

AI Monetization, Done Right: A Practical Guide for Product and Pricing Leaders

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SOFTWARE LICENSING SERVICE

Monetize SaaS, IoT, and on-premises software with FlexNet Licensing

Streamline operations with a powerful software licensing service that enables you to grow recurring revenue and monitor compliance.

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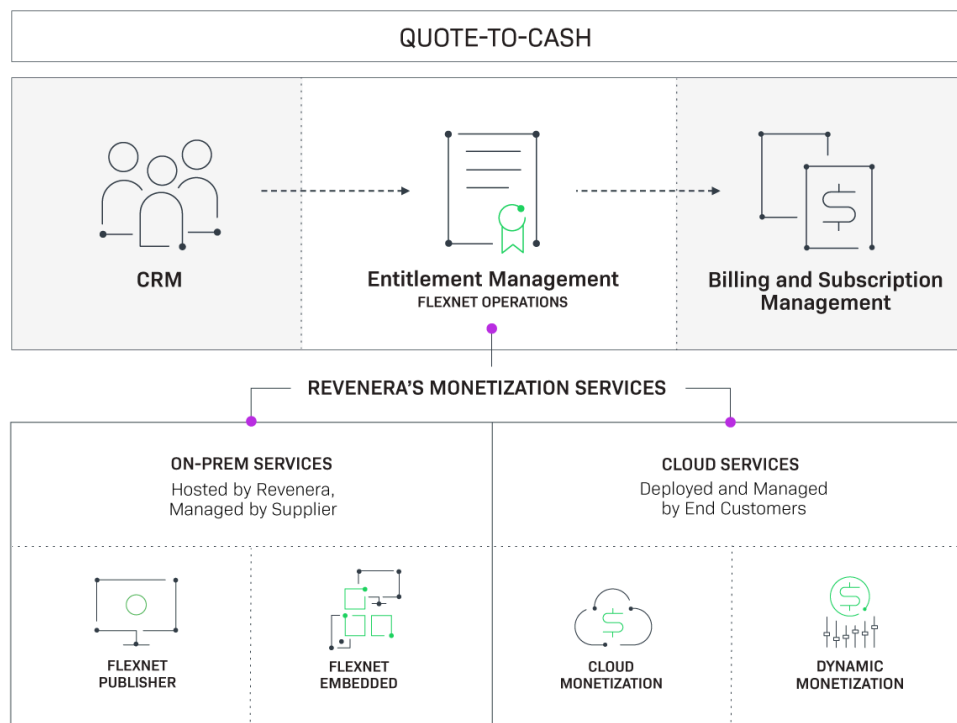
FlexNet Licensing



based, node-locked, named-user, capacity, metered, pay-for-use, pay-for-coverage, time-limited, and more.

It can operate as standalone infrastructure, as an SDK built into your application, or as a flexible web services framework, enabling diverse **software licensing models** across hybrid deployments – even in air-gapped, virtualized, and containerized environments.

Centralized licensing ensures a holistic view of end customer consumption across your entire product line, and allows you to offer flexible pricing and packaging options to meet specific customer needs.



Revenera's broad range of software licensing services support all deployments – on-premises, embedded, SaaS, and Cloud



“ *Ikon Science is always looking to elevate our customer experience to provide the flexibility through license models and the release of new solutions with different delivery methods. Revena has been a long-time partner to help us realize this vision by providing a variety of licensing models, remote connectivity options and allowing us to focus on technology innovation.*

STUART THOMSON

CHIEF TECHNOLOGY OFFICER, IKON SCIENCE

KEY BENEFITS OF FLEXNET LICENSING

- Improve the customer experience by enabling self-service activation
- Accelerate time-to-market with 'best of breed' licensing technology
- Easily adapt pricing and feature bundling to meet market demands
- Access to a dedicated software licensing service and customer support team
- Report and act on 'red flag behavior', such as license cloning or clock wind-back

FLEXNET LICENSING FEATURES

Dynamic Monetization

DYNAMIC MONETIZATION

Dynamic Monetization is an API-driven cloud service that allows technology companies to introduce flexible monetization models for connected software and devices. The first supported model is Elastic Access, a unique, out-of-the-box approach that allows producers to:

- Make rapid price and packaging changes with adjustable Rate Tables
- Improve user experiences with streamlined procurement to avoid project delays
- Optimize costs for customers, as pricing aligns with value and real-time usage data ensures exact charging
- Lower barriers to entry for small and mid-size enterprises, with the ability to try new products before subscribing
- Gain actionable insights with detailed usage reports to identify upsell and cross-sell opportunities.

