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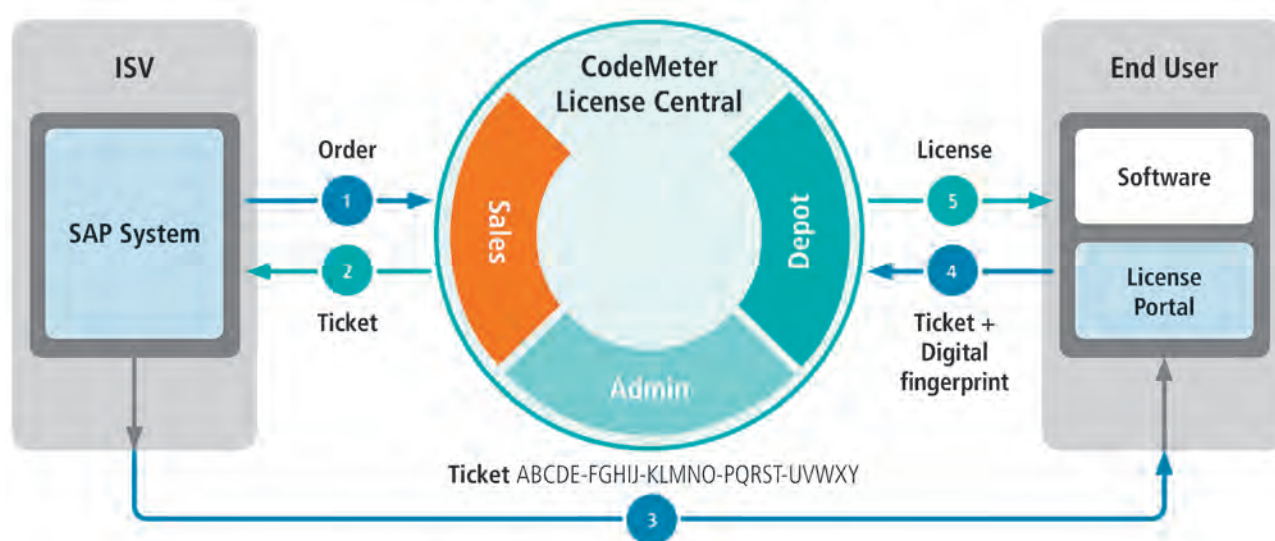
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# YOU CANNOT AFFORD TO COMPROMISE YOUR LICENSING SOLUTION

## Lean License Management via SAP



**T**he current high-tech talent pool is insufficient to meet the demand for enterprise cybersecurity experts and experienced software developers. The cybersecurity skills shortage has worsened for the third year in a row. Making matters still worse is the COVID-19 pandemic. Corporate lockdowns have been driving many cybersecurity workers online, and skilled trainers have been slow to respond.

However, today, software licensing is at the core of a dynamic landscape that can make or break a business. ISVs need to understand their customers' preferences and be able to package and repackage their software in innovative ways that meet their customers' needs. If you are currently using a home-grown system, you are likely to divert valuable resources. Now, more than ever, it makes more sense to look at licens-

ing system alternatives outside of your office. Here are the features and functionality you should consider in your next generation licensing system:

- **Licensing Flexibility** — the licensing platform of choice should enable you to create, deliver, activate, update, and manage licenses using the business model that's optimum for your customers without any compromise, whether it is single user licenses, network licenses, feature on-demand licenses, demo/trial licenses, pay-per-use licenses, or whatever license model you dream up.
- **License Security** — the licensing platform should provide mechanisms to securely store and deliver licenses, whether it is via a hardware device (dongle), an endpoint-bound soft license file, or the cloud. Dongles offer the highest security and portability from PC to PC while soft licenses offer the fastest delivery and activation. Cloud licensing is the most efficient way to manage licenses in remote office scenarios.
- **Easy Integration into Your Business Processes** — for ease-of-use and to reduce costs, the licensing solution should integrate seamlessly into your existing ERP, CRM, e-commerce or other business processes and it should have a customer facing portal that can be branded and customized to support the specific use case of your end users.
- **License Activation Options** — you should have the flexibility to activate licenses online from within the software application or via an Internet web portal or offline



## Let CodeMeter inspire you with new license-driven business models

- Protect your digital assets from piracy and reverse engineering
- Secure the integrity of your endpoints from tampering
- Implement license-based readily adaptable business models

