

The logo consists of a dark purple rounded rectangle with a slight perspective effect, containing the word "OPSVIEW" in white, uppercase, sans-serif font.

OPSVIEW

Your systems.
Tamed.

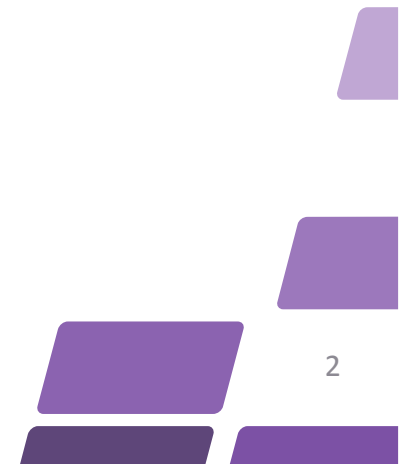
OPSVIEW

Licensing for Customer Experience and Operational Efficiency Rob May Opsview

 @RobPMay | @Opsview

Monday, 15 October 2012


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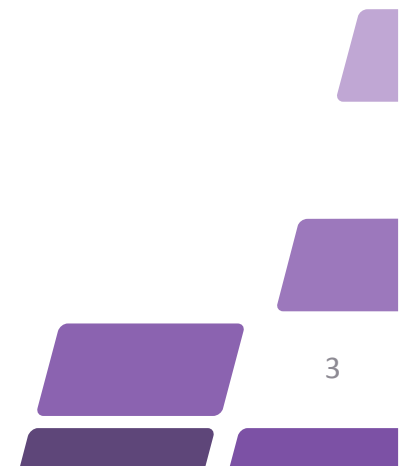
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A software monetization journey from a purely trust based license model to a flexible, enforceable model that generates and protects Opsview's revenue

Monday, 15 October 2012

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Rob May – Head of Delivery at Opsview

- Lead the product engineering function
- Responsible for Opsview's service delivery
- IT and business processes
- Previously:
 - Senior Project Manager
 - Worked for AT&T, NCR, ICL, BAE Systems
 - Head of IT at BAE Systems Detica
- Coaching my son's soccer team

About Opsview



- Opsview is a commercial open source product company producing a suite of award winning network and systems monitoring products
- Our suite of products provides extensive network and application monitoring of large, complex and distributed IT infrastructures
- We are a global operation with development centers in the UK and India, sales presence in the US and UK and customers in over 35 countries

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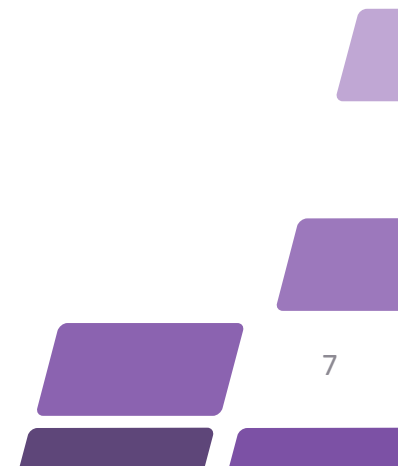
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Opsview 12 months ago

- Award winning monitoring product however...
- Single homogeneous product
- Completely open source
- Cumbersome manual fulfillment process
- Trust based licensing
- Strong Community but limited mechanisms to persuade them to move to a paid for version

Specific challenges

- Effectively a “one size fits all” product line
- Very limited ability to provide trials of our product
- No compelling event to drive a buying decision
- Delayed revenue collection for renewals
- Lost revenue as customers used more than they paid for



The Journey – Identify business drivers

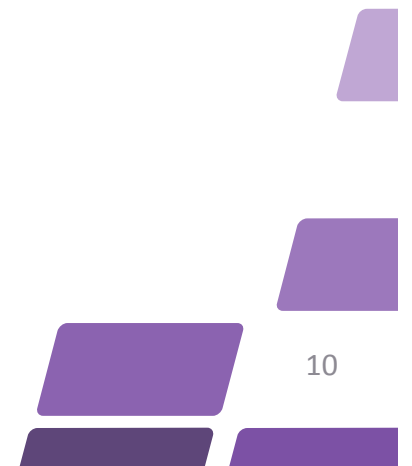
- Improve the customer experience by:
 - Reducing fulfillment time
 - Extending deployment options
 - Self service for new SME product
- Maximize revenue through:
 - Introduction of enforceable product variants
 - Introduction of tiered host limited product model
 - Time limited trials
 - New product aimed at the SME market