“ *Moving to a subscription model has accelerated our growth and opened up new markets for 2020. Changing to software keys and knowing we still had control of licenses allowed us to enhance our customer experience without*



*stable, secure foundation we needed to
implement these improvements.*

PAUL SIMACEK

MANAGER PRICING & LICENSING, 2020 SPACES

Flexible Software Licensing Service

FlexNet Licensing comprises a range of mature, state-of-the-art software licensing services that global technology leaders trust.

When used in conjunction with the **FlexNet Operations entitlement management system**, you can gain usage insights to better inform product and feature planning – tracking utilization to understand key value drivers, detect overuse, manage compliance, monitor churn risk, and enable usage-based chargeback for SaaS applications.

FlexNet Licensing protects your software against revenue loss by ensuring only licensed and credentialed users can access your products. You can implement anything from strict enforcement to trust-but-verify programs, consistently enforcing license terms without impacting usability and customer satisfaction – protecting IP for on-premises products and controlling access to SaaS apps and IoT devices.



GROW

Recurring Revenue

Monetize What Matters

See how Revena's monetization solutions can help you grow revenue, protect IP and enhance the customer experience.

[PLAY VIDEO](#)

The robust software licensing service provides multiple layers of protection, allowing you to add tamper-resistance to your code, install safeguards against unauthorized access, use secure activation mechanisms, detect hacking and overuse, and react accordingly.

Revena has collaborated with cloud and virtualization platform providers to ensure seamless licensing functionality in these environments, and FlexNet Licensing can



Additionally, FlexNet Licensing's sophisticated activation processes help IoT device manufacturers tackle gray market abuse by ensuring only original devices are activated.

“ We knew we would be gaining advantages by automating product licensing, but we wanted to make the transformation as seamless as possible. We felt we were well-positioned to take what Revena had and integrate it with our product line to create an attractive offering for our customers.

CHUCK SCHWERIN

SR. PRODUCT MANAGER OF LICENSING TECHNOLOGIES, MAPINFO

Resources

SOFTWARE MONETIZATION revena.

FlexNet Licensing

Launch new business models. Protect your IP.
Reduce the risk of revenue loss.

[LEARN MORE](#)

The screenshot shows a webpage header with a green bar containing 'SOFTWARE MONETIZATION' and the 'revena.' logo. Below the header, the main content area features the title 'FlexNet Licensing' followed by a short description: 'Launch new business models. Protect your IP. Reduce the risk of revenue loss.' A green button with the text 'LEARN MORE' is positioned below the description. The background of the page is a light gray with a subtle pattern of interconnected nodes and lines.

VIRTUAL EVENT • APRIL 28, 29 & 30

revena.

SoftSummit 2026

SOFTWARE MONETIZATION CONFERENCE

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The banner features a vibrant, abstract background with swirling green and purple colors. At the top right, it says 'VIRTUAL EVENT • APRIL 28, 29 & 30'. The 'revena.' logo is in the top left. The main title 'SoftSummit 2026' is prominently displayed in the center, with '2026' in a larger, bold font. Below the title, it reads 'SOFTWARE MONETIZATION CONFERENCE'. At the bottom, there is a green button with the text 'REGISTER NOW >'.



FlexNet Licensing

Protect and monetize your IP with flexible software licensing—on-premises, SaaS, cloud, virtualized...