**Customer centric approach**

**From the cloud down to FPGAs**

**Digital global marketplace**

**Software, firmware, and sensitive data**

**Brown field and green field**

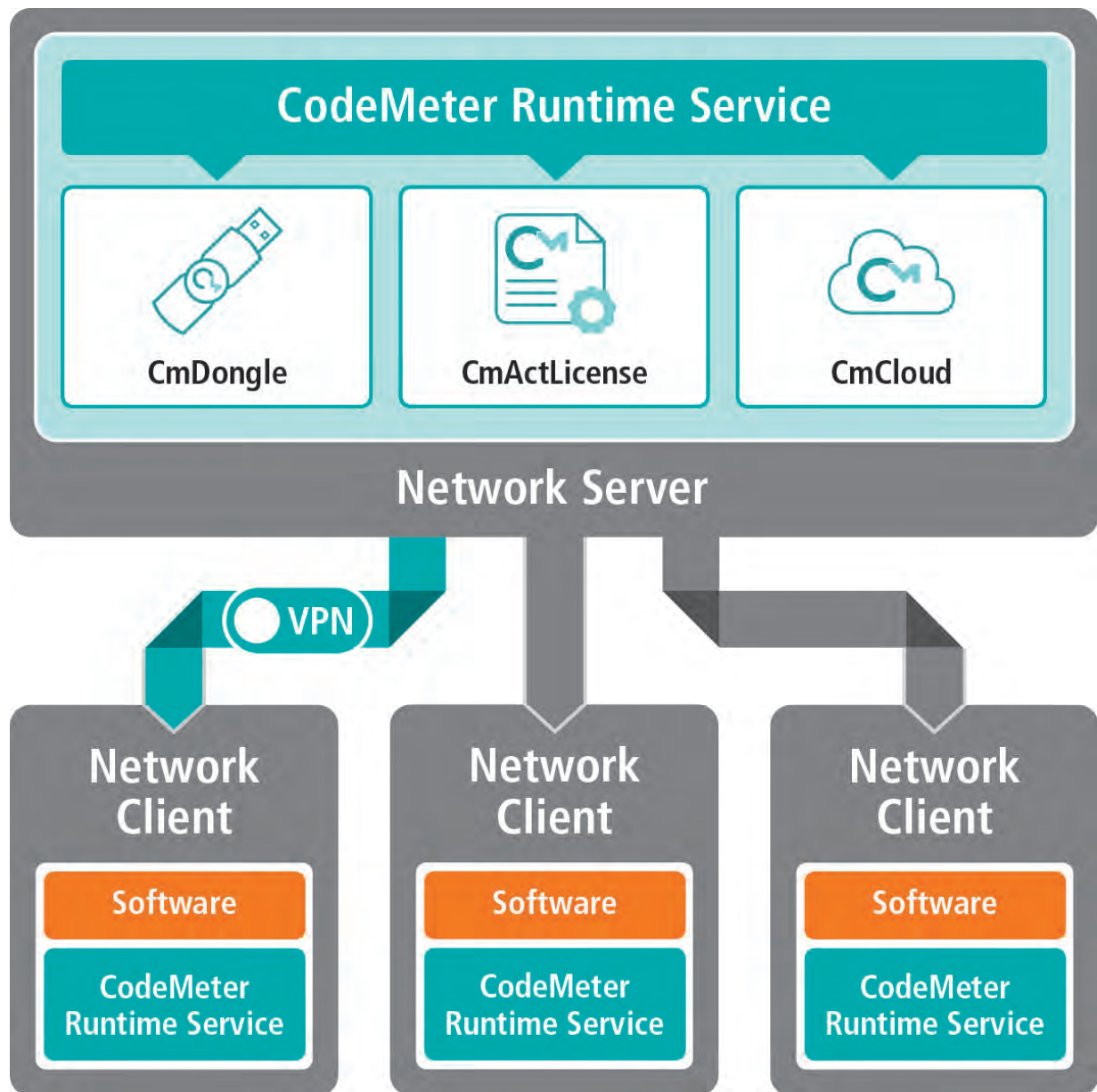


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**SECURITY  
LICENSING**  
PERFECTION IN PROTECTION



via file transfer from the computer with the software application to another computer with access to the portal.

- **Hosting Flexibility** — the solution should provide you with the option to host your license server on a local web server or host and manage it in the cloud of the licensing system provider.
- **Software Monetization** — the solution should provide data mining, analytics and reporting capabilities that give you the ability to make sound business decisions

and the ability to shift your marketing strategy as market requirements change.

- **Vendor Reliability** — the licensing vendor should be assessed in terms of long-standing nature of their business, single focus on this technology, high profile customer references, quality of their support services.

By integrating a 3rd party licensing solution like CodeMeter from Wibu-Systems, you will free up your developers to do what they do best — write code, you will give your marketing

team the ability to deliver the software in a manner that is most desirable for the customers, and you will be able to generate the revenues that you deserve from your development and commercialization efforts. 🏠

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