



**Making the Case for a
Flexible, Scalable, and
Automated Software Licensing
and Protection System**



Introduction

“Developing an in-house licensing system can be expensive, slow and risky. It requires an ongoing investment of significant resources to keep up with the growing needs of the company.”

Frost & Sullivan [1]



Home grown vs. outsourcing – it is a dilemma faced by businesses of all size in most every industry. And, it is no different in the software publishing world.

The question at hand is whether ISVs should create their own system or integrate a proven license management and protection solution with professional services from a reliable 3rd party vendor?

It is an important choice with many factors to consider, and one that can make a significant impact on your bottom line.

In this document, we will review several of those market, business, and technical factors and see if your organization is up to the challenge of building and maintaining a robust system that addresses your customers' ever-evolving requirements and provide an overview of our award-winning CodeMeter licensing and protection system.

Market Considerations

Is your current licensing system flexible enough to adapt to a rapidly evolving marketplace?

Hybrid Work Environment

- Your customers have dramatically changed where they work and in the way they work. The new mobile workforce expects to be able to access their applications from anywhere, on any device, whenever they need them. And, their IT department wants to make sure users can access those applications securely and without breaking any licensing rules.

Pay for Only What You Use

- This has become an overarching axiom for consumers across all industries, from insurance providers to sophisticated software applications. Consumption-based models have become popular for certain classes of software. ISVs need to be able to turn features and functionality on and off as needed and track usage for licensing and payment purposes.

Software-as-a-Service

- The perpetual software license is all but dead. Software users have become accustomed to as-a-service models like those popular office applications introduced by Microsoft, Adobe, and other market leaders. Are you able to adapt your business model to a subscription service to keep up with your competitors and address changing consumer preferences and expectations?



“In the future, the evolution of subscription/service price optimization and usage analytics will combine to enable more outcome-based pricing models. As usage and customer value are analyzed, value metrics will emerge that will enable outcome pricing that scales with value.”

[IDC \[2\]](#)

Business Considerations



Does your current licensing system enable you to realize top line revenue objectives while reducing bottom line costs?

From a business standpoint, the market is evolving; consumer preferences are changing; and ISVs must be in a ready position to adapt their business models, delivery options, and pricing strategies as the market demands.

A robust license management solution must offer both comprehensive entitlement management and robust anti-hack security to be truly useful.

Business Considerations

“Interest in consumption pricing is on the rise because new applications need a better value-based metric to price new ways of delivering value as a service. However, adopting the consumption model requires careful modeling, the right monetization technology . . .”

[IDC \[3\]](#)

Software Monetization

The license management solution must be flexible enough to enable publishers to take advantage of emerging revenue streams by quickly adjusting new pricing and licensing models or product configurations as the opportunities present themselves.

Software Protection

Piracy hurts a publisher’s bottom line. Ensuring that software is made resilient against piracy, counterfeiting, and tampering is critically important. Protection mechanisms need to be built in to protect against IP theft, reverse engineering, and software piracy, and continuously monitored and updated with state-of-the-art technologies to stay ahead of would-be attackers.

“Unlicensed software is still being used around the globe at alarming rates, accounting for 37 percent of software installed on personal computers.”

[BSA | The Software Alliance \[4\]](#)

“A home-grown solution is tempting but can prove to be costly to implement and maintain: the addition of a new licensing model, for example, may require a full development cycle. This can severely burden development teams, impact roadmaps and draw out time-to-market for new product releases.”

[Frost and Sullivan \[5\]](#)

Entitlement Management

ISVs need to take into account the operational aspects of licensing and entitlement management. Are there enough resources to focus attention on the administrative aspect to efficiently integrate the entitlement management system into existing ERP, CRM, and other backoffice processes? The business process to create, deliver, and manage licensing should be automated and operate seamlessly within the office environment.

Technical Considerations

Engineering resources are typically scarce as programmers have their hands full in just doing what they do best - developing and launching new applications and updates with enhanced features and functionalities to meet their customer needs.

Do you have the resources and expertise to stay abreast of the latest emerging licensing and protection technologies in addition to developing software?