SoftSummit 2026

April 28, 29 & 30 (Tuesday, Wednesday & Thursday)

Register today so you won't miss out on SoftSummit 2026, the industry's leading and longest-running...



IN-PERSON EVENT

Revenaera Connect 2026: Dublin

Wednesday, June 17

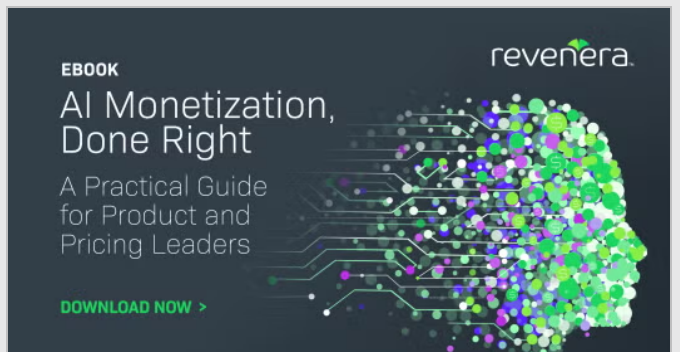
Register for Revenaera Connect 2026 in Dublin! The event will offer new insights and expertise into the late...



WEBINAR

Software License Compliance Best Practices - part 3

Aligning Stakeholders, Legal Readiness & Customer Engagement



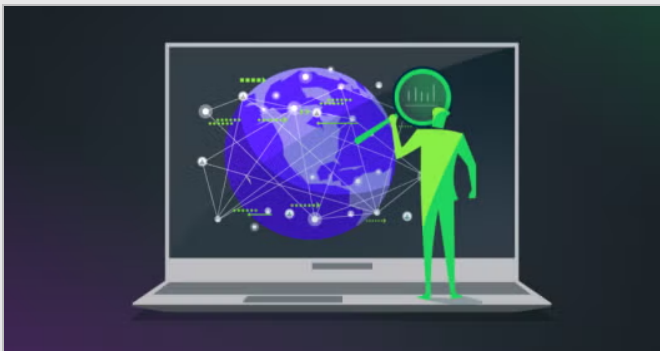
6 Steps to Launching Usage-Based Pricing for SaaS and AI

In this webinar, Nicole Segerer, General Manager at Revena, will share this practical 6-step...

AI Monetization, Done Right: A Practical Guide for Product and Pricing Leaders

This guide outlines how product and pricing leaders can achieve sustainable AI profitability by...

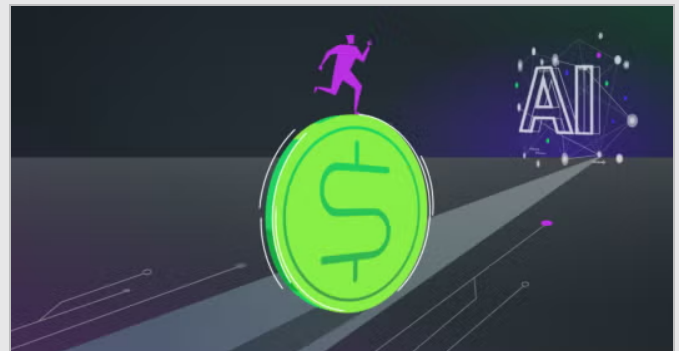
From the Blog



BLOG

Software Usage Tracking: From Raw Data to Real Visibility

Software usage tracking used to be fairly straightforward. You collected data, generated reports, and...



BLOG

AI Licensing: Moving Beyond Subscription to Capture Economic Value

Software monetization is at an inflection point, as the challenge of AI licensing creates new layers of...



**BLOG**

Software Billing is Already a Nightmare. Entitlement Management Shouldn't Be

Engineering teams don't need convincing that billing is hard. Recently, I read an article from Lag...

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Want to learn more?

See how Revenera's Software Monetization platform can help you take products to market fast, unlock the value of your IP and accelerate revenue growth.

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+ SOFTWARE MONETIZATION

+ SOFTWARE COMPOSITION ANALYSIS

+ INSTALLATION

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REVENERA COMMUNITY

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