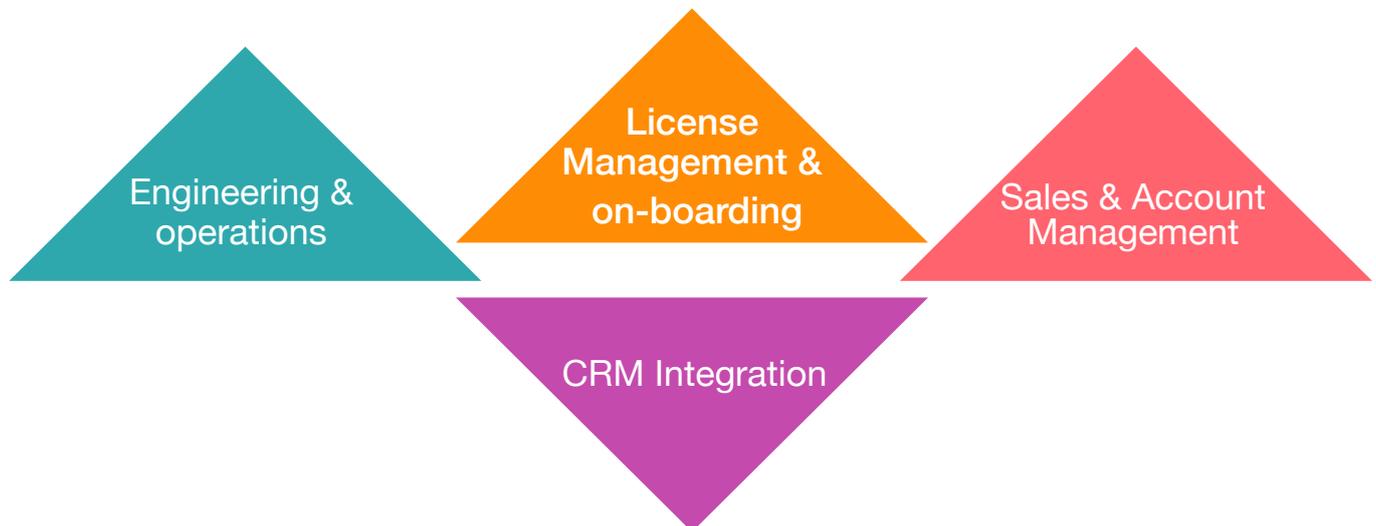
# License Management & Customer Onboarding Solution Data Sheet

## About License Management

With the software user ecosystem changing dramatically in terms of their expectations, usage patterns and Infrastructure, independent software companies, small, mid-sized and large enterprise need to address challenges emerging from a diverse customer ecosystem to be able to provide superior customer experience. License management solutions provide a unified system for the customer onboarding process while also enabling license provisioning and license management which are allied activities in that system. Such solutions thus represent a centralized system that enables customers to reach out to different touch points in the organization, such as sales, technical support, operations from a single portal.

The solution also helps enterprises effectively handle and manage licensing information and data across multiple divisions of the organization such as engineering, operations, sales, product management, IT support and customer services. Additionally, these solutions connect each of these departments to the needs of the customer ecosystem with respect to licensing and entitlement management.

## Tarams License Management and On-Boarding Solution



A well-designed license management and on-boarding solution addresses the entire spectrum of requirements across customer on boarding, license management and sales operations. This solution is useful across the range of operations from conceptualizing and engineering new products to selling and providing customer support.

## Business Challenge

ISV (Independent software vendor) companies go through considerable pain regarding software licensing, packaging and compliance that is compounded by the three dimensions of customer, software vendor sales and software vendor operations and transactions between all these three entities. These need to be made seamless and are crucial in providing the customer with a superior experience.

These issues gain prominence in the context of the overall customer experience in the process of onboarding and their entire life-cycle with the vendor. ISVs find it a challenge to gain a unified view of their customer right from the time they come on-board. IT enterprises also need to handle licensing information and data across multiple divisions of the organization from engineering, operations, sales, product management, IT, support and customer services. Each of these departments needs to be connected to the customer ecosystem with regard to licensing and entitlement management. Irrespective of size, these companies find it difficult to handle critical areas such as software compliance and audit, new customer on-boarding process and intelligent market insights, even after a customer comes on-board. With a customer

coming in, ISVs find it difficult to co-ordinate with different touch points in the organization, such as sales, technical support, operations in the absence of a unified platform. It results in different departments and functions working in isolation to the detriment of the end-customer.

The challenge for solution vendors is to align various product configurations and flexible licensing models for new revenue opportunities. They require solutions that provide greater visibility into annual license activations and corresponding entitlements to create revenue forecasts and build sales pipeline. Vendors need detailed reporting capabilities about customers, their licenses, software activations & related entitlements.

