

# Case Study: Visual Numerics



**FLEXNET®** Publisher

**Challenges:** To expand Visual Numerics' product reach beyond the current customer base while transparently upgrading to advanced licensing technology.

**Solution:** Upgrading from Flexera Software FLEXIm to FlexNet Publisher allowed Visual Numerics to seamlessly explore new licensing schemes without disrupting current, proven licensing practices.

**Benefits:** Across FlexNet Publisher allows Visual Numerics to tailor new product versions to appeal to new markets, while focusing on its core software product development business. Visual Numeric has also seen a significant decrease in customer support calls, dropping from 15% to single digits.

**Customer Profile:** Visual Numerics was founded in 1970. The company has vast experience in building applications for portfolio optimization, predictive modeling, data mining, bioinformatics, process improvement and scientific research.



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Michael Zak  
VP of Corporate Services,  
Visual Numerics

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Visual Numerics Simplifies the

**Licensing of Its Advanced Analytics Software with Flexera Software FlexNet and sees a significant drop in customer support calls – from 15% to single digits.**

Visual Numerics was founded in 1970 to serve the aerospace and research industries, and is today one of the oldest software companies in the United States. The company provides numerical and visual analysis solutions to help businesses, education and research organizations develop products and quickly go to market. Since the company's solutions are applicable to myriad products and businesses worldwide, on multiple product platforms in four different software languages, Visual Numerics required a software licensing solution flexible enough to meet its customers' growing demands.

Visual Numerics is longtime Flexera Software customer, previously using Flexera Software FLEXIm as its primary licensing platform. It recently transitioned to Flexera Software FlexNet Publisher, an Flexera Software solution that allows Visual Numerics to keep pace with software development, gain flexibility in its licensing practices, and simplify the company's own license management.

"We develop products for all types of organizations worldwide, including leading multinational corporations, large government laboratories and universities. It's important to us that our customers can obtain access to our software whenever and wherever they need it," said Michael Zak, Vice President of Corporate Services at Visual Numerics.

### Expanded licensing is required to support growth

"We've been a long time customers of Flexera Software. With Flexera Software's products we've been able to do what we need to do to meet our customers' needs," comments Zak. However, with growing demand for its software, Visual Numerics knew it needed to upgrade to a more advanced licensing system, as FLEXIm was not designed to manage licenses for multiple locations.

Prior to migrating to FlexNet Publisher, Visual Numerics used a separate FLEXIm solution for each of its two development offices, which eventually became too cumbersome and expensive. Yet before upgrading its licensing strategy, the company needed to ensure that the new approach would foster continued customer trust.

### Making it easier to offer customers multiple licensing options

Visual Numerics found a solution in FlexNet Publisher. It offers increased flexibility in addition to FLEXIm's floating license model, which licenses software without tying it to a specific user or computer.

By choosing FlexNet Publisher, Visual Numerics could then offer its portfolio to a larger customer base, beyond organizations that could afford to purchase perpetual licenses. With FlexNet Publisher Visual Numerics now offers, for example, licenses based on a time period, as well as software trials – an ideal marketing tool to reach researchers. "Researchers usually don't have a lot of budget and want to make sure that what they have will work for them before committing to it. Because a large portion of our customers are researchers, allowing them to try the software before they buy is essential," Zak explains.

### Flexera Software FlexNet Publisher enables operational efficiencies

For Visual Numerics, the transition from FLEXIm to FlexNet Publisher was simple, requiring only a set of new binaries to be incorporated while developing new products. Customers have been supportive of the new technology.

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"This is how we want to view our license management strategy. We want to make it as seamless as possible for our customers to use our product," says Ed Stewart, IMSL Numerical Libraries Product Manager for Visual Numerics. "Over the years, the percentage of time that we spent on license support calls has dropped from 15 percent to single digit," he says.

FlexNet Publisher was quickly integrated into Visual Numerics' operational database, where licenses are tracked and license keys can be generated quickly. The result is a reduction in the overhead of managing licenses and a more simplified approach to working with customers.

### Benefiting from a simple technology switch

In addition, the company continues to pursue other license capabilities with FlexNet Publisher. "We're having some conversations on how we can get our products out to more customers. FlexNet Publisher is helping us explore new possibilities because we can now create more flexible licenses," says Zak.

All of which affords Visual Numerics more time to focus on its core business of software development. "The same reason why we tell our customers to buy our software is the same reason why we're using Flexera Software," he concludes. "We're product experts in creating mathematical and statistical algorithms. Flexera Software is an expert in licensing software."



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