

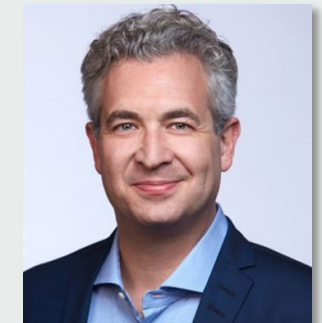
Safer to Market

Licensing and E-Commerce
Integrated

**SECURITY
LICENSING**
PERFECTION IN PROTECTION



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To access the on-demand reply of this masterclass, please visit
[www.wibu.com/resources/webinars/2021/licensing-and-ecommerce-
integrated/access](http://www.wibu.com/resources/webinars/2021/licensing-and-ecommerce-integrated/access)

- Introduction to Cleverbridge
- Introduction to Wibu-Systems
- License Models
- CodeMeter License Central
- Cleverbridge E-Commerce Platform
- Cleverbridge Connector
- Summary

Introduction to Cleverbridge



SAN FRANCISCO

CHICAGO
Main U.S. Office

COLOGNE
Corporate HQ
Development Center

TAIPEI

TOKYO

... Since 2005, a strategic partner of several global brands for transforming their commerce business

... global experts in subscription & billing management

... partner for performance-based digital marketing services as part of growth strategy

1.5M
transactions a month

+50%
are renewals/subscriptions

Key Components

DIGITAL MARKETING SERVICES

- SEO & affiliate marketing
- Campaign mgmt & free trials & signups
- Cart abandonment e-mail campaigns

SUBSCRIPTION MANAGEMENT PLATFORM

- Flexible pricing & subscriptions
- Manage up-&/downgrades, X-sells and promotions
- Plug&play integration to leading CRM tools
- Smart renewal management (e-mails, account update & smart retry logic)

STOREFRONT & PAYMENT CHECKOUT

- Optimized & fully flexible & localized customer experience
- 50+ Global payment methods & currencies, B2B payment options, 30+ languages,
- A/B testing functionalities

REPORTING & ANALYTICS

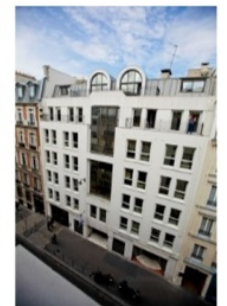
- KPI management (MRR, CLV,...)
- Subscription reporting
- Marketing & data analytics
- Visual dashboard(s)

TAX COMPLIANCE & EXCEPTION HANDLING

- Global tax mgmt: calculation & mgmt. of all different taxes
- Global compliance mgmt: monitoring & applying changing regulatory landscape
- Global risk & fraud management
- Handling: dispute & chargeback, dunning refunds, goodwills

