



## White Paper Executive Summary

# Best Practices in Software Monetization: a Customer-Centric View of Secure License Management

## License Entitlement and Protection – The All-in-One Solution

The licensing landscape has undergone dramatic changes in recent years, as modern business models are emerging, from perpetual single-user licenses to highly complex models based on duration of use, features enabled, the number of concurrent users, usage, or other factors. As a result, there is growing demand for flexible, scalable, and adaptable license management solutions that provide efficient tools and processes to implement, issue, and enforce the usage rules or licensing terms associated with a particular software installation or software-powered device. The ultimate goal is to ensure that products are used only as authorized, such that vendors can rest assured that they are fully compensated for their intellectual property and the use of their products.

Unfortunately, history has shown that software applications can be easily hacked to tamper with unprotected software routines, disable insecure license management, or extract proprietary portions of code to build counterfeit products. In fact, piracy is the single biggest challenge that publishers are facing today, and its impact directly affects the publishers' bottom line. Hence, a license management solution must offer both comprehensive entitlement management as well as robust anti-hacking security to be useful.

In this white paper, Frost & Sullivan strongly recommend that vendors ensure their license management solution is designed with three core properties:

seamless, scalable, and secure. From a best-practice perspective, a solution that incorporates all three aspects is optimally positioned to meet the anti-piracy and entitlement management needs of software publishers and the vendors of software-powered devices.

The white paper presents an overview of Wibu-Systems' CodeMeter license management system that addresses both entitlement management and security. CodeMeter offers a wide choice of licensing models and supports most platforms used by software publishers and intelligent device manufacturers, from PCs and PLCs to embedded, mobile, or cloud systems.

The core of Wibu-Systems' licensing infrastructure is formed by standardized encryption algorithms. By relying on open cryptography standards and protocols, rather than closed proprietary technology, Wibu-Systems enables a critical aspect of scalability for its customers – ensuring that publishers can continue to service and maintain their existing licenses and operations independently. CodeMeter is complemented by two software protection tools that are used to harden applications against hackers.

The white paper concludes with a CodeMeter customer case study and a checklist of the key features that need to be embodied in a successful license management solution.

[Download the complete white paper](#)



[sales@wibu.com](mailto:sales@wibu.com) | [www.wibu.com](http://www.wibu.com)

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