

# Features-On-Demand

Motivation – Integration – Success

**SECURITY  
LICENSING**  
**PERFECTION IN PROTECTION**



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

[www.wibu.com/wibu-systems-webinars/features-on-demand/access.html](http://www.wibu.com/wibu-systems-webinars/features-on-demand/access.html)

# Why Features-On-Demand

- What does Features-On-Demand mean?
  - Selling software in different configurations / Modular licensing
  - Temporarily need of more licenses
  - Pay-Per-Use models
- Why should I use Features-On-Demand?
  - Low-cost entry offers for new customers
  - Possible increase in sales with after sales business
  - Flexible pricing
  - New markets – new customers

## Integrate Once

### Integration into software

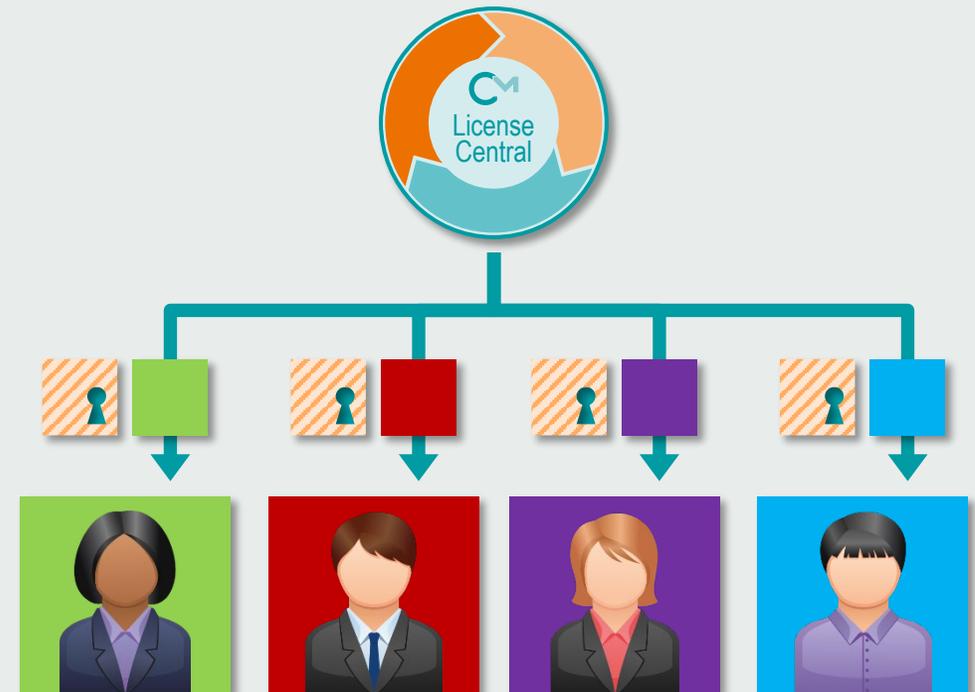


### Integration into processes



## Deliver Many

### Delivery to the user



# The Solution: One Software Package – Different Licenses

 <p>Software</p> <p>License</p> <ul style="list-style-type: none"> <li>• Sample Notepad</li> <li>• Single User</li> <li>• Trial             <ul style="list-style-type: none"> <li>• 30 days</li> <li>• All other features</li> </ul> </li> </ul>	 <p>Software</p> <p>License</p> <ul style="list-style-type: none"> <li>• Sample Notepad</li> <li>• Single User</li> <li>• Features             <ul style="list-style-type: none"> <li>• Change Font</li> <li>• Hex View</li> <li>• C# Highlighting</li> </ul> </li> </ul>	 <p>Software</p> <p>License</p> <ul style="list-style-type: none"> <li>• Sample Notepad</li> <li>• Single User</li> <li>• Features             <ul style="list-style-type: none"> <li>• Hex View</li> <li>• C# Highlighting</li> </ul> </li> </ul>	 <p>Software</p> <p>License</p> <ul style="list-style-type: none"> <li>• Sample Notepad</li> <li>• Subscription</li> <li>• Features             <ul style="list-style-type: none"> <li>• Premium Edition</li> </ul> </li> </ul>
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# Which CodeMeter Product Item Option