Emerging Technologies

Emerging cloud technologies and delivery models like subscriptions and Software-as-a-Service are giving consumers more options in the way that they use and purchase software. Your licensing system must have the inherent flexibility to enable ISVs to leverage these emerging technologies in ways that give customers the business options they prefer. Can you securely run your software on premises, in the cloud, or in virtual environments?

State-of-the-Art Protection

Hackers continue to try and outpace security protections to steal IP, illegally copy, and counterfeit software. Does your organization have the internal expertise to integrate the latest encryption, authentication, and protection mechanisms into your code to keep a step ahead of the nefarious hackers?

Self-Service Licensing

Do-it-yourself licensing provides customers with direct access and control of their software licenses. Modern licensing systems enable end-users and resellers the ability to activate, return, and manage the complete licensing process. Does your organization possess the required expertise to provide user-centric web-based license management, such as a branded, end user license Web portal?



“Producers may be unable to quickly introduce new business models because homegrown systems require engineering resources that are finite and scarce. While you had the engineering group’s time and energy building the first generation of your homegrown system you may now be at the mercy of their project workload as you try to get their time to respond to new opportunities as the IoT continues to proliferate.”

[ITProPortal \[6\]](#)

Introduction to CodeMeter

— The Comprehensive Solution for Software Protection, Licensing, and Security



"Thanks to Wibu-Systems technology, we have been able to guarantee high level security for the protection of our Intellectual Property, while at the same time implementing the required flexibility into our processes."

Wincor Nixdorf

▶ [Read the Case Study](#)

CodeMeter is the award-winning protection, licensing, and security solution that gives software publishers and vendors as well as makers of intelligent devices a complete arsenal to fight cyber-threats and harness the power of smart licensing to monetize and grow their business. CodeMeter offers secure hardware, software activations, and cloud containers to store secrets safely, state of the art encryption mechanisms to protect code, and a versatile array of backend and frontend tools to create, deliver, and manage licenses, all supported by professional services team to ensure successful implementation.

CodeMeter's mission and purpose is enablement and empowerment: By choosing CodeMeter, you are able to safeguard your digital assets and transform your IP, securely protected and easily licensed, into an intelligent monetization machine.

With the core components designed to be fully scalable and a perfect fit for any use case and business model, CodeMeter provides software publishers and intelligent device manufacturers with advanced protection tools and versatile strategies to push the envelope and investigate creative new business opportunities in the connected age.

Our success stories from a vast range of industries, ranging from intelligent access controls for bank ATMs to new after-sales business channels in the medical industry are testimony to the potential of CodeMeter.

Software Protection

— Easily Integrate Protection and Licensing into Your Software with CodeMeter



Software piracy is rampant: software publishers lose billions each year to illegal software copying, both intentional and unintentional.

CodeMeter Protection Suite provides you with the best software protection system available:

- **Integrate** both protection and licensing swiftly and effortlessly.
- Achieve **maximum protection** level for your software with state-of-the-art anti-debugging and anti-reverse engineering technologies.
- Fully **encrypt** the executable code of your software against reverse engineering.
- **Decrypt** individual parts of your application at runtime and encrypt them again. This approach is highly scalable depending on the number of parts selected.
- **Sign** the encrypted application to ensure code integrity and authenticity.
- **Protect** applications on multiple platforms; Protection Suite is available for both PCs (Windows, Linux, OS X) and leading embedded operating systems.

“With CodeMeter, I rest easy knowing that our technology is completely secure from hackers and reverse-engineering. With this weight lifted off my team, it allows us to focus on what’s most important in software development: creating great products.”

Faceware Technologies, Inc.

► [Read the Case Study](#)

- **Choose** among different variants of Protection Suite, each made for specific uses.
- **Customize** your status and error messages to reflect your corporate design, or you can rather run software without any user interface completely hidden in the background.

Software Licensing

— Maximum Licensing Flexibility with CodeMeter

CodeMeter lets you license your software as safely and easily as possible. CodeMeter License Central is a database-driven license and entitlement management solution that automates the process of creating, delivering, and managing licenses for software and digital content.

