revenera™

Dynamic Monetization

Remove barriers to adoption, allow cross-portfolio access, and enable advanced monetization models with real-time usage data.

Dynamic Monetization is an API-driven cloud service that allows technology companies to introduce flexible monetization models for connected software and devices.

It is designed for high-volume, rapid usage processing, and the first supported monetization model is Elastic Access — a unique, out-of-the-box approach that allows producers to:

- Sell metered tokens (aka flexible credits) to customers, which can be exchanged to access any offering within the portfolio

- Set prices for each item (application, feature, capability, computation, service, etc.) in a Rate Table

- Make immediate pricing and packaging changes by adjusting the Rate Table

- Provide real-time, granular usage data to ensure exact charging and support insightful sales conversations.

Key Product Features

Benefits for Technology Producers

Dynamic Monetization empowers producers to:

- Allow cross-portfolio access for peak seasonal or project-based needs
- Flexibly monetize AI-driven functionality
- Sell premium features exclusively on a pay-per-use basis
- Identify upsell and cross-sell opportunities via detailed usage reports
- Lower barriers to entry for small and mid-size enterprises
- Accelerate speed-to-market with rapid price and packaging management

Benefits for your Customers

Flexible portfolio access ensures customers benefit from:

- Instant scalability to ensure capacity meets demand
- Streamlined procurement to prevent project delays
- The ability to try new offerings without committing to long-term subscriptions
- Minimized waste as unused licenses are replaced with pay-per-use credits
- Cost allocation to specific business units via precise usage reporting
- Improved user experiences as producers tailor offerings to diverse customer segments
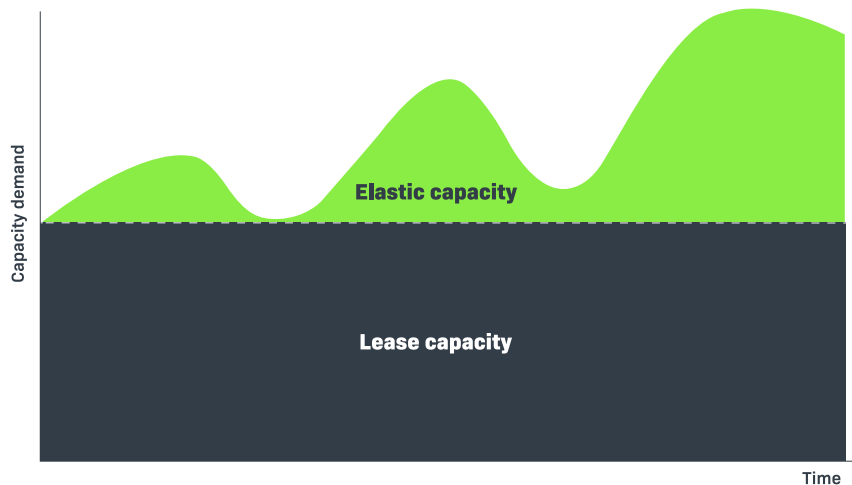
Matching Capacity with Demand

Selling metered tokens empowers your customers with greater control over how they access your portfolio.

Elastic Access complements subscription monetization models, as customers benefit from the ability to instantly scale capacity when needed.

Capacity demand (y-axis)

Elastic capacity

Lease capacity

Time (x-axis)

"This approach to monetization lowers cost barriers and simplifies adoption, allowing us to reach new customers and expand into new markets. Revenera's expertise throughout the implementation process helped ensure that Ansys customers can easily access extra licenses during peak project periods, try new software products, and gain valuable insights into their existing usage."

