

1 + 1 = 3



Managing entitlements
through the product lifecycle



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To access the on-demand replay of this masterclass, please visit

www.wibu.com/resources/webinars/2021/managing-entitlements/access



SAP Entitlement Management (EMS)

Overview

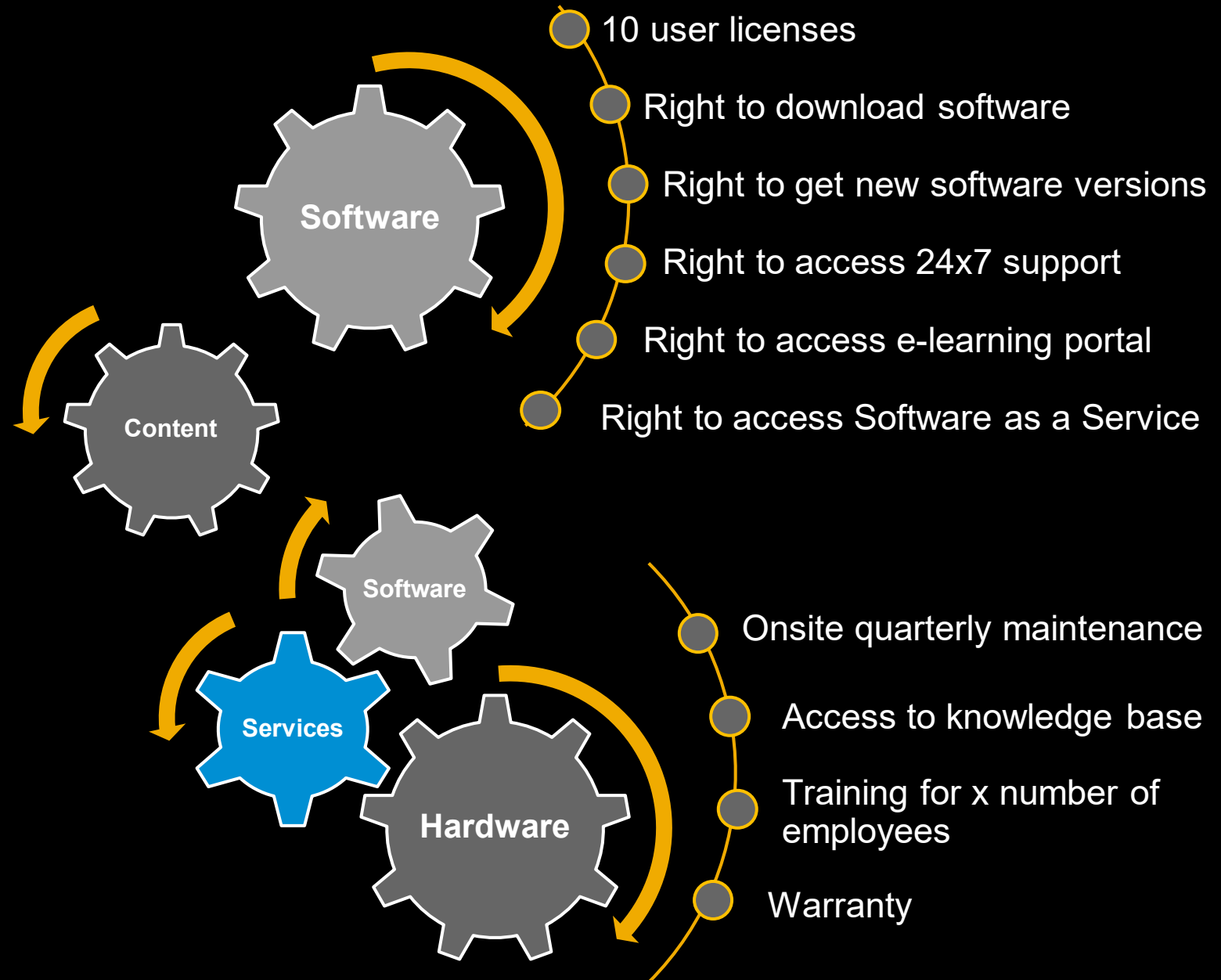
Michael Klaes, High Tech Industry, SAP

September, 2021

How we **define** entitlements








Entitlements are **rights to use products or to access services**, awarded to a customer upon:

- signing a committed contract
- purchasing streaming content, software or physical products
- subscribing to a service



Why Is It Difficult to Manage Entitlement?












1. Entitlements can have a vast number of scenarios and attributes
2. Entitlements are not static; they have their own lifecycles

Examples:								
Offerings		Software License	Hardware and SW bundles	Backup Cloud Services	Content Subscription	Internet of Things	Support Services	Training Services
Entitlements	Right to run	Right to run on HW	Right to access	Right to access	Right to access	Right to support	Right to training	
Entitlement Attributes	50 users	Single user	20 users	Unlimited basic content	Features – print, scan	24x7 support	Online training	
	Runs only on MSFT OS	US maps	500GB per user	5 premium content monthly	10000 pages of print or scan monthly	10 calls monthly	4 free days	
	Sales module only	Restricted to HW S/N 123						

