



CodeArmor® Intelligence

Software companies selling high-value or popular products know that unpaid use is inevitable. Software licensing often only delays misuse, and adding layers of protection can make everyday use more difficult for your loyal, paying customers. In fact, studies show that for every one paid license in use, there are four unpaid copies being used. Don't treat unpaid use as a cost of doing business (or sit back and hope that one day these users will come around and pay). Software companies that take a proactive approach to convert unpaid users into paying customers have a significant advantage over their competitors.

Quantify and Monetize License Misuse

CodeArmor Intelligence allows software vendors to easily identify organizations adopting unpaid software. It not only identifies the organization name and location but provides detailed information like how many machines are actually using the software, how frequently it is used, and where those machines are located geographically. Vendors can see the actual impact that unpaid software use has on their business, and can quantify the opportunity that converting even a fraction of those unpaid users can have on their top line.

Generate Actionable Sales and Compliance Leads

CodeArmor Intelligence provides software vendors with in-depth evidence and history on which customers and prospects are overusing or overtly pirating software applications. It creates actionable compliance and sales leads by identifying the organization by name, as well as the locations where the applications are actually used. Once identified, software vendors are able to quickly and proactively approach unpaid users to convert them into paying customers as well as manage their conversion progress directly within the CodeArmor dashboard.

Drive Revenue and Gain Customers from Unpaid Software Use

By promptly approaching unpaid users with forensic evidence of misuse, CodeArmor Intelligence customers are able to convert unpaid users into paid users without damaging the customer relationship. The solution allows vendors to track and report only when software is being overused or license enforcement has been disabled. Use your internal sales or compliance teams to drive revenue opportunities, leverage our turnkey conversion services to generate the revenue for you, or use our CodeArmor Control solution to respond automatically to unpaid users. With typical conversion rates around 10 percent, CodeArmor Intelligence customers are adding millions to their new license revenues every year and adding new long-term customers.

Accessible and Actionable Data

CodeArmor Intelligence provides a dashboard leveraging Force.com's cloud infrastructure to enable a simple and secure way to view, manage and access data. Prioritize and route leads to direct sales, resellers, distributors and other partners for seamless follow up and opportunity conversion tracking. The CodeArmor dashboard allows vendors to manage data and compliance programs in one place, connecting the information within their own CRM systems.

CodeArmor Intelligence at a Glance

- **Software Usage Intelligence**
Understand who is using your software and which features are being used.
- **Generate Leads to Increase Revenue**
Create leads on businesses using unlicensed software to convert into paying customers.
- **Turnkey solution**
Easy application integration, on-premise or hosted options, and multiple revenue conversion options.
- **Non-intrusive operation**
Does not impact licensed customers, existing license enforcement or software performance data.

How It Works

The software vendor simply embeds the CodeArmor Intelligence libraries into its application using a proven SDK. When the application is adopted and CodeArmor detects unlicensed use, CodeArmor Intelligence transparently reports usage information from the host environment to the back end reporting system. Vendors can choose what information to collect to comply with existing data compliance policies. CodeArmor is provided as a complete product solution allowing vendors to deploy on-premise or to leverage V.i. Labs secure cloud deployment.

Software vendors control secure access to their data within the CodeArmor dashboard to see all of the organizations around the world that are using their software without paying for it. The data is securely managed within the Salesforce.com multi-tenant architecture. They can even create filters to further tune data being reported or exclude data based on customizable criteria (e.g. certain geographies, or data with less detail). The reporting interface provides an easy way to organize, filter, and report on the collected data.



CodeArmor Intelligence Reporting Dashboard



CodeArmor Intelligence Process