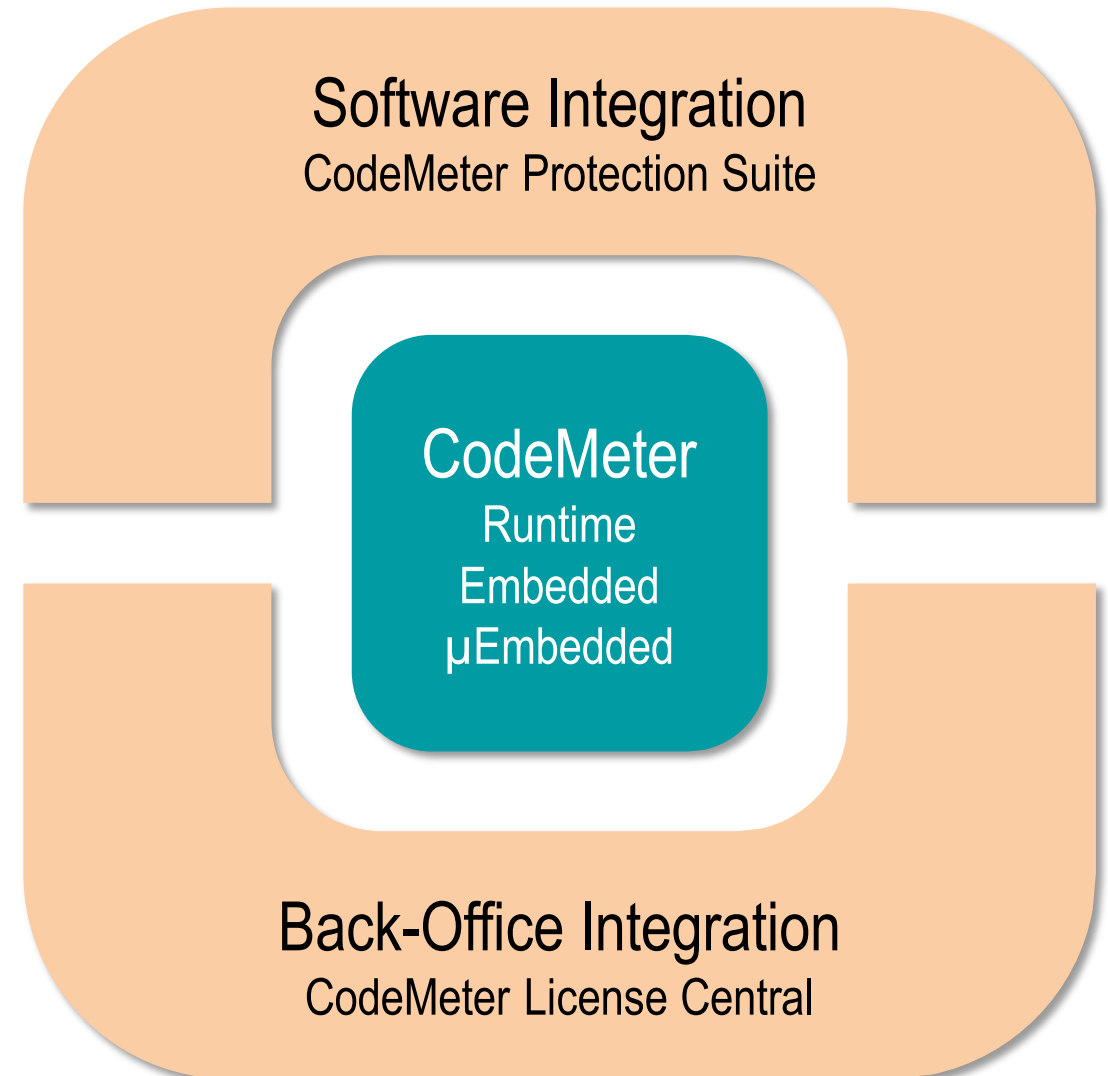
Introduction to Wibu-Systems

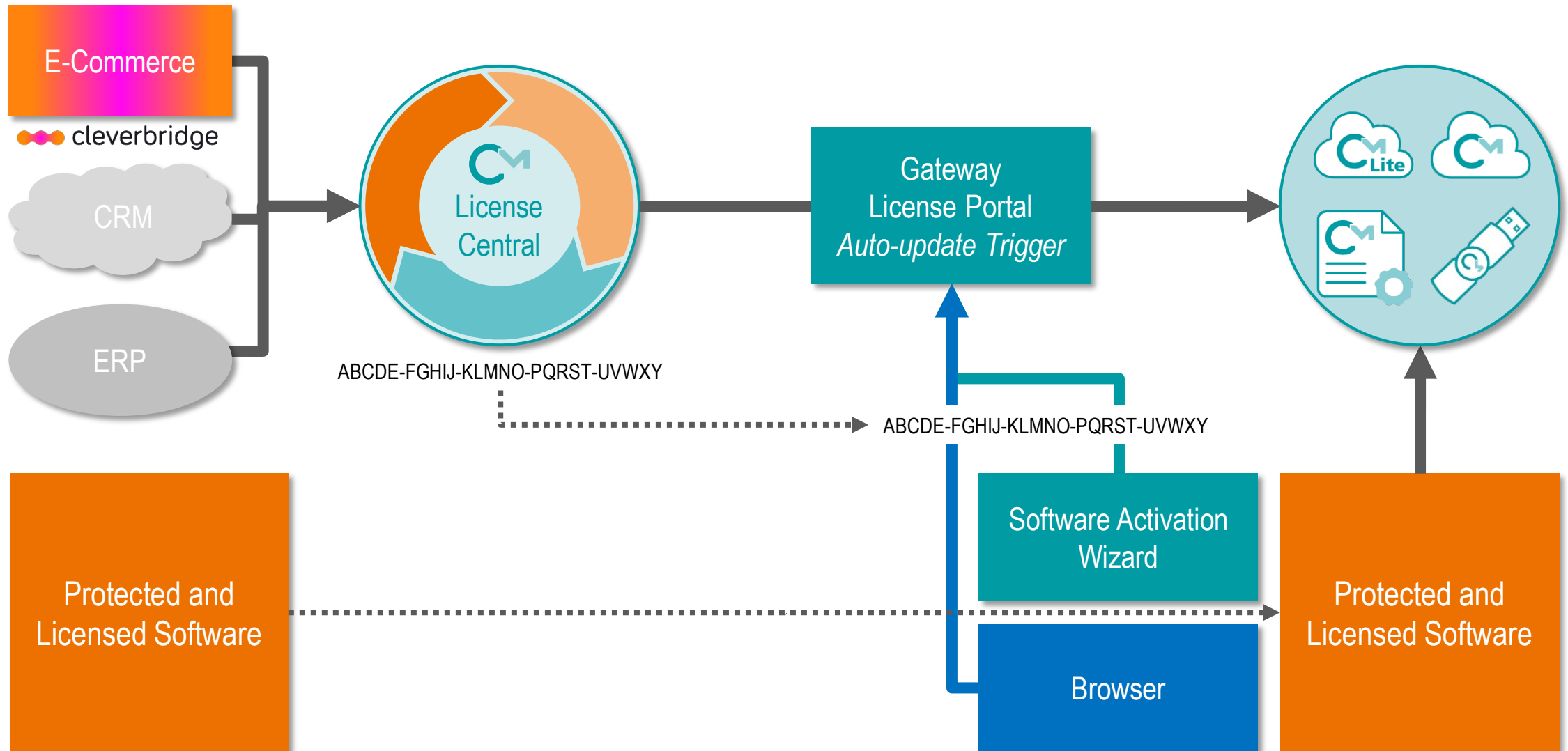
- Founded in 1989
 - By Oliver Winzenried and Marcellus Buchheit
- 130+ employees worldwide
 - Headquarters in Germany (Karlsruhe)
 - Subsidiaries in Belgium, China, France, Japan, Netherlands, Spain, Sweden, UK, USA
- Focus on Protection, Licensing, and Security
- Global top 3 vendor in software licensing
- Continuity and Compatibility



The Overall Picture of Protection and Licensing

- CodeMeter
 - License Models
 - CodeMeter Variants
- Software Integration
 - Automatic Encryption
 - API Calls
- Back-Office Integration
 - ERP / e-commerce / MES / CRM
 - Software Activation





