

Consumption-Based Licenses

How and Why to Create and Sell Consumption-Based Licenses

SECURITY LICENSING PERFECTION IN PROTECTION





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Where to find the accompanying audio

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

www.wibu.com/wibu-systems-webinars/consumption-based-licensing/access



License Models



Favorite License Models

- One-off purchases and perpetual licenses
 - Optionally, with Maintenance Subscriptions
 - Optionally, Features-on-Demand
- License Subscriptions
 - Recurring Revenue
 - Optionally, a few packages (2..3)
- Consumption-based licenses
 - Pay-per-Click / Pay-per-Time / ...



Consumption-Based Licensing vs. Traditional Models

- Pro Consumption-Based Licensing
 - Reaching new target groups (sporadic users)
 - Fair charging of values for user
- Contra Consumption-Based Licensing
 - Expensive (too high?) price for power users
 - Less predictable than subscription licenses or maintenance subscriptions



Online and Offline Scenarios



Online and/or Offline?

- In Online scenarios, license usage can be recorded easily and monitored in real time
 - License Server at vendor side (in the Cloud)
- In Offline scenarios, license usage needs to be recorded offline and transferred securely to the vendor
 - Prepaid contingents
 - Storage in the license, automatic transfer with the next license update
 - Storage in a protected license tracking file and file transfer
- CodeMeter offers tracking in Online and Offline scenarios



Implementation with CodeMeter



Live Demo – Unit Counter

- Defining a separate Product Code per Features
- Defining a Unit Counter
- Click-based measurement
 - Decrement via API in Software
- Time-based measurement
 - Decrement via API in Software
 - Decrement via AxProtector
- Offline: Getting Feedback from Context File
- Online: Checking Unit Counter in CodeMeter Cloud



Live Demo – License Tracking

- Definition of a separate Product Code per Features
- Activating License Tracking
- Getting Feedback from reporting file
- Reporting in CodeMeter WebAdmin available for user



Use Case 1

It's Christmas Time



POS Cash Register Software for Retailer Industry

Customer Journey

- 15 Lines maximum capacity
- Before Xmas: 2 more special counters in the front of the store
- Customer needs: 15 permanent licenses + 2 overflow licenses

CodeMeter Implementation

- 1 Product Item with 15 licenses (License Quantity = 15)
- 1 additional Product Item with same Product Code, 2 licenses and Unit Counter
- Software decrements Unit Counter every minute
- Check and refill Unit Counter once per year



POS Cash Register Software for Retailer Industry





Use Case 2

Complete Software Suite



Civil Engineering Software – Complete Suite for Rent

Customer Journey

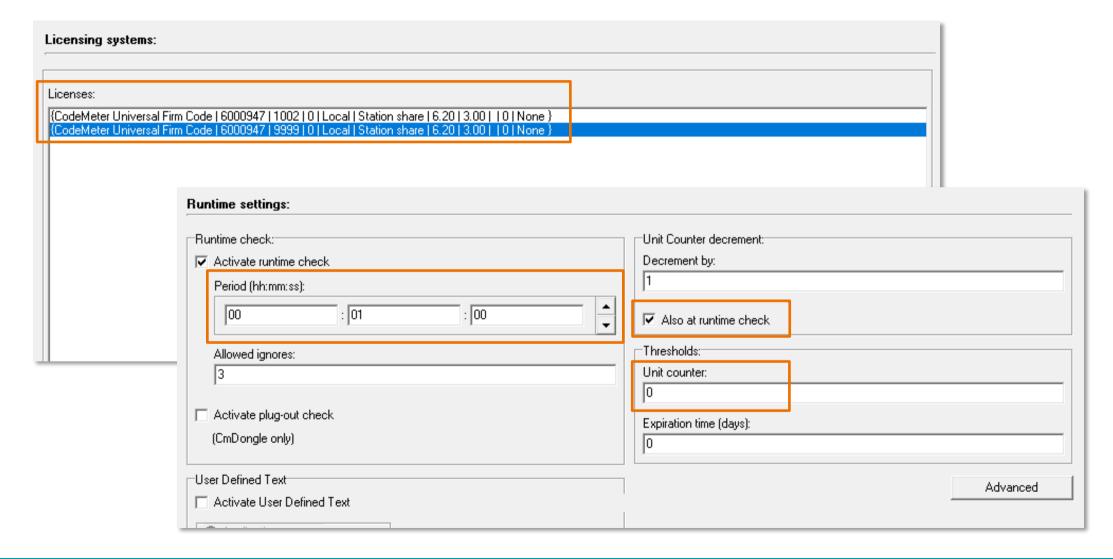
- Vendor offers 40+ different products
- Some users need different products, but only for a short time
- Creation of time-based complete suite package

CodeMeter Implementation

- Different Product Codes for every product One additional for complete suite
- Encryption with AxProtector and 2 Product Codes (product + suite)
- Decrement of Unit Counter every minute
- Selling different time contingents (Units) online



Civil Engineering Software – Complete Suite to Rent





Use Case 3

Pay-per-Exam



Driving School Software

Customer Journey

- Software is sold with pay-per-click model
- Every exam costs xx €
- No perpetual license available

CodeMeter Implementation

- CodeMeter Core API is used to decrement the Unit Counter when an exam is taken (after print of exam result)
- Packages with n Units are sold
- Software is protected using AxProtector (to prevent reverse engineering)



Driving School Software

```
CmAccess2 cmacc2 = new CmAccess2();
cmacc2.FirmCode = 6000947;
cmacc2.ProductCode = 1001;
var handle = api.CmAccess2(CmAccessOption.Local, cmacc2);
CmCrypt2 cmcrypt = new CmCrypt2();
byte[] data = GetRandomData(16);
cmcrypt.BaseCrypt.EncryptionCodeOptions |= 1; // decrement by 1
var res = api.CmCrypt2(handle, CmCryptOption.AesEncryptEcb, cmcrypt, data);
api.CmRelease(handle);
```



Summary



Summary

- CodeMeter supports all license models:
 - Perpetual, Features-on-Demand, Subscription, Consumption-Based, and any combination thereof
- CodeMeter supports Online and Offline scenarios
- Unit Counter measures Time and Actions (Clicks)
 - Pre- and post-paid billing
- APIs for process integration
- License Tracking
 - Detailed usage statistics for user and vendor



Many thanks for your kind attention

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