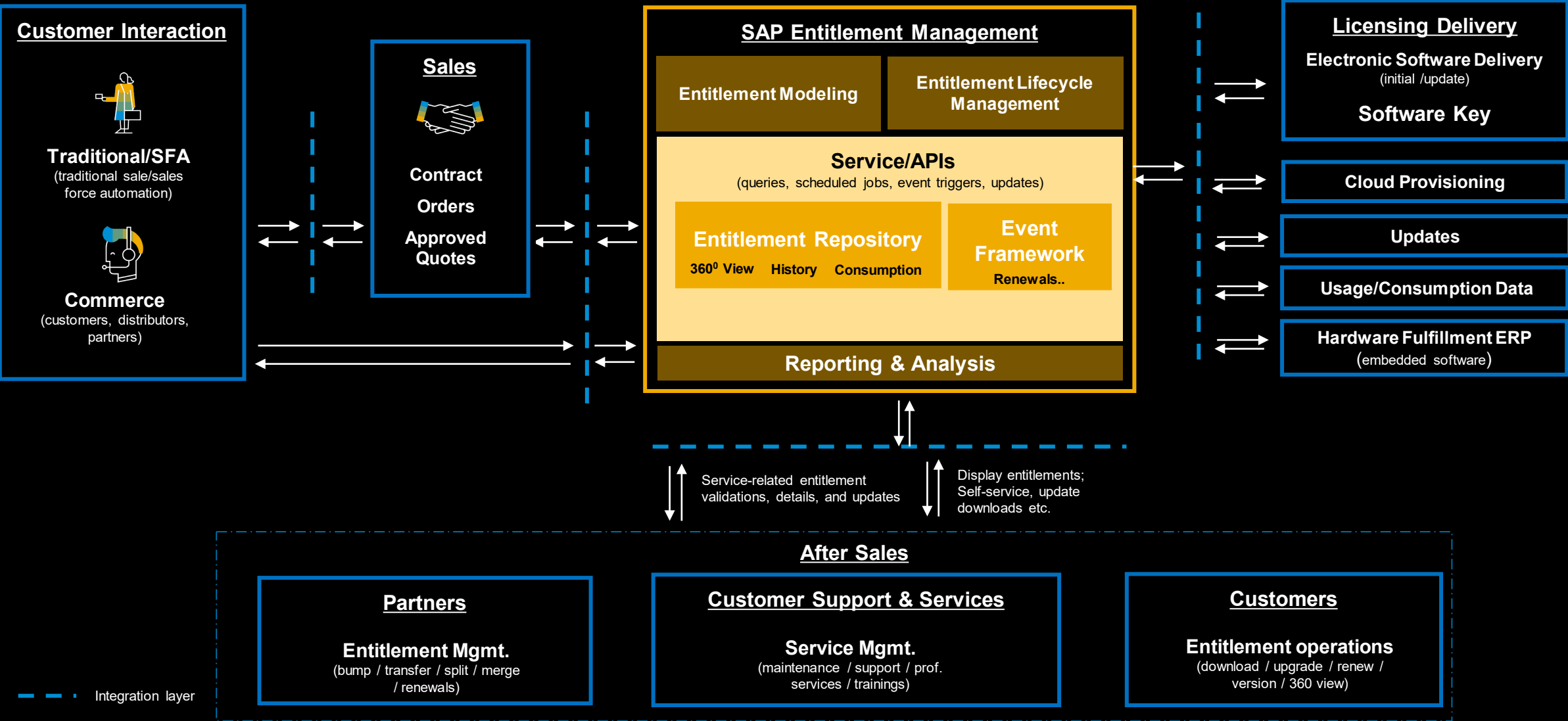
Supports Lifecycle:up-sell...renewal...return... upgrade...split...status change...etc...

Why Is It Difficult to Manage Entitlement?

3. The variety of ways offerings can be sold, delivered and consumed

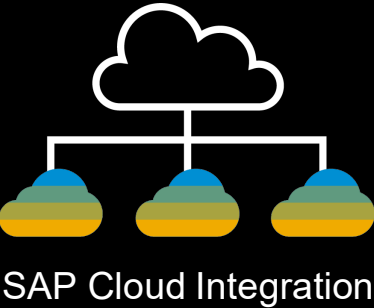
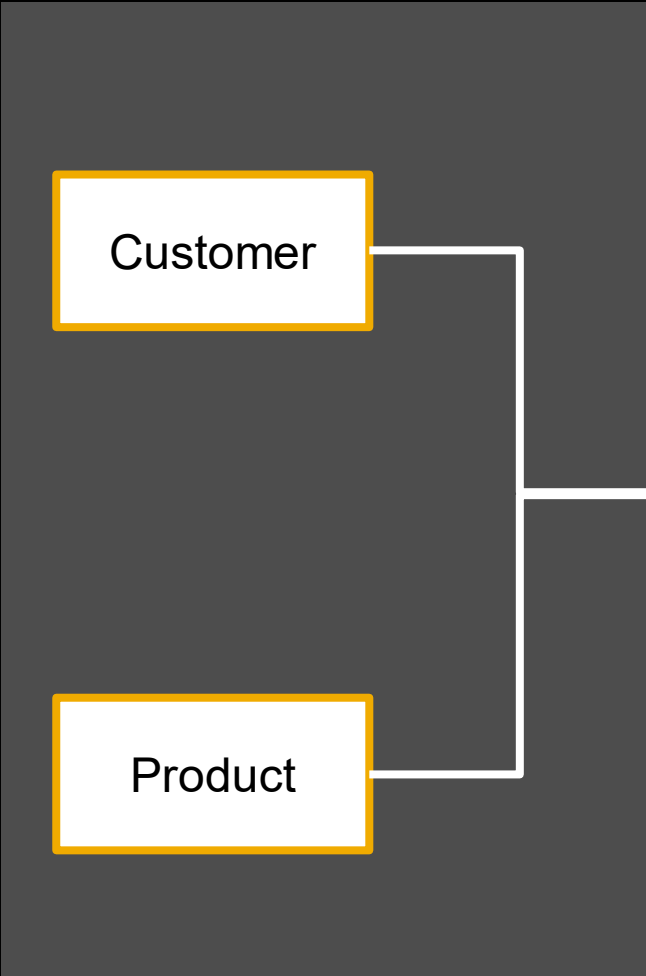
										
<i>a ...</i>	<i>for a ...</i>	<i>in a ...</i>	<i>through a ...</i>	<i>using a ...</i>	<i>placing a ...</i>	<i>through a ...</i>	<i>with a ...</i>	<i>deployed as ...</i>	<i>managed by ...</i>	<i>supported by ...</i>
Offer Type	Customer Type	Entity Type	Sales Channel	Purchase Mechanism	Transaction Type	Buying Model	Billing Method	Delivery Method	Licensing Mechanism	Support Offering
Prod A	Global 100	AMER	Direct	Vendor Tools	New	Stand-Alone	Upfront	a service	Vendor Hosted	Warranty Services
Prod B	Enterprise	EMEA	Reseller	B2B	Change	Hard Bundle	Fixed in advance	E-delivery	Partner Hosted	Technical Support
Prod C	Federal	APJ	Distributor	Partner Marketplace	Renew	Marketing Bundle	Variable w/o commit	Physical, drop ship	License Key Based	Premium Support
Prod D	SMB	BRIC	E-commerce	Box store	Trial	Enterprise Agreement	Variable, commit + overage	Pre-installed, stocked	Call-home functionality	Professional Services