These companies are also under pressure to deliver new services quickly and to ensure that systems are efficient and reliable. However IT departments are under stress to meet these needs due to interdependencies among systems and the growing demands on limited resources. IT departments therefore aim to automate such work to be able to keep pace with the growing demands. A well-designed license management and on-boarding solution can help companies right from conceptualizing and engineering new products to finally selling and providing customer support.

## Solution classification

The software user ecosystem is undergoing significant changes in terms of their expectations, usage patterns and Infrastructure. Independent software companies see value in solutions that address their diverse customer ecosystem and provide superior customer experience. Tarams' custom built License management & Customer On-boarding solution addresses the entire spectrum of customer on-boarding, license management and sales operations.

- Advanced reporting capabilities provided by license management solutions helps to maximize the efficiency and compliance.
- Communicates and tracks the conversation with the customer
- Provides single sign-on for customers for all the touch points
- Integrates with ticketing system for better customer support
- Streamlines order management processes and the day-to-day operations with a centrally tracked and managed system.
- Automates and simplifies application batch job creation,

scheduling, and management in heterogeneous IT environments

- Achieve optimum utilization of software licenses
- Provide a unified view for internal and external customers by integrating it with systems like Salesforce, Zoho, Microsoft Dynamics, and Oracle etc.
- Enables potential cost savings
- Bridges the gap between customer and engineering team by using data generated by customers to engineer new products.
- Collaborate with the sales and operations teams
- Provides a download server to the customer and monitors the usage
- Improves buyer conversion through self-service portal and help sales team to generate revenue and identify revenue leakage
- Helps vendors track the product performance with granular insights that aid in life-cycle management
- Allows new/existing users to generate trial licenses through an easy-to-use, self-service flow.

## What Tarams can offer

### 1) Engineering and Operations

- Using data generated by customers to engineer new products collaborating with sales, operations teams
- Gaining access to the usage patterns, demographics of the customer
- Reviewing customer analytics to better understand customers
- Providing a download server to the customer and monitor the usage
- Streamlining operations with a unified license management & customer on-boarding system

### 2) Sales & Account Management

- Improves buyer conversion through self-service portal
- Assists the sales team to generate revenue and identify revenue leakage
- Tracks the product performance with granular insights life-cycle management
- Maintains a centralized system to ensure effective activation and usage information
- Increases the sales pipeline, conversion and customer retention by integrating with Salesforce or other CRM application
- Predicts the market demand
- Aligns sales & marketing activities based on market insights from your new customer base

### 3) CRM Integration

- Provides a CRM integrated web-based licensing and entitlement management ecosystem for sales
- Empowers sales team to issue product license through CRM systems
- Helps gain holistic view of customer and sell more
- Increases customer satisfaction and collaboration
- Provides Advance reporting capabilities
- Manages billing and invoicing

## Key Benefits

The solution eliminates the difficulties that ISVs face with respect to software licensing, packaging and compliance.

- The integrated solution handles all three dimensions namely customer, software vendor sales and software vendor operations and transactions between all these three entities, making it seamless and providing an easy experience to the customer.
- It allows customers to log onto the platform to try out the product and also deploy them easily
- The sales team can track the customer engagement and issue the software license from the CRM platform that is integrated to the sales ecosystem.
- The solutions offer complete control over enterprise asset and license management.
- Enterprises can control costs and remain compliant.
- The Single Sign On provides access to a centralized secure system and a single point of access to external systems like Zendesk, Confluence, Download Server.
- The custom license provisioning prevents duplication of data/licenses.
- The solution can seamlessly integrated with PAAS (Platform as a Service), including Microsoft Azure and the Cloudbees platform.
- Users can develop customized reporting and analytics on licensing and customer usage of products.

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## CASE STUDIES

A fast-growing performance monitoring support company in the Bay area was able to boost revenues with the license provisioning and customer management platform provided by Tarams. The client provided licenses for performance monitoring support (SaaS/On Premise) to Java and .NET, PHP and Database applications but faced difficulties with the license provisioning process that was initially done through emails/phone and tracked using Microsoft Excel sheets and documents. Their sales personnel were unable to keep track of the changing license provisioning needs of customers. The licenses were provisioned manually and this led to duplication of data/licenses which the sales reps had to send as emails manually. Multiple logins were required to access different systems and there were no reporting tools for the operations support team to keep track of licenses provided.

The license provisioning and customer management platform provided by Tarams provided a collaborative platform that increased the efficiency of the content management and publishing process. The solution made the process of provisioning of licenses easy and efficient leading to enhanced sales and improved field engineering team's productivity. The company achieved higher sales volumes due to quick availability of products on Managed Service Provider's platform. The solution resulted in improved customer service and satisfaction with the license and customer management platform being available 24\*7 after implementation.

### About Tarams

Tarams is a technology consulting and product engineering company that helps clients transform their mission critical business applications to digital platforms. With over a decade of experience, we offer robust technology solutions to attain performance optimization, revenue generation and cost savings to some of the Fortune 500 companies. Tarams takes an agile and collaborative approach across the value chain and provide you a strategic advantage.

#### For more details:

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