

SmartFlow helps major EDA company build successful compliance program

Key Facts

- When the company realized it needed a formal compliance program, it turned to SmartFlow
- The compliance team has been an integral part of the evolution of the SmartFlow product and the development of its custom in-house compliance program
- The team is very pleased with the SmartFlow results and is now taking action using the information gathered

This leading EDA software developer is focused on helping customers build great products that connect the world. When it discovered its software was being pirated, it began looking for solutions to stop the piracy.

The Challenge

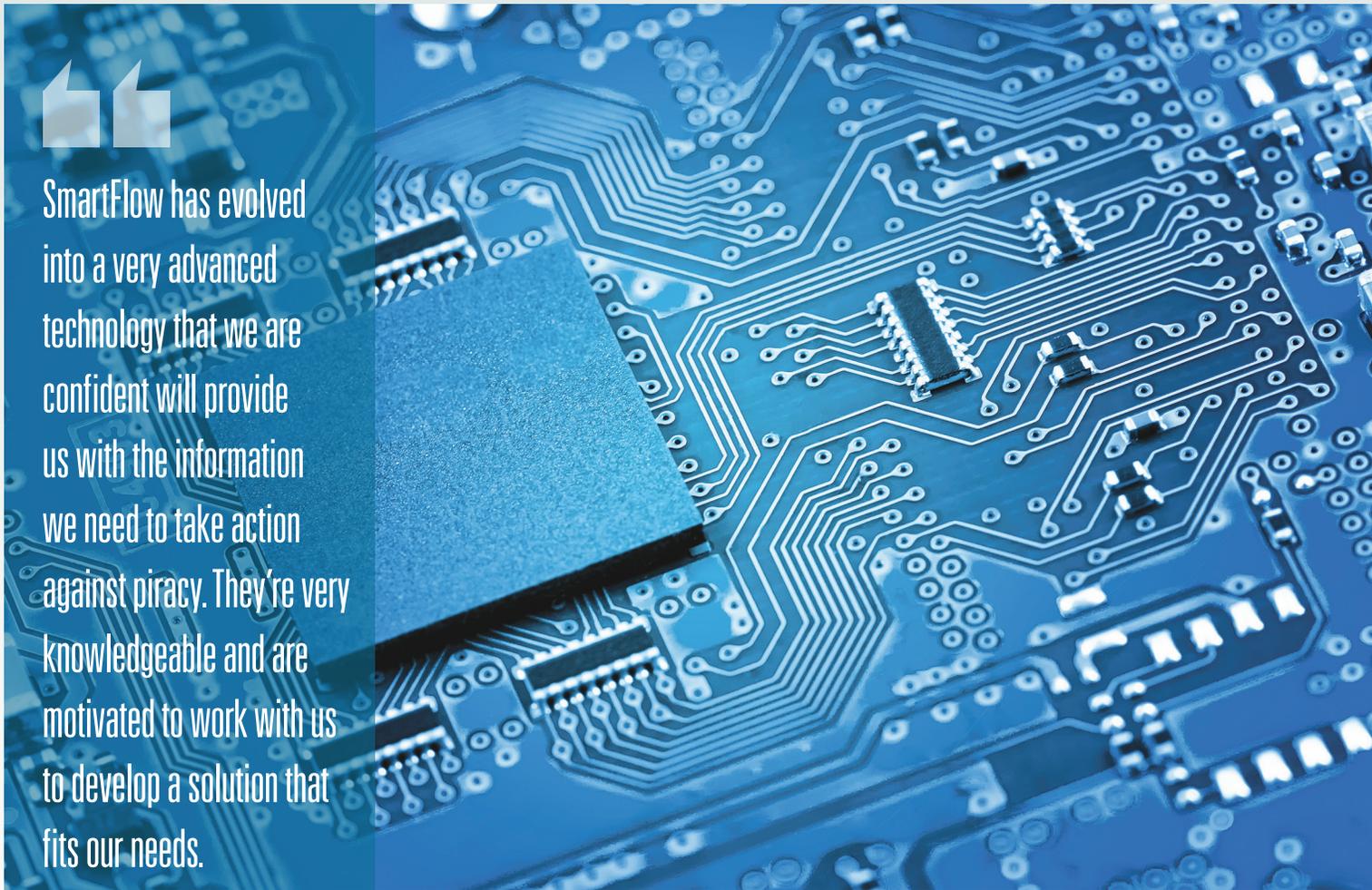
The company had suspected for a long time that its software was being pirated so four years ago a pilot program was started in which anti-piracy technology was integrated into one of the smaller software product lines.