CodeMeter License Central

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 - **Create licenses** with ease using Web Services or the web front end and assign them to dongle-based license containers, software-based license containers, or cloud-based license containers.
 - **Apply** a wide range of license models, from traditional single user or network licenses to modern consumption, subscription, feature-on-demand, and user-based models.
 - **Integrate** the entire license lifecycle management workflow into popular CRM, e-commerce, and ERP systems, such as SAP and Salesforce, via tried-and-tested techniques.
 - **Deliver and manage** licenses for your customers reliably and easily, either online or offline.
 - **Efficiently integrate** your resellers into your existing software distribution process.

Complete Control of the License Process

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CodeMeter License Central also gives you complete control over your sales process and thus the power to allow your customers to:

 - Move licenses
 - Borrow licenses
 - Generate backup licenses
 - Manage their own licenses
 - Provide time-limited, upgrade, or trial licenses
 - Resell licenses
 - Split licenses
 - Return licenses



“Security lies at the heart of our Reslam technology and WIBU has made it possible to retain the highest level of security without losing any flexibility. The wide range of licensing models offered by WIBU makes it easy for us to create various levels of authority per CodeMeter dongle for Administrators, Installers, Supervisors, and Users.”

Reslam

▶ [Read the Case Study](#)

“The low-end market for Computed Radiography is growing quickly. Smaller hospitals, private practices, and cost-conscious radiology facilities want to go from analog to digital. Agfa HealthCare’s Easy Payment Scheme, powered by Wibu-Systems’ versatile license lifecycle management, provides digital imaging at an affordable and predictable price.”

Louis Kuitenbrouwer, VP Imaging, Agfa HealthCare

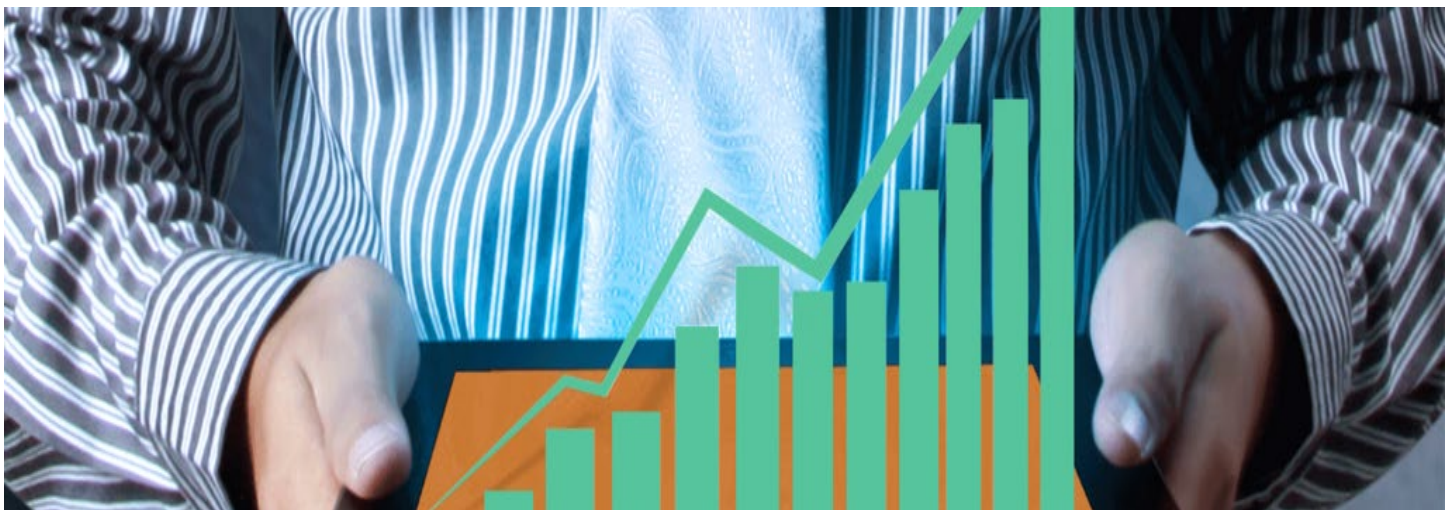
▶ [Read the Case Study](#)

Migrate to CodeMeter +

Software Monetization

— Growing the Top Line with Creative Licensing Strategies

The licensing landscape has undergone dramatic changes in recent years, demanding that ISVs implement customer-centric business models and customer-friendly enforcement in order to increase their top-line software revenues while controlling bottom-line costs.