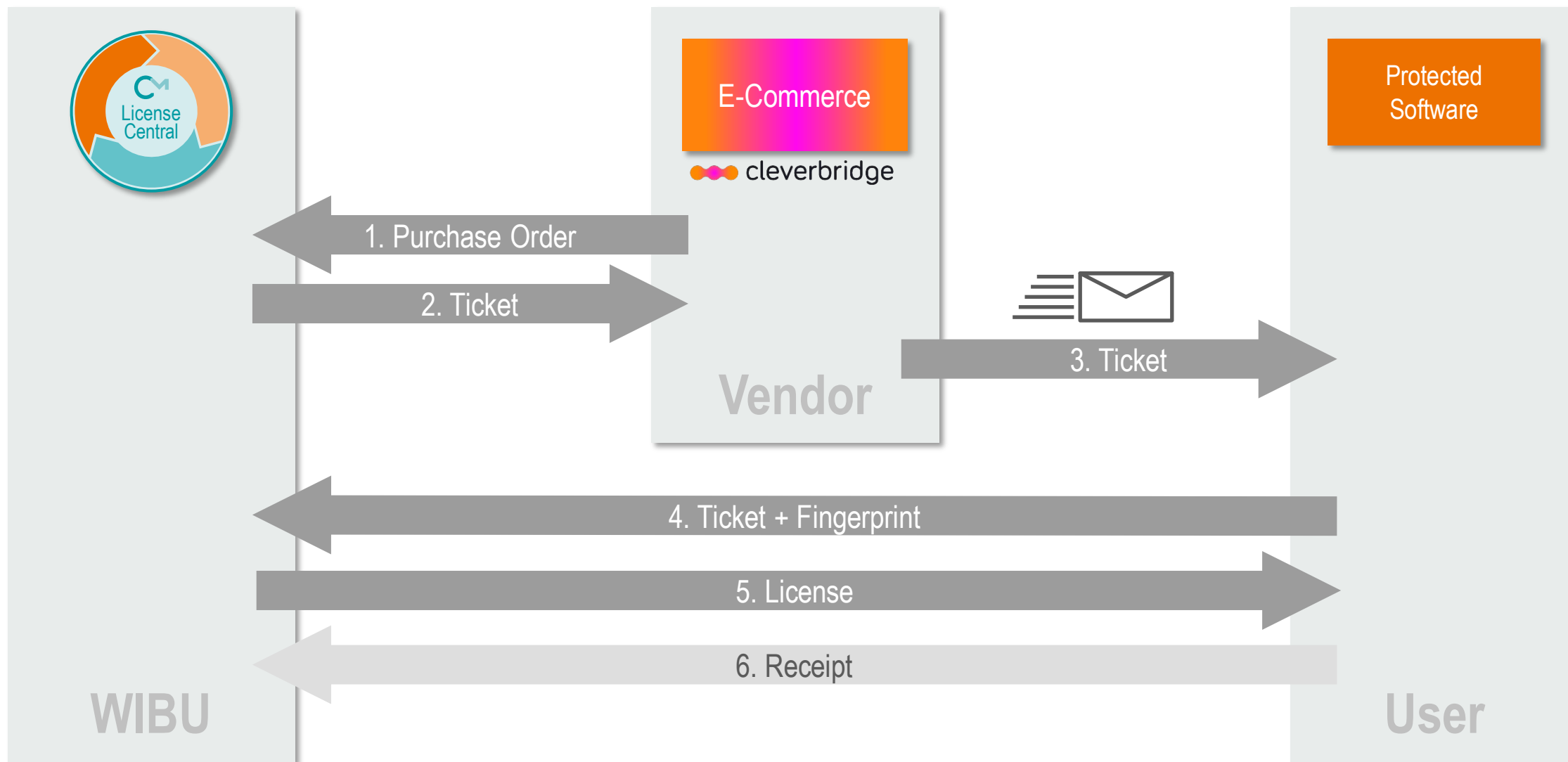
License Models

Overview of the License Models Supported by CodeMeter

Single User License	Single User License in a Virtual Machine	Network License / Concurrent Users	Feature-on-Demand License
Perpetual License	Demo / Trial License	Subscription License	Pay-per-Use License
License with Maintenance Contracts	License with Downgrade-Right	License with Upgrade-Right	Grace Period License
Volume License	High Availability License	Hot Standby License	Cold Standby License
Overflow License	Borrowable License	Transferable License	Named User License
Computer-bound License	Time Zone License	Country-Based License	...