The Journey – Identify business drivers

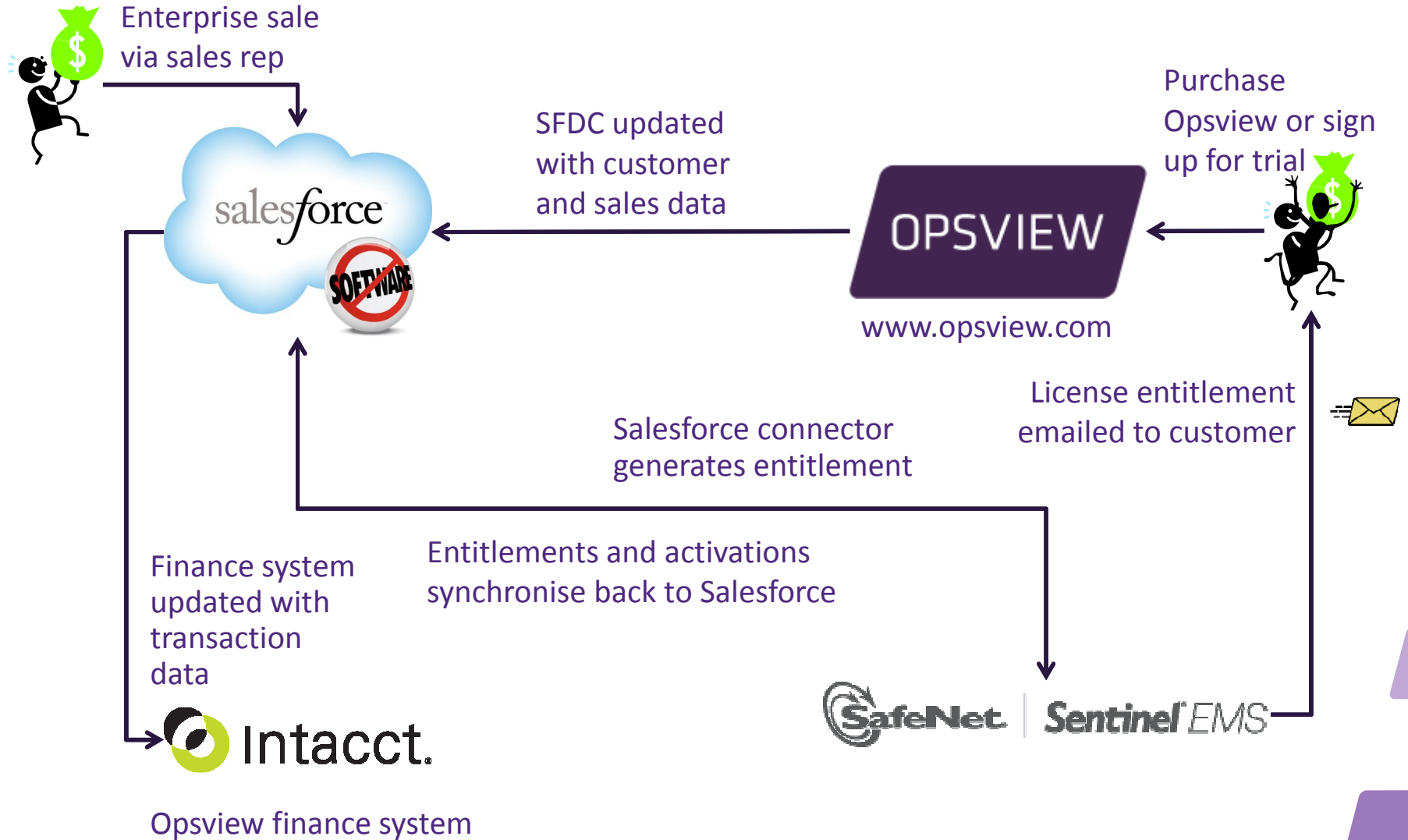
- Protect revenue through:
 - Compelling event for customer renewals
 - Enforced feature locking
- Reduce our cost of sale and delivery through:
 - Completely automated fulfillment for products sold through our website
- Improve future product offerings
 - Intelligence gleaned through better understanding of product and feature use

The Journey – Key success factors

- Licensing solution selection
 - Build your own vs buy solution
 - Safenet product selection
- Product launch strategy
 - Bundle licensing introduction with a major new release containing great new features
- End to end integration of business systems
 - Webstore – Salesforce – Finance System – Safenet EMS
- Communications plan
 - Existing customers
 - The open source community
 - Potential customers (the market)