Software monetization is the capability to effectively maximize your software revenue by meeting these market demands. It’s imperative in today’s marketplace of tight budgets and slow revenue growth that ISV’s and device manufacturers package their software to match the dynamic usage requirements of their end users.

Gone are the days of selling software with a perpetual license in a box. Today’s marketplace requires flexibility in licensing, delivery, reporting, and management while also protecting your intellectual property.

Wibu-Systems’ CodeMeter License Platform is a software monetization offering that includes CodeMeter License Central, CmActLicense, CmDongle, and CmCloudContainer, providing the ability to protect and grow your software revenues while seamlessly integrating into your existing business processes.

This gives ISVs a simplified and flexible sales process to enable effective software profitability that will meet the needs of software developers from small start-ups to large enterprise solution providers.

Embedded Security

— Making the Embedded World a Safer Place



“For us, it’s important that we can offer our customers the adaptability they need in Industry 4.0. It’s not so much about selling as many licenses as possible, but rather providing a solution that meets the peak versatility our customers’ demand. How do we do that? We have taken a new look at each tool’s features and made them more flexible for our users. Together with Wibu-Systems, we have built a solution to free us from the constraints of traditional software licensing.”

Desoutter Tools

▶ [Read the Case Study](#)

CodeMeter is the optimal solution for protecting and licensing software in embedded systems.

With the help of an extensive toolkit, Wibu-Systems protection technology can be easily and securely integrated into your software.

CodeMeter supports Windows XP Embedded, Windows 7 Embedded, Windows 8 Embedded, Windows CE, Embedded Linux, VxWorks, SoftPLC CoDeSys and QNX 6.5.

For embedded systems, CodeMeter technology offers:

- Protection against reverse engineering
- Software replication prevention
- Maximum integrity protection of the application
- Feature-on-demand activation
- Flexible management of access rights

Professional Services

— Implementing the Perfect Solution

Beyond the planning and design phase, software publishers and intelligent devices manufacturers are faced with the decision as to how best to allocate resources for implementation. Many may not be up to date on the nuances of modern protection, licensing, and security mechanisms, or simply don't have the added resources required or necessary skills.

Wibu-Systems Professional Services plugs the gap:

▮ Solutions Tailored to Your Specific Environment

Wibu-Systems' Professional Services team is available to take on the challenge for you, even in the most complex architectural environments. Wibu-Systems will put together a team of experts with the exact skills required to implement your project, in accordance with your local requirements and in your native language.

▮ Expertise Where It is Needed

We offer support from initial concept through the finished product deployment with these services:

- Wibu Consulting Services
- Wibu Professional Services
- Wibu Training Services
- Wibu Operating Services
- Wibu Support Services
- Wibu Pre-sales Consulting

“The trouble-free integration and the detailed and competent support of Wibu-Systems were very convincing for us”.

Verlag Heinrich Vogel
Software Services

▶ [Read the Case Study](#)

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CodeMeter SDK

— The Comprehensive Solution for Software Protection, Licensing, and Security



Request your free SDK and you will get:

- The complete set of tools, libraries, examples, and instructions to protect your software in less than 5 minutes.
- The Desktop Edition of CodeMeter License Central, the platform to generate, manage, and distribute licenses.
- Two CmDongles – one to hold the secret encryption keys and the other to hold the license.
- The ability to create demo CmActLicenses, bound to a set of PC specifications.
- Immediate access to our support team.

[Request Free SDK](#)

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SYSTEMS

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Wibu-Systems

Perfecting the art of software licensing and software protection – since 1989!



Experts in Software Protection

Protecting your program code and your Intellectual Property from counterfeiting and reverse engineering to ensure business success.



Experts in Software Licensing

Creating, managing and delivering software licenses in a wide array of schemes and modalities to enable new business revenues.



Experts in Security

Securing your software and connected devices from cyber-attacks, sabotage, and tampering.



A Singular Focus

Delivering the highest level of protection, licensing and security for digital assets and intellectual property for more than 30 years.

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