CodeMeter License Central

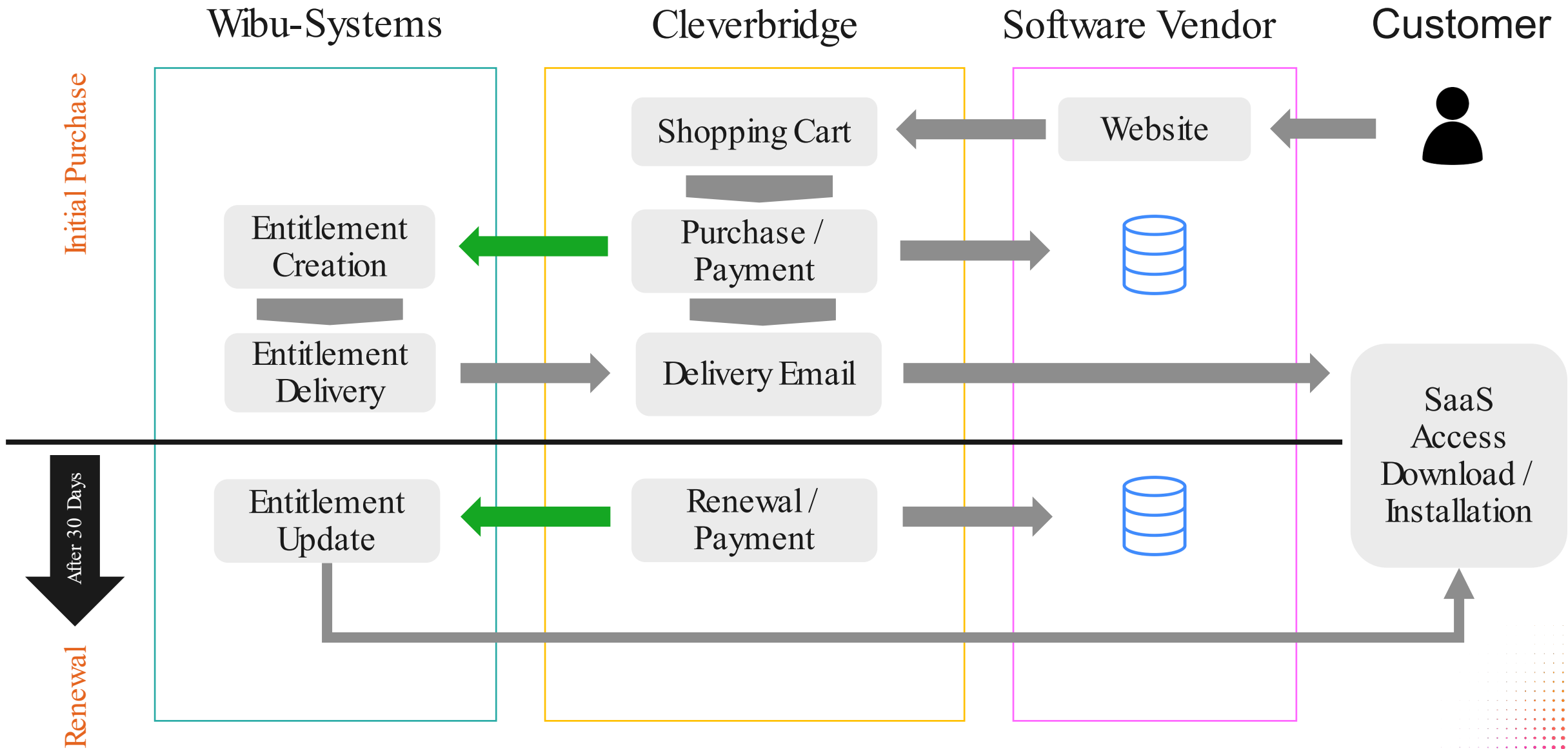
CodeMeter License Central – Ticketing System



- Configuration of an Item in CodeMeter License Central
 - Perpetual License
 - Subscription License
 - ...
- Important trigger to Cleverbridge
 - ItemID

Cleverbridge E-Commerce Platform

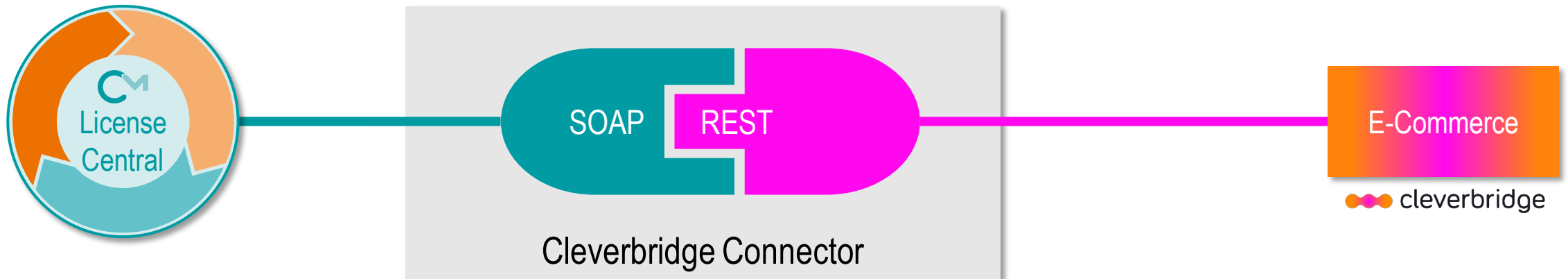
WIBU – Cleverbridge Integration for Subscription



Demo

- Configuration of product in Commerce Assistant
- Configuration of license generator
- Demo purchase
- Delivery of Ticket to user via e-mail

Cleverbridge Connector



Summary

- Available Out-of-the-Box
 - Cleverbridge Connector
 - Easy configuration
 - Mapping with Idem ID
- All license models available
- Cleverbridge: Experts for E-Commerce
- Wibu-Systems: Experts for License Enforcement

Many thanks for your kind attention



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