

Toon Boom

Toon Boom Drives Double-Digit Growth with Streamlined Monetization Processes



For more than 30 years, Toon Boom Animation has been the global leader in pre-production and 2D animation software with clients in over 140 countries. Customers like Disney Television Animation, Atomic Cartoons, Fox Television Animation and Boulder Media rely on Toon Boom products including Harmony (end-to-end animation), Storyboard Pro (storyboarding and layout), Producer (production management) and Harmony Gaming (drawing and animation tools for game development).



CHALLENGE

- Limitations of homegrown solution; license keys used to unlock the software (homemade license keys not future-proof)
- No insight or analytics into license use
- Lost revenue to unlicensed installations on multiple machines
- Individual and smaller customers wanted quick access to software but USB dongles that were being used were not scalable and required physical delivery



SOLUTION

- Replaced homegrown systems with Revenaera's monetization platform
- Enabled online activation, eliminating the need for physical USB dongles



BENEFITS

- Increased time-to-value for end customers with instantaneous digital fulfillment
- More agile product packaging enabled through FlexNet Operations
- Improved process of managing entitlements
- Increased revenue and double-digit year-over-year growth
- Flexibility for user to be mobile and use licenses wherever they are located

Struggles with a Homegrown Solution

Toon Boom faced significant challenges with its homegrown licensing solution. The use of license keys proved to be cumbersome and were not future-proof, and the company lacked visibility into customer engagement and license usage. Additionally, the company struggled to provide a scalable and convenient solution for individual and smaller customers who required immediate access to their software. The physical delivery of USB dongles was not only time-consuming but also costly and hindered customer satisfaction.

To address these challenges, the company replaced its homegrown systems with FlexNet Publisher licensing and FlexNet Operations entitlement management which offered a streamlined process for customers to acquire and start using the software immediately, eliminating the need for physical delivery of USB dongles.

Modern Entitlement Management, Improved Customer Experiences, and Revenue Growth

The implementation of the new licensing and entitlement management solution resulted in several tangible benefits for Toon Boom. Customers were now able to quickly and easily acquire and activate their licenses online, eliminating the need for physical delivery of USB dongles. This streamlined process significantly reduced order-to-delivery times, enhancing customer satisfaction.

Moreover, Revenera enabled Toon Boom to more easily implement new product packaging and pricing and provided a more efficient way to manage entitlements, saving time and resources for both the company and its customers. This improved efficiency contributed to increased revenue and growth, as the company was better able to address issues related to license misuse.

By transitioning to a digital delivery model, the company also empowered users to access and utilize their licenses from anywhere. This flexibility enhanced productivity and contributed to the company's double-digit year-over-year growth.

"Homegrown licensing was inefficient – it slowed down our ability to get our products into our customers' hands, but it also consumed engineering resources that are better spent on delivering the features and functionality that our customers value most," said Francisco Del Cueto, Chief Technology Officer at Toon Boom. "By teaming with Revenera we've significantly improved customer satisfaction by reducing the time it takes to get them the products they need – what might have taken days before is now instantaneous. It also gives us visibility into adoption and engagement metrics to ensure customer success and reduce churn."

The adoption of Revenera's licensing and entitlement management solutions proves to be a strategic decision for Toon Boom. By addressing the limitations of its previous homegrown system, the company was able to improve customer satisfaction, reduce costs, and drive significant growth. The benefits realized from this implementation demonstrate the value of investing in efficient and scalable licensing solutions.

If you need advice on your software monetization journey, please [contact the Revenera team today.](#)

NEXT STEPS

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and Provide the Best Customer Experience.

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