The Journey – Implementation



The Journey – Benefits to Opsview

- Improve the customer experience
 - Fulfillment time reduced from days to minutes
 - Choice of deployment options
 - Customer facing staff have an up to date view of customers' usage of Opsview
- Maximization of revenue
 - New product model allows much better targeting of features
 - Provision of enterprise trials drives sales closure rate
 - New product aimed at the SME market

The Journey – Benefits to Opsview

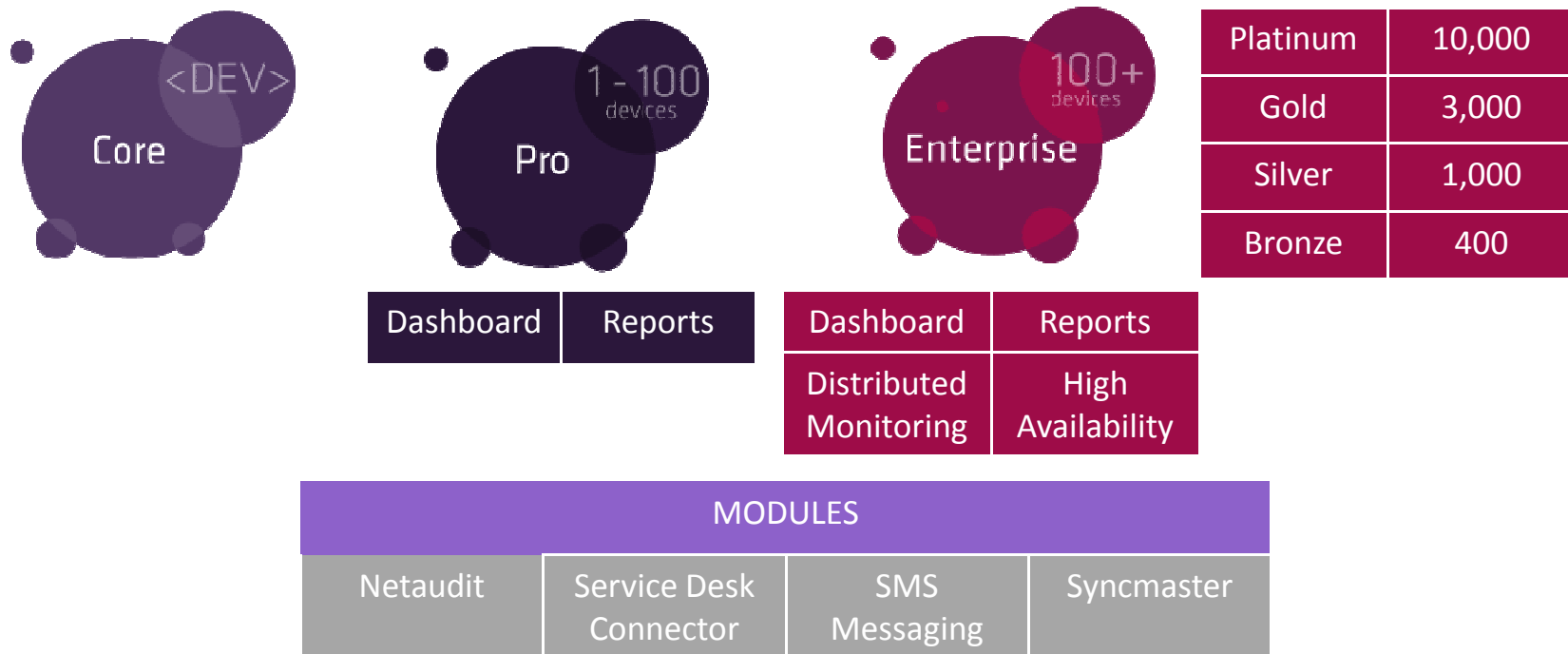
- Protection of revenue
 - Adoption of new version good
 - All new customers can now only use what they pay for
- Reduced cost of sale and delivery
 - Cost of sale for SME product virtually zero
- Improve future product offerings
 - Usage information and experience already helping to formulate future product strategy


The Future

- Analysis of feedback and usage information along with market analysis will be used to augment and extend our product range
- Electronic signing of Enterprise license agreements to further automate fulfillment processes
- Market test features by enabling them through the licensing framework
- Continue to enhance our range of SME focused products

Summary

- The introduction of a licensing solution has resulted in a quantum leap in terms of monetizing our product
- From a single homogenous product to...



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Any questions?

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Monday, 15 October 2012



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