



How to Score Your Licensing Readiness

Jamshed Khan

The background features a dark purple gradient with faint, semi-transparent 3D financial charts. On the left, there's a bar chart with a line graph overlaid, and the word "Money" is visible at the top. On the right, a large 3D pie chart is partially visible, with a vertical axis labeled "1,600".

Assessment Challenges

Do you know where you stand? Many organizations find it challenging to assess the challenges and understand the problem.

Begin with a Methodology

Define specific Key Performance Indicators (KPIs) for each activity. This will help you to understand the scope of the problem.

Dig Down Into the Details

How many licensing technologies do you have? How long have they been in place?
Do you depend on your engineering team to maintain homegrown solutions?

The “Licensing Go-To-Guy”

In every organization there is always a Licensing Guy. Identify the people who maintain your homegrown system and find out how you can scale.

Back Office Integration

You need operational interoperability and full integration with ERP/CRM systems.
Avoid manual operations and make sure the fulfillment experience is seamless.

Policy and Governance

It is critical to establish rules and policies to ensure governance. If you do not have corporate policies in place, you need to define them.

Simple User Experience

Give your customer a smooth download experience. Make it easy for your customers to get software updates and upgrades.

Product Insight & Analytics

Understanding product usage is a key success factor. You can learn what features customers use and more importantly, what they do not use.

How to Scorecard Your Business

Measure twice, cut once. Get a quantified measurement of operational efficiency and calculate product experience.

Create an Appstore Experience

Today, everybody wants and expects to get an appstore experience. You need to make your customer experience easy, intuitive and priced fairly.



This presentation brought to you by

Sentinel Professional Services