Bridge between Sales and Provisioning: One View Across All Channels

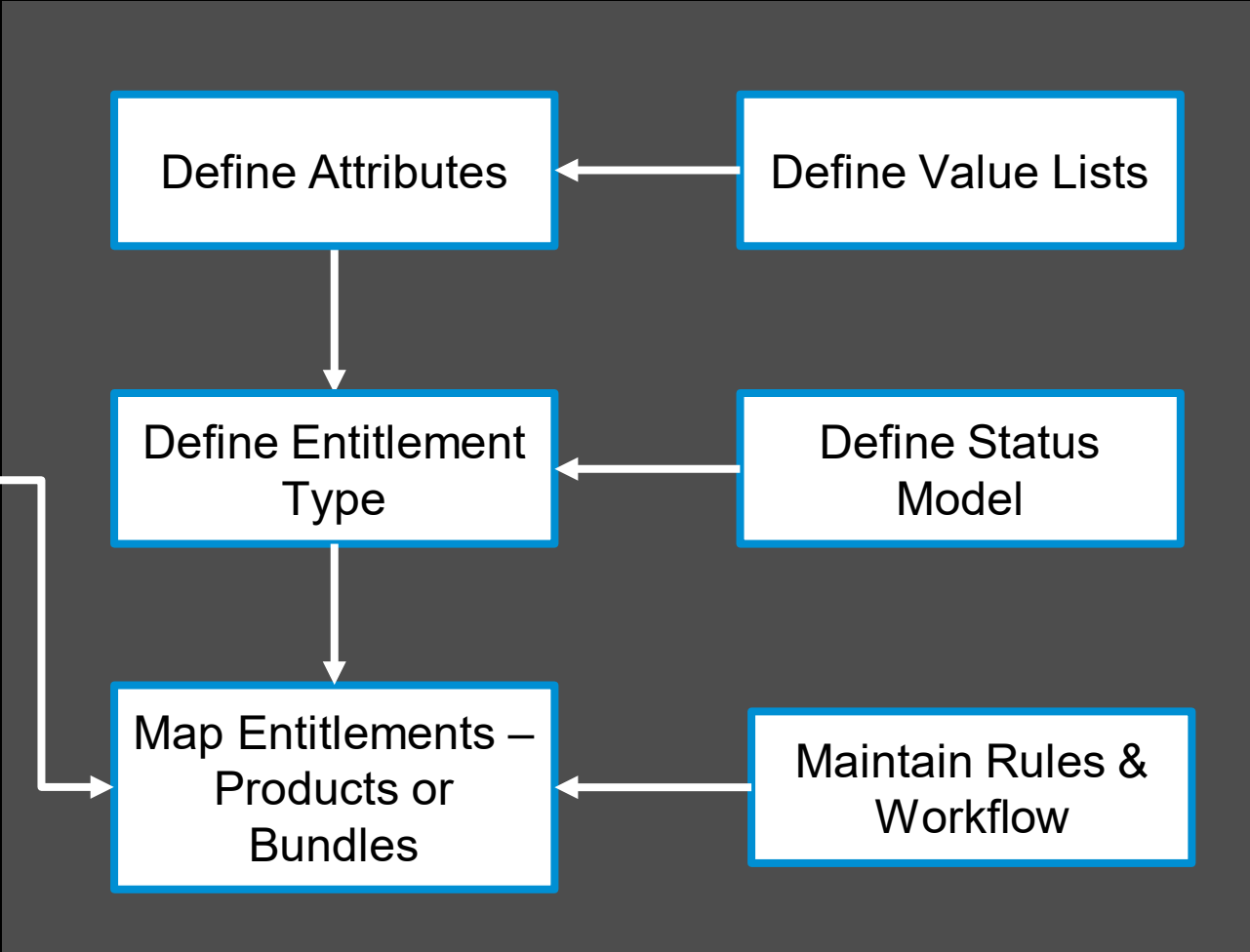


Initial Set-up

Order Management System

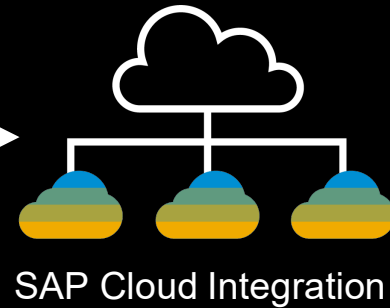


Entitlements Management System

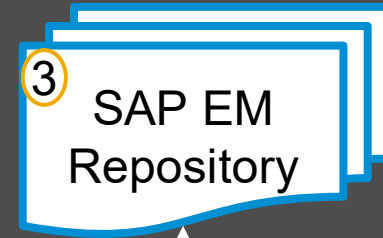


Entitlements Generation

Order Management System



Entitlements Management System



Update

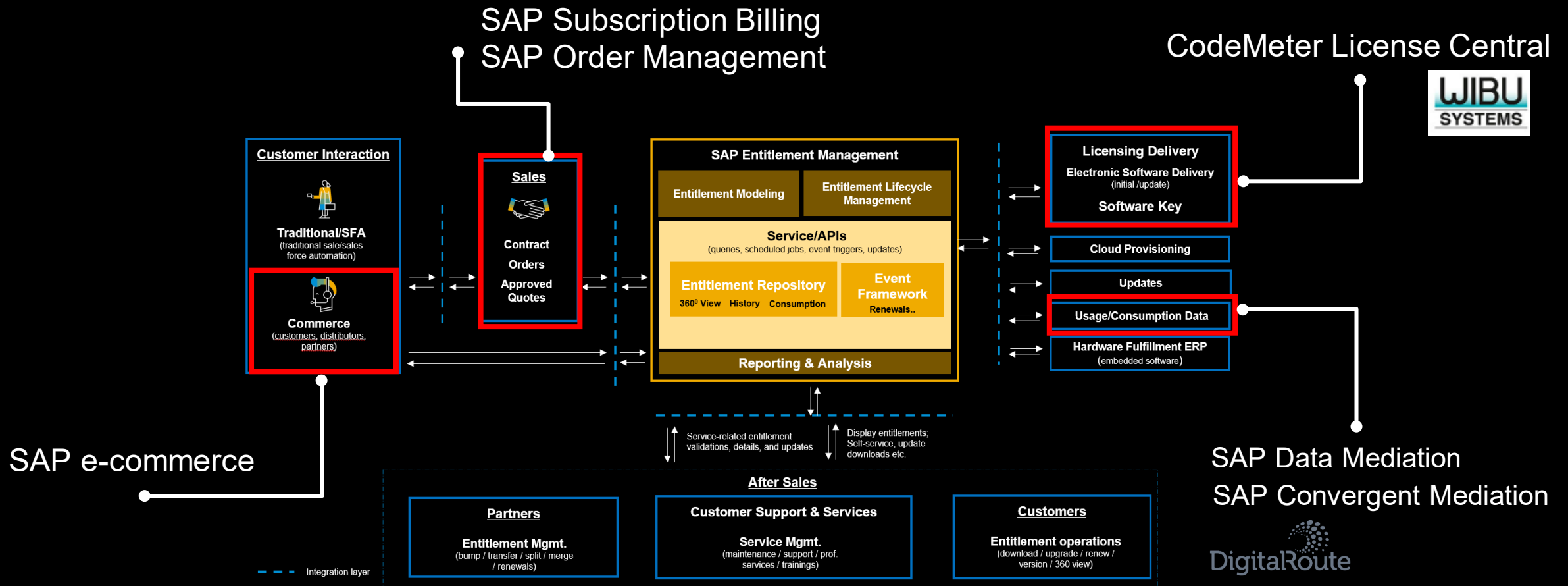
Entitlements Generation

① Entitlements Mapping

② Status Management

② Read Rules & Trigger Workflow

Integration and Partner Solutions



Demo

Thank you.

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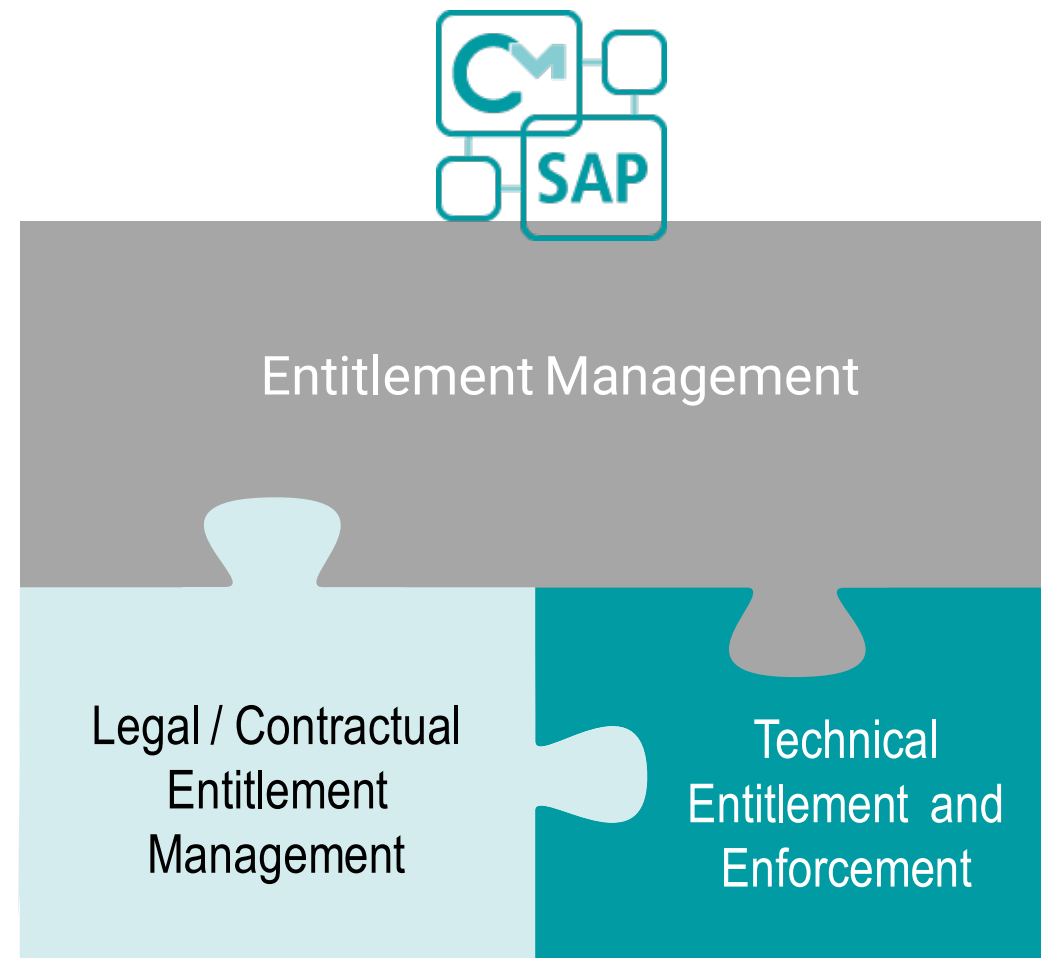
