Revulytics™

Revulytics™ Compliance Intelligence
Revenue recovery begins with discovery

AT-A-GLANCE

- Proven solution to generate license revenue from the use of unlicensed software
- Identify and generate actionable leads from unlicensed usage (overt piracy and license overuse)
- Pinpoint the exact location of unlicensed use of software using the Google Geolocation API
- No impact on end user experience or application performance
- Compatible with existing licensing systems and enforcement technologies
- Scalable data infrastructure and advanced data analysis to grow with business needs leveraging industry leading business intelligence tools
- Easy access to data for compliance teams and analysts
- Trusted partner from initial deployment to campaign creation and optimization

Business Challenge

Software vendors of all sizes are losing millions to piracy every year. Unlike prevention strategies such as licensing and application hardening, a detection strategy is a proven way to generate new license revenue.

Traditional approaches to target unpaid use such as anecdotal evidence or profiling do not offer reliable, forensic evidence of infringing use.

While many vendors have "phone home" functionality in their applications, it is often insufficient to identify infringing users and not actionable by the teams responsible for software piracy or license compliance.

The challenge for software vendors lies in systematically identifying unlicensed users, generating actionable intelligence, and analyzing which revenue conversion opportunities to pursue.

The Solution

Compliance Intelligence provides software vendors with actionable intelligence on the unpaid use of their applications to generate new license revenue. Vendors can now analyze and visualize the unlicensed use of their products. Armed with this intelligence, they are tapping a previously unidentifiable market and adding to their top line revenues with new and expansion license sales.

Revulytics™

Compliance Intelligence

Revenue recovery begins with discovery. Compliance Intelligence is a proven solution used by software vendors of all sizes looking for deeper analytics into the use and misuse of their products to generate new license revenue. Combined with Revulytics' expert engagement team, customers are seeing significant growth in their compliance conversion sales.

- Flexible API allows developers to trigger Compliance Intelligence functionality based on customerdefined parameters (library supports Windows, Linux and MacOS applications)

- Comprehensive and flexible data collection and reporting enables vendors to specify thresholds for triggering and timing of the egress of usage and environmental data: collect application, machine, network, and environment attributes to help identify organizations misusing applications or pinpoint where the application threat was encountered

- Transparently egresses forensic data without impacting user or application experience

- Conditional filtering to enable policy-based data collection (e.g., excluding data types from specific regions)

- Enhanced geolocation capabilities to identify organizations and locate the exact locations of unlicensed use

- Flexible data hosting options allows the software vendor or Revulytics to host and manage

- Force.com dashboard with out-of-the box and customizable reporting; optional Tableau integration for software vendors with higher data volumes and complex reporting needs

- Easy integration with CRM systems including Salesforce.com

- Seamless integration with existing license enforcement systems including Flexera, SafeNet, Reprise, WIBU and IBM LUM

- Revulytics engagement team provides expert support on implementation, identification of infringing organizations, data analysis and campaign optimization