

# Licensing & Protection for Enterprise Applications

It's not just commercial ISV applications that need licensing & protection. A sizeable and growing number of organizations using the Software Potential service don't conform to the classic definition of an ISV and wouldn't describe their core business as "software".

Perhaps software is a small but important part of your market proposition; you may even sell software commercially, in support of a larger, more complex technology solutions. This is commonly the case for many InishTech customers in the high tech, electronics, communications, networking and engineering space - software is an important but modest part of their overall business.

Alternatively, you may be developing applications for non-commercial internal use within your organization or for limited non-commercial distribution outside your organization. These applications support your business and are hugely valuable in what they do, but they are not provided as a part of what you deliver to your customers, commercial or otherwise.

If this sounds like you, then the important thing to recognize is that the power and control afforded you by a sophisticated software licensing, packaging and protection platform can still play a vital role in your business, and is in no way diminished by virtue of the fact that your software is not commercially sold or is not your core business.

## ENTERPRISE APPLICATIONS TYPICAL BENEFITS

For non commercial applications there is less need for revenue protection. The focus shifts to being able to easily control and manage how and to whom you distribute the application, and furthermore to protecting the integrity of that application.

In simple business terms, InishTech's Software Potential Cloud Licensing Service delivers the following benefits for organizations developing enterprise applications:

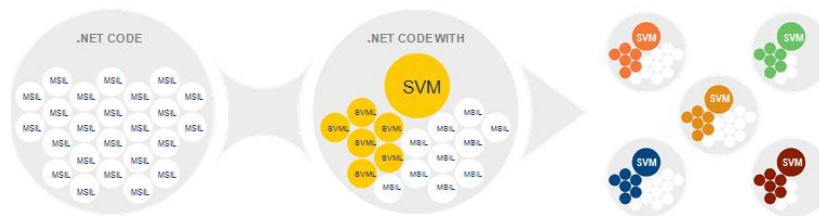
- **Protect your Investment**
- **Manage & Control Usage**
- **Engineering Efficiencies**
- **In-built Process Improvement & Control**
- **Usage Intelligence**



**Complete License Lifecycle Management**

## PROTECTING YOUR INVESTMENT

Just because the applications you develop are not sold commercially does not lessen the threat of piracy or other risks associated with the theft of your intellectual property. The modern Enterprise development team needs to ensure that application code is adequately protected and that there is no possibility of compromising organizational reputation or integrity. With InishTech's patented code transformation technology, you can easily and securely protect your .NET code from threats. The same transformation technology also protects the usage and licensing logic within the application in a secure virtual machine which allows for total control over how the application is used.



**Code Transformation in Software Potential**

## MANAGE YOUR USERS / CONTROL DISTRIBUTION

Licensing allows you to manage all aspects of application usage. From simply knowing who is using your software by enforcing & recording all activations to being able to gather real time usage data to gauge user usage patterns. This can then allow you to provide ROI feedback on particular application features and integrate usage information with your application design and review processes.

## ENGINEERING EFFICIENCIES & PROCESS IMPROVEMENT

Best practice within enterprise development groups is increasingly focused on organizational ROI. Using the same licensing controls as commercial software companies to ensure that the right departments and the right users get access to your in-house developed applications makes sound business sense and helps instill better cost awareness throughout the organization.

Licensing can also help you institutionalize application usage management and protection – building this capability into your application development lifecycle is best practice, enabling a lower cost, more agile, more focused development approach. You can also use licensing to control internal and external access to an application, and where appropriate, use licensing to support billing and cost centre re-charging.

## Try Software Potential today

Software Potential is a true SaaS service - you only pay for what you use, and you can scale up rapidly to service your organization's needs confident in the knowledge that the service will protect your IP and prevent both casual and deliberate misuse. Just click on <http://www.inishtech.com>