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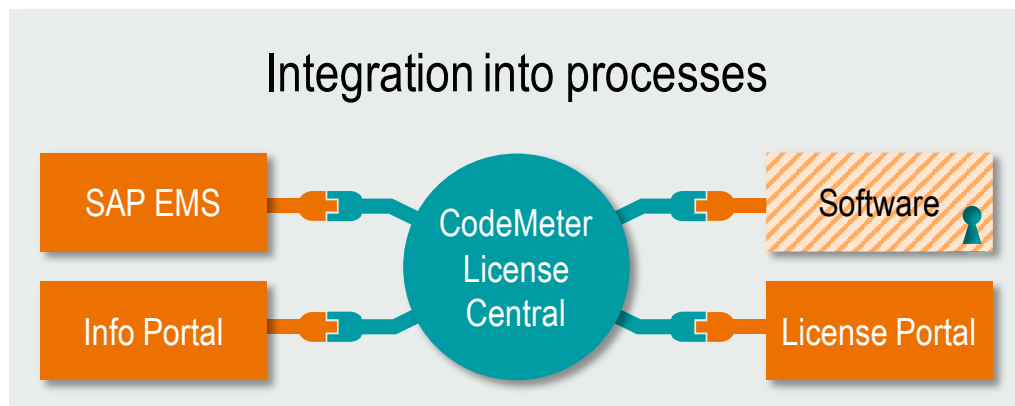
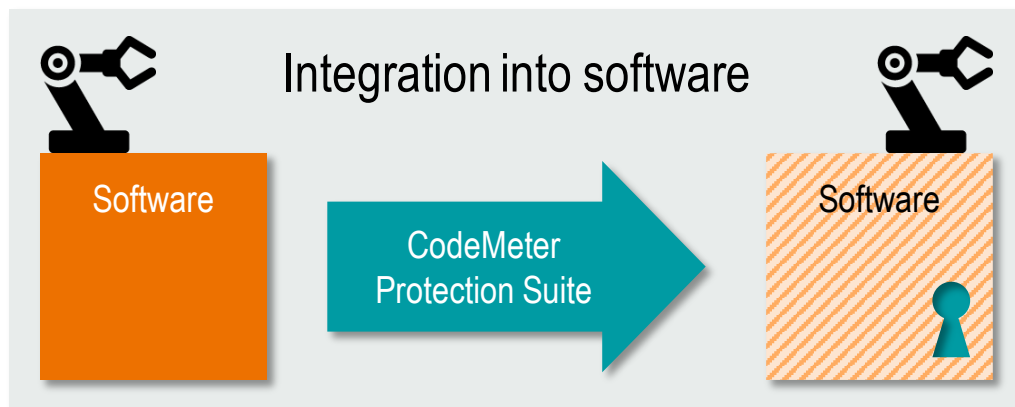
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- An **entire** Entitlement Management solution needs
 - an **administration part** that supports you by managing all necessary contractual and legal affairs and an option to be integrated in an existing back office structure.
 - a **technical management part** that allows an overview about all entitlements in the field and an enforcement to make sure that software / devices are only used by authorized users according to the feature set sold to the customer.
- Both parts work together in perfect harmony