The technology validated the assumption that piracy was very pervasive in terms of the volume of software licenses being stolen. This pilot program also provided clear proof that other product lines were being pirated as well.

Subsequently, the compliance team tried to develop some models that would help estimate the potential monetary value of product being lost to piracy and the potential for recovery if it was to embark on a license compliance program.



SmartFlow has evolved into a very advanced technology that we are confident will provide us with the information we need to take action against piracy. They're very knowledgeable and are motivated to work with us to develop a solution that fits our needs.



The Solution

It was decided that the volume of piracy was a clear indicator that would warrant action. In terms of modeling a license program, there were several factors to consider, including the sensitivities involved with some of the infringing organizations who were customers, as well as company cultures, and, finally, how aggressive the compliance team wanted to be about their findings.

The company always had a very clear mandate from management regarding the importance of compliance so they wanted to take every step possible to ensure that their IP was protected. It was also very important to them to help their customers achieve compliance. This helped set the tone for the license program because there was a lot of infringement that the team did not believe was by design. Today, everyone operates in a globally intertwined world where organizations are spread over multiple countries and regions in terms of how the supply chain is leveraged, therefore it's very hard to manage and monitor who has what software on which computer and to address attitudes about personal liberty. This is a very difficult problem to tackle.

There wasn't a formal compliance program before the company embarked on its project with SmartFlow. Other technologies were used that would help identify and track infringing information, but they were a part of the initial pilot program. When the company decided to invest in SmartFlow, it got serious about a formal compliance program.

Results

The company was introduced to SmartFlow through a reference from one of its partners. Subsequently, contact was established and the company has found the SmartFlow team to be very knowledgeable about compliance and piracy. Since then they have had a great working relationship.

In terms of understanding or setting expectations, the compliance team knew that the SmartFlow solution being developed was new and still evolving. This presented a few challenges in the beginning in that projects they would have liked to have done in weeks took months. At the same time, the advantage SmartFlow offered was that the compliance team was able to be involved from the beginning in how the product was set up and how it has evolved. The team is very pleased with the results it is seeing now and it believes that SmartFlow has matured to

a point where it can start to take action from the information that has been gathered.

Why SmartFlow

The EDA company chose SmartFlow because of its advanced technology that provides the ability to very accurately pinpoint misuse of applications and deliver the details needed to prevail in a demand negotiation or lawsuit. The case management system, state-of-the-art matching algorithms, and comprehensive business intelligence and reporting capabilities are invaluable tools. The SmartFlow people are extremely knowledgeable and work well with the compliance team to customize a solution that fits the EDA company's specific needs. more about SmartFlow compliance solutions at smartflowcompliance.com or call +1-424-278-9990 to speak to a SmartFlow representative.

About SmartFlow

SmartFlow Compliance Solutions (SCS), a leading software anti-piracy and cyber security company, empowers software vendors to combat piracy, copyright infringement, and under-compliance. With SmartFlow's technologically advanced, automated tools companies can set up a robust software compliance program that uses minimal resources to identify software abuse, track usage data, and tackle revenue recovery. Over a decade in development, SmartFlow identification and analysis software represents the best practices of license compliance programs within the world's leading companies, providing customers with the insight they need to understand how infringement affects their business, customers, and profits.

SmartFlow technology protects over \$10 billion in licensed software applications worldwide and has shipped in over 500 software products.

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