- **Flat List**
  - Each module has its own **Product Code**
- **Feature Bits I**
  - Each module is a bit in the **Feature Map**
- **Feature Bits II**
  - Own bitmask in **(Extended) Protected Data**
- **Structured List**
  - Each module has its own Product Code
  - Structuring in **Module Items**

# Comparison of the Realization Options

Feature	Flat List Product Codes	Feature Bits I Feature Map	Feature Bits II Protected Data	Structured List Module Items
Security	+++	++	+	+++
Number of Modules / Features	2,000	32	>2,000	2,000
Updates with CodeMeter License Central	Simple and independent	Complex	Individual	Replacing the complete Item
Grouping Licenses in CodeMeter Runtime	-	Yes	Yes	Yes
Borrowing Licenses	Individual features	Entire license	Entire license	Entire license
Individual Expiration Date	Yes	-	-	Yes
Individual Counter (Pay-Per-Use)	Yes	-	-	Yes
Individual Number of Concurrent Users	Yes	-	-	Yes

# Integration into the Software

Options	A	B	C	D	E
CodeMeter Core API	x	x	x	-	-
AxProtector Basic Feature	-	-	x	x	-
AxProtector Modular Licensing	-	-	-	x	x
Wibu Universal Protection Interface	-	-	-	x	x
AxProtector IP Protection	-	x	-	-	x

Comparison	A	B	C	D	E
Protection Level	low - medium	high	higher	highest	high - highest
Starting Without License	yes	yes	-	-	yes
Integration Effort	medium	medium	medium	medium - high	medium - high
AxProtector related costs	-	B + IP	B	B + M	B + M + IP

Feature	Basic	Standard	Premium	Product Code
Basic Functions	+	+	+	201,000
Change Font	+	+	+	201,001
Hex View	-	-	+	201,002
C# Syntax Highlighting	-	+	+	201,003
Python Syntax Highlighting	-	+	+	201,004
Debugging	-	-	+	201,005
...	..	..	..	..

# CodeMeter License Central

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Feature	Flat List Product Codes	Feature Feature	Individual Data	Structured List Module Items
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Grouping Licenses in CodeMeter Runtime	-	Yes	Yes	Yes
Borrowing Licenses	Individual features	Entire license	Entire license	Entire license
Individual Expiration Date	Yes	-	-	Yes
Individual Counter (Pay-Per-Use)	Yes	-	-	Yes
Individual Amount of Concurrent User	Yes	-	-	Yes

**Depends on ISV's processes**

- Every feature is associated with its own item in CodeMeter License Central
- Features are sold separately
  - One ticket with multiple features
  - Multiple tickets with multiple features
- Often used when current license and/or customer is not known during the upsell-process
  - Simple e-commerce solution
- Packages can be sold via bundles

- Every feature is created as a Module Item Child
- Products are created as Module Item Parents
  - Children are often added as opt-in or opt-out to the parents
- During creation of a license, the desired children (features) are selected
  - User receives one license, which includes the desired features
- During the upsell-process, the old license is replaced with the new license
  - Customer and license needs to be selected
  - New license can include more or fewer features

# Best Practice Tips

- Feature-On-Demand often offers many selectable features
- Subscription usually offers complete packages
  - Either including all products
  - Or 2 .. 3 packages (Basic, Standard, Premium)
- Subscriptions for single features are unusual
  - Overly complex processes for billing and handling
- Best Practice: Feature-On-Demand & Subscription
  - Create a few packages
  - Offer subscription for these (few) packages

- One Product Code unlocks all
- Used for internal licenses
- Unlocks also features, which will be released in the future
- Integration
  - Additional Product Code in the License List of AxProtector

Many thanks for your kind attention



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