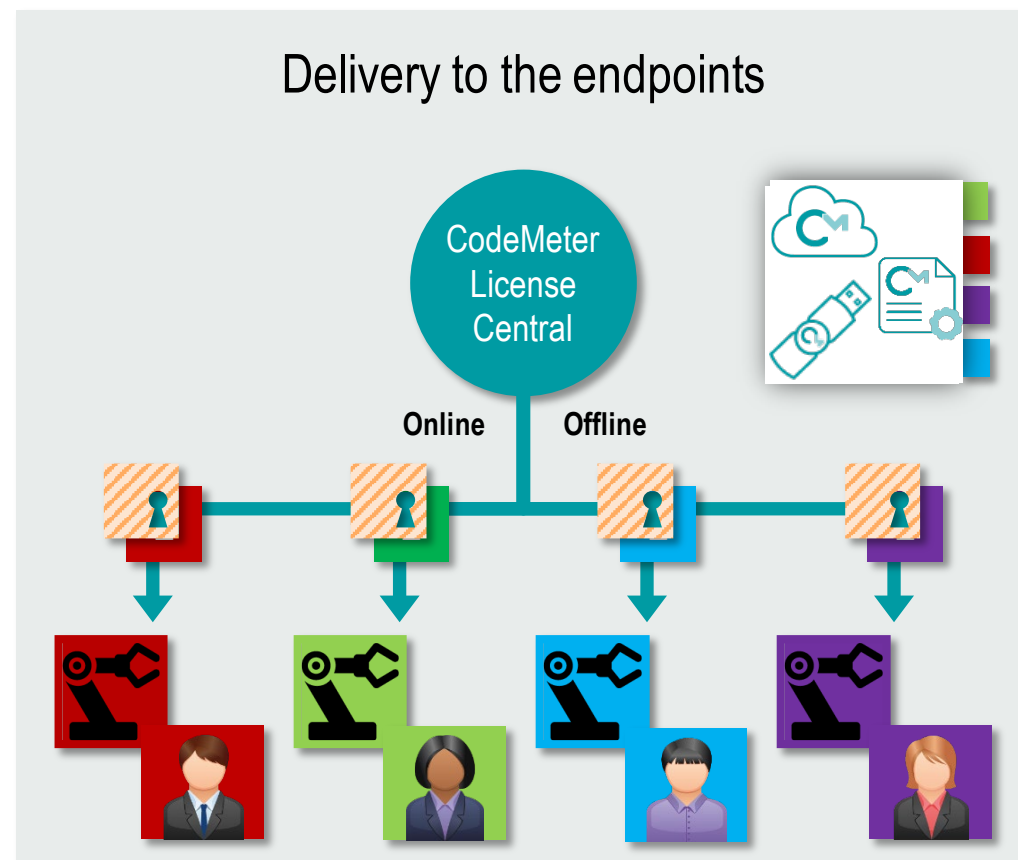


The base of the technical entitlement

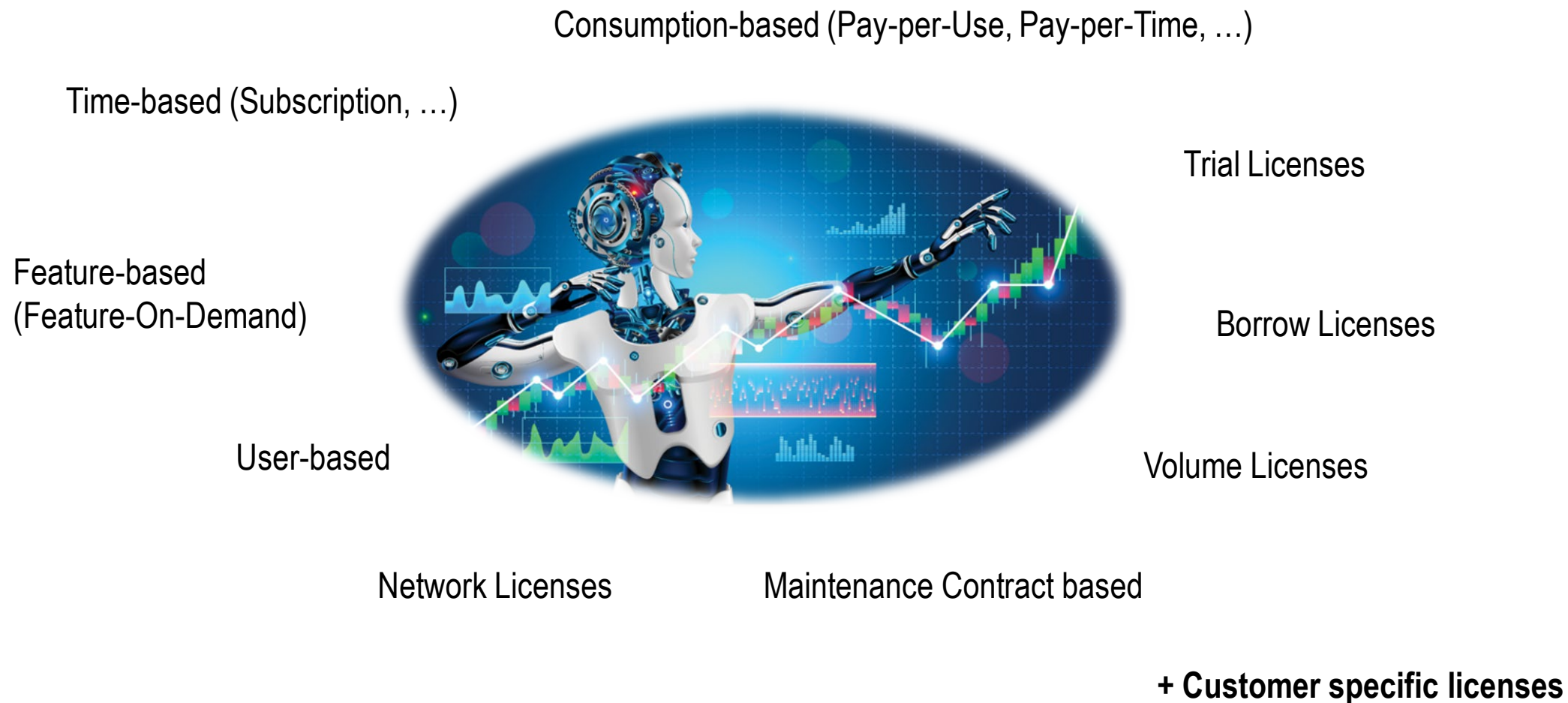
Integrate Once