STEVE DEL
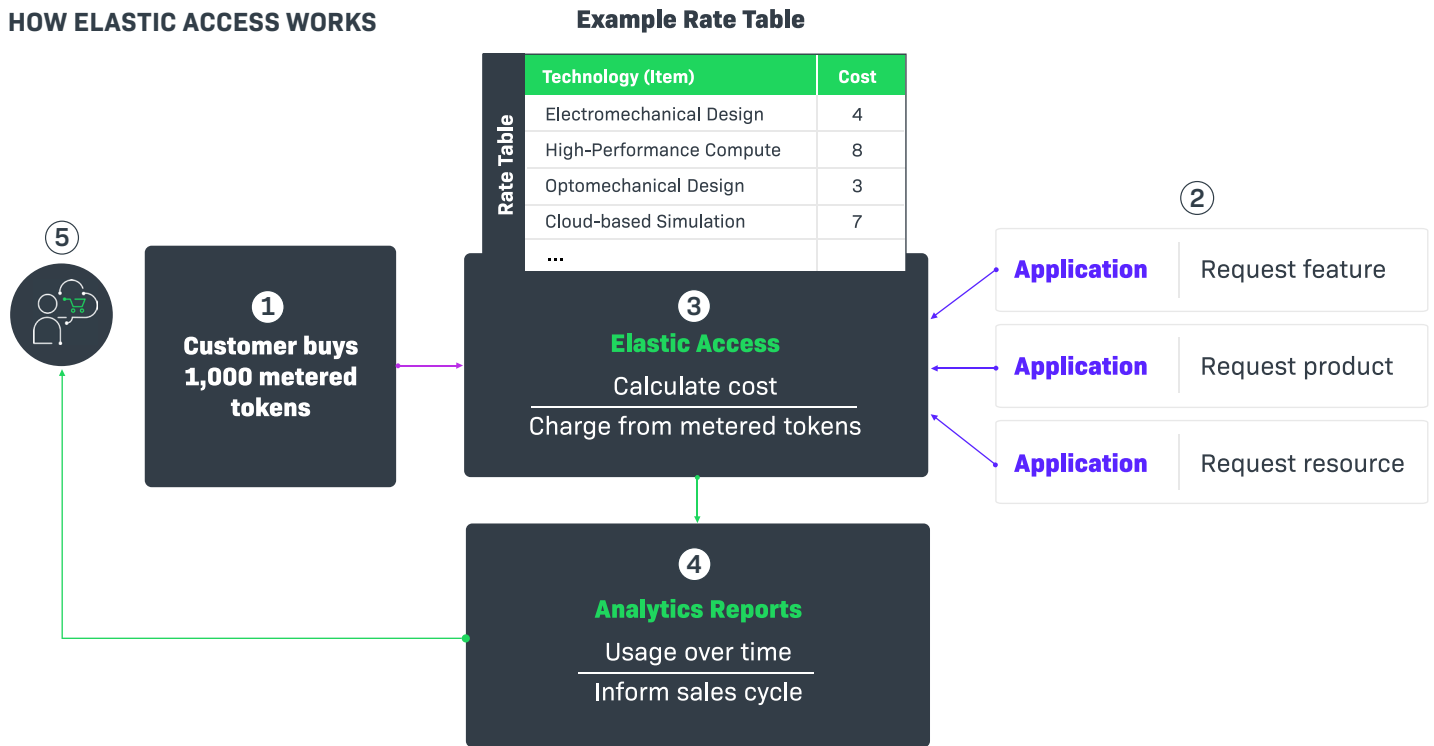—-**DIRECTOR, RESEARCH AND DEVELOPMENT, ANSYS**

/Ansys

WATCH THE WEBINAR

Steve Del from Ansys joins the Revenera team for a discussion on how Elastic Access helps them lower barriers to adoption and minimize waste for customers.

WATCH NOW ▶

HOW ELASTIC ACCESS WORKS

Example Rate Table

Technology (Item)	Cost
Electromechanical Design	4
High-Performance Compute	8
Optomechanical Design	3
Cloud-based Simulation	7
...	

Rate Table

⑤

① Customer buys 1,000 metered tokens

③ Elastic Access
Calculate cost
Charge from metered tokens

②

Application | Request feature
Application | Request product
Application | Request resource

④ Analytics Reports
Usage over time
Inform sales cycle

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① Your customer buys an entitlement for a set number of metered tokens.

② Tokens are immediately available, allowing customers to request items from the Rate Table.

③ The cost of use is calculated, and tokens deplete accordingly.
  - Charges can either apply on a per-use basis or repeat at a fixed rate over time, such as four tokens per hour.

④ Each charging event is pushed to the Data Warehouse in real-time, allowing you to:
  - Produce analytics to illustrate usage pattens.
  - Build reports to help customers understand and allocate software spend.
  - Gain actionable data to identify upsell and cross-sell opportunities, while also informing product roadmap decisions.

⑤ Engage in more insightful conversations with your customers at renewal time.

"Revenera's Dynamic Monetization service strengthens the software monetization ecosystem, streamlining the process of moving to new monetization models that align price and value for customers."

MARK THOMASON
—RESEARCH DIRECTOR, DIGITAL BUSINESS MODELS AND MONETIZATION, IDC

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Revenera provides the enabling technology to take products to market fast, unlock the value of your IP and accelerate revenue growth—from the edge to the cloud. **www.revenera.com**