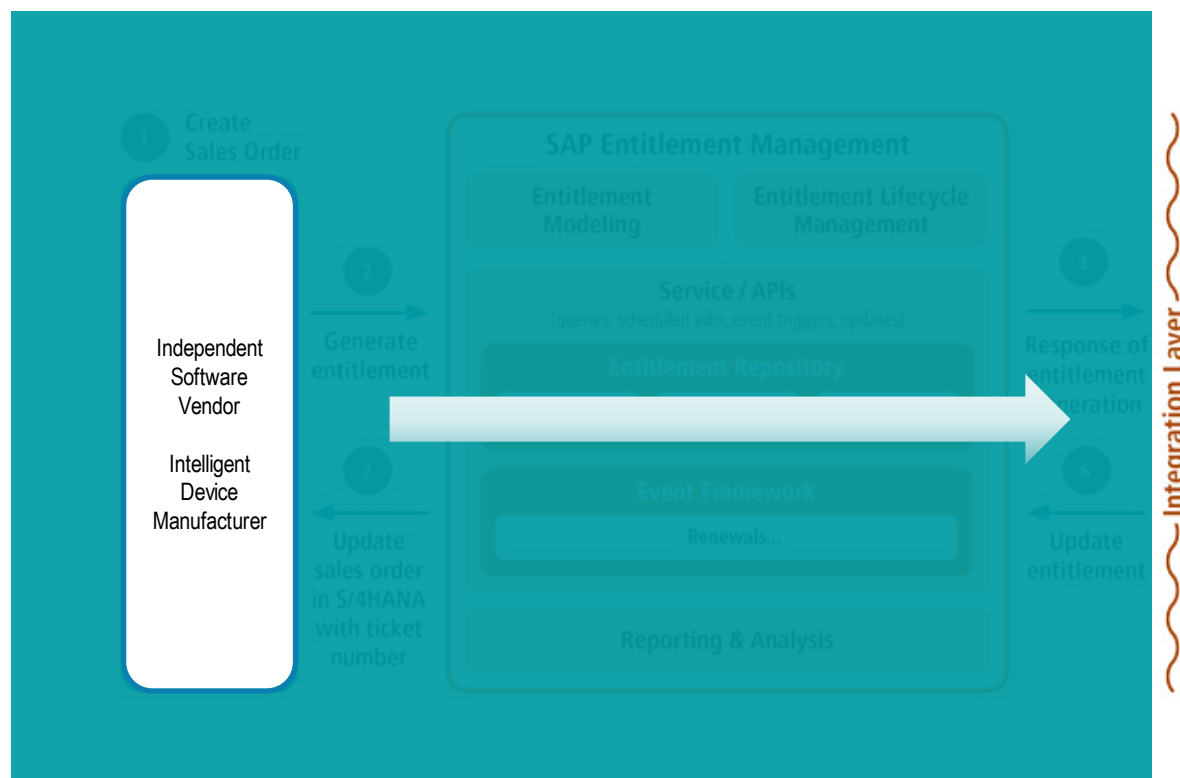
Deliver Many



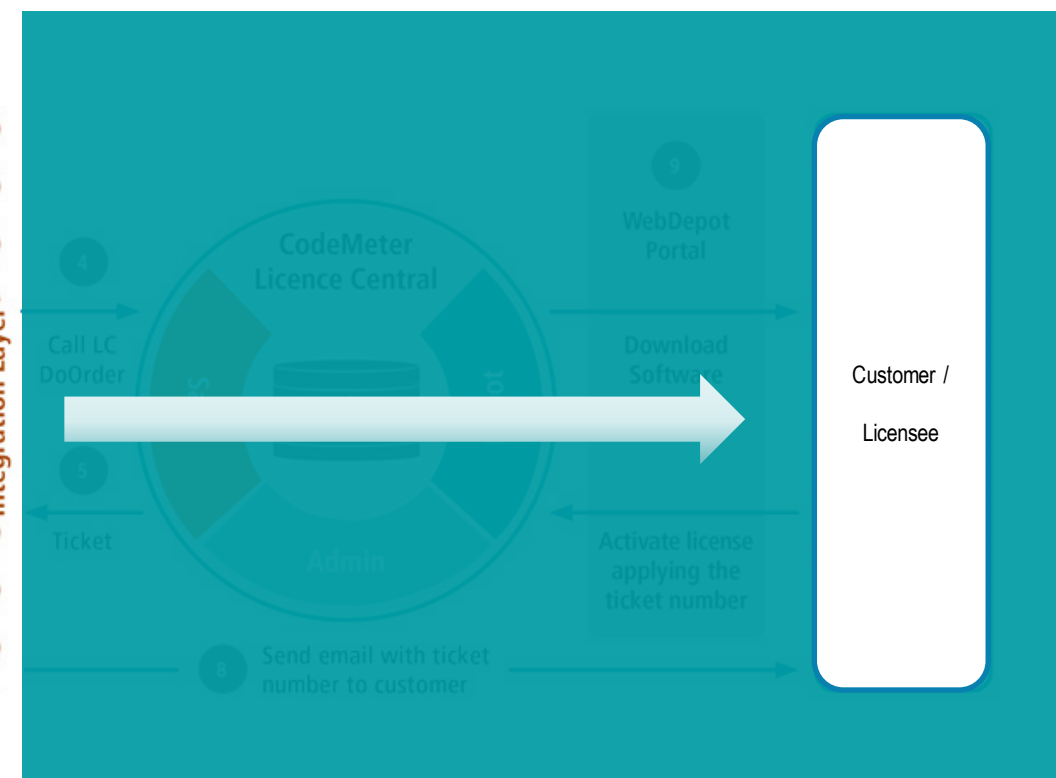
Flexible license models to create revenue



Order Entitlements

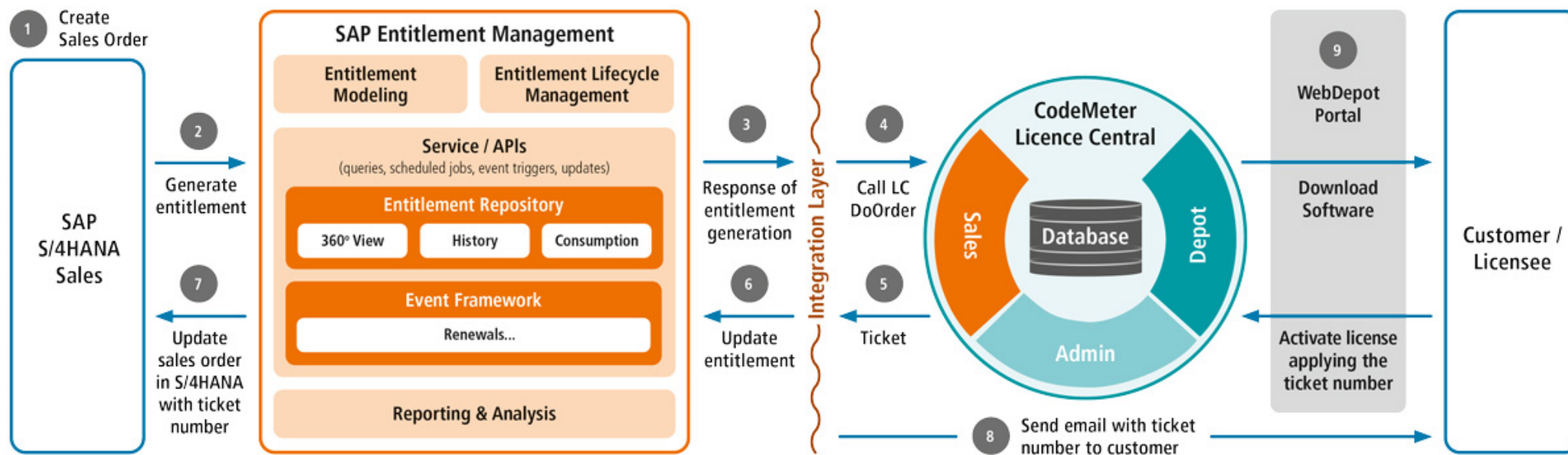


Use Entitlements

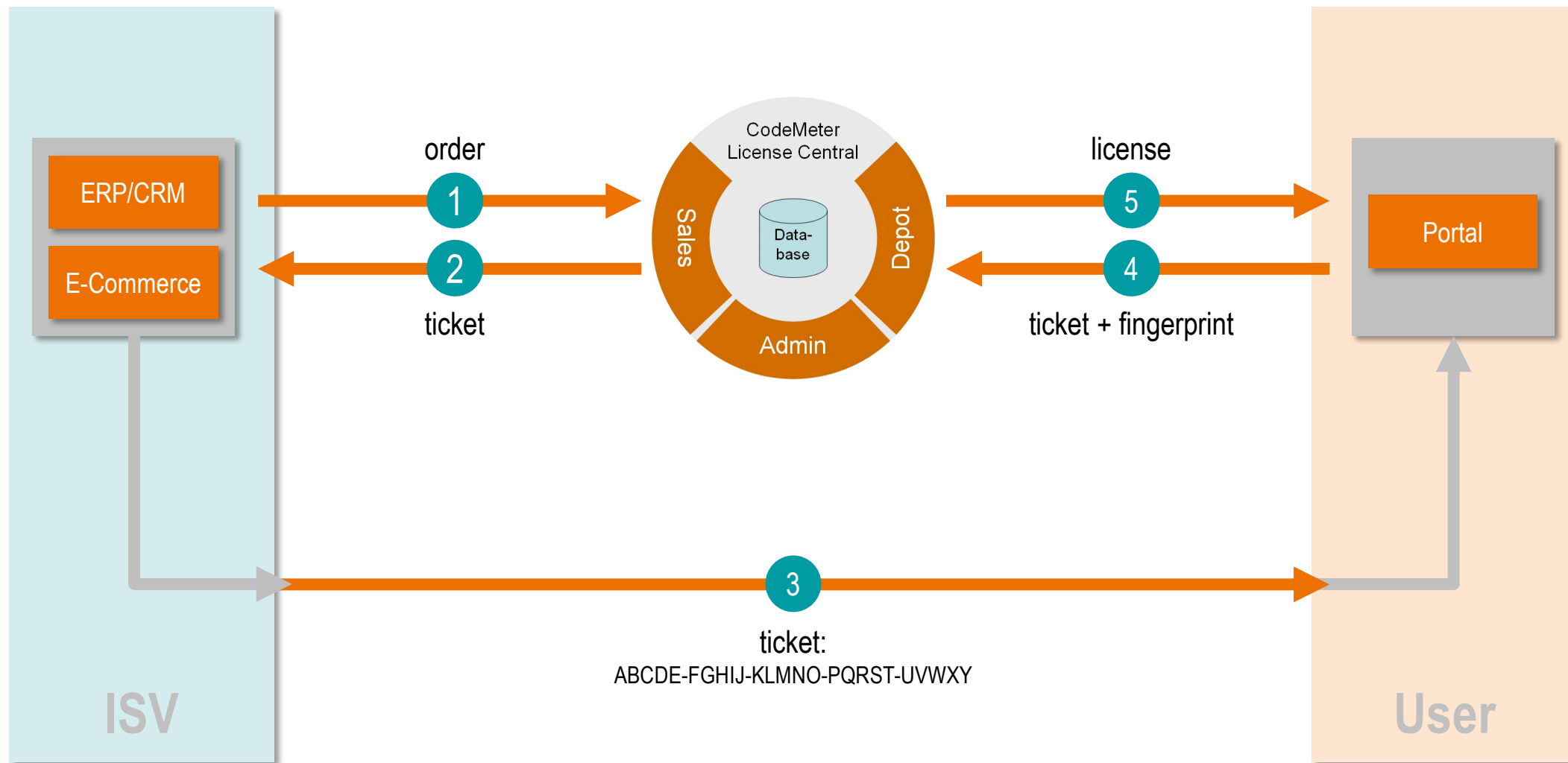


Order Entitlements

Use Entitlements



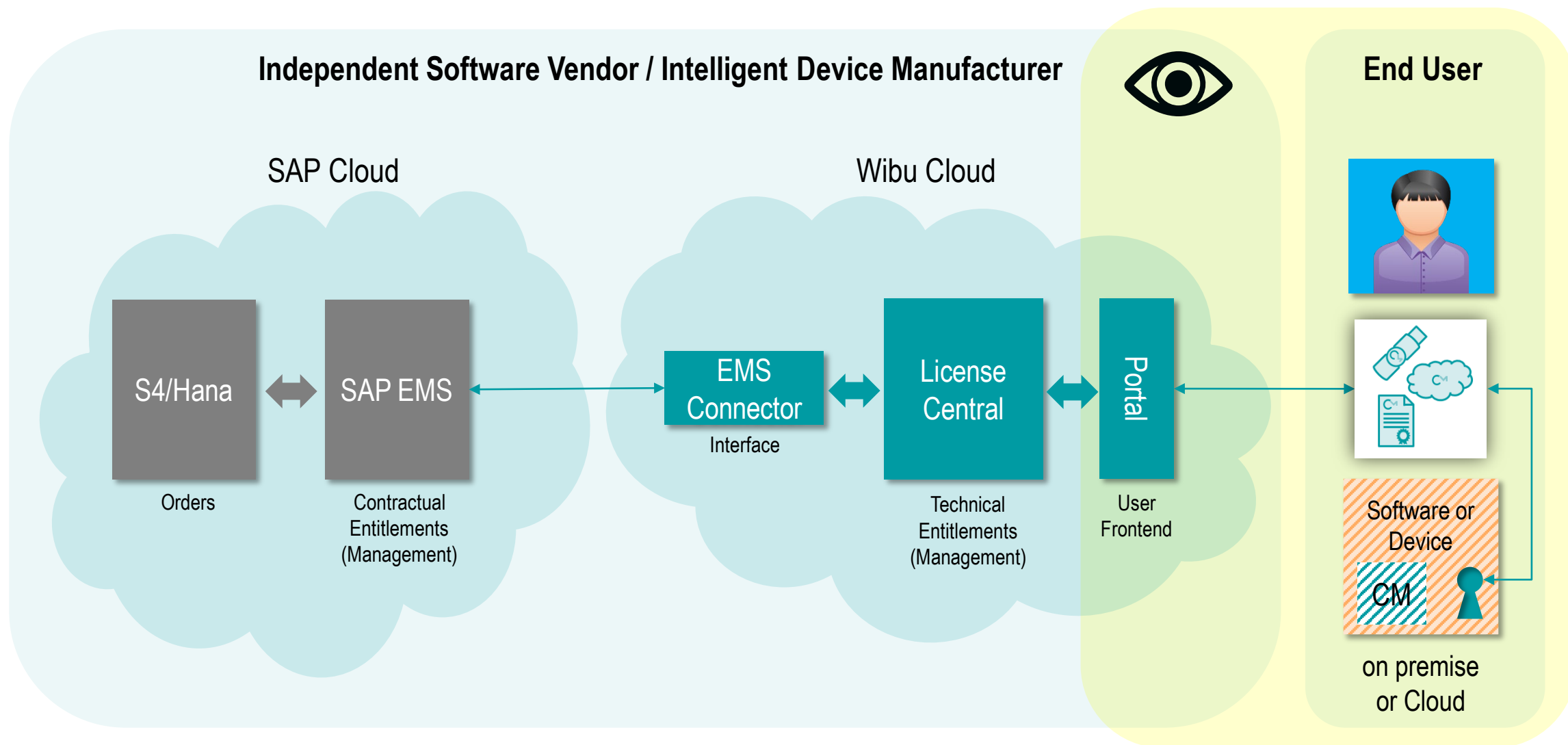
Entitlement delivery process



Integration Scenario

How things work together





How to ...

Activate licenses from an end user perspective (live demo)



Conclusion

Take Advantage of Innovative Entitlement and License Management



Increase sales and revenue

- Empower sales and customer service with accurate and timely insights into customers' entitlements and licenses.
- Reduce the revenue lost to unauthorized usage of software, subscriptions, or product bundles.
- Gain new customers with flexible licensing models.



Reduce costs

- Automate the entitlement and licensing processes.
- Enjoy easy and cost-effective integration, standardized reporting, and improved customer support opportunities.



Improve customer satisfaction

- Provide customers with transparency over their entitlements and licenses via a range of self-service options, alerts, and reminders.

- **Link to Wibu-Systems website:**

- <https://www.wibu.com/products/codemeter-license-central/sap-entitlement-management-and-codemeter.html>

- **Official SAP store:**

- https://store.sap.com/dcp/en/product/display-0000059778_live_v1/CodeMeter%20EMS%20Connector

- **Get in contact with us:**

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Thank you very much!



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