

# Case Study: Nokia

**Customer Profile:** Based in Helsinki Finland and with more than \$31 billion in revenue, Nokia is the world leader in mobility, driving the transformation and growth of the converging Internet and communications industries.

**Challenge:** Nokia was looking to flexibly price and package new products destined for segment-specific customer needs with the ability to track effectively the install base and minimize costs associated with license generation, fulfillment and change management.

**Benefits:** Nokia is able to maximize revenues by deploying flexible feature-driven products and solutions priced and packaged to meet market needs. Additionally, Nokia streamlined their back office processes and save costs associated with license fulfillment and change management.

**Solution:** Nokia leveraged Flexera Software FlexNet Suite to flexibly price, package, protect, distribute and effectively manage Nokia's enterprise solution entitlements.

## NOKIA Connecting People

### Business Challenge

Mobility. It's one of the key factors reshaping organizations around the globe. As businesses everywhere embrace the notion of real-time, anywhere, anytime access, Nokia needs to be ready with its enterprise solutions. Nokia, based in Helsinki, Finland, with more than \$31 billion in revenue, is one of the world's largest mobile communications companies, and is a leader in providing mobile, broadband, and IP networks. Nokia's newly formed Enterprise Solutions group brings extended mobility solutions to the enterprise— through its devices, applications, and gateways. These products are sold for the most part through Nokia's channel partners.

According to Chandra Shekar, Program Manager for Electronic Licensing, "We had never used electronic licensing before, but knew it would be critical to our success. We were looking to flexibly price and package new products to dovetail segment-specific customer needs, track our installed base

and minimize operational costs associated with license generation, fulfillment and change management. Given that we sell mostly through our channels, we had limited visibility into end-users."

When Nokia first started exploring electronic licensing, it had a few guiding principles: start with simple license models; do not "hardcode" licensable product options; use feature-based licensing to maximize revenue; and use licensing to lock products from non-compliant use. While Nokia investigated building its own solution, the company opted to go with Flexera Software® FlexNet® Suite, the world's first and only universal licensing platform.

### Flexera Software Solution

Nokia selected FlexNet Suite for the following key reasons: First, it provided a unified platform from one vendor that would handle both licensing technology and operational processes. Second, FlexNet Suite offered comprehensive support for a broad range of operating platforms for licensing technology. In addition, It also offered comprehensive automation of a complete range of license lifecycle processes for Nokia, end users, and channel partners.



*"Until Flexera Software, we had never used electronic licensing. We see Flexera Software's software licensing solution as a critically important strategy for our Enterprise Solutions business group. We're now maximizing revenue through deploying flexible feature-driven pricing and packaging, and much more."*

Chandra Shekar  
Program Manager, Software Licensing,  
Nokia

**FLEXNET® Suite**

Using Flexera Software FlexNet Suite, Nokia rapidly license-enabled key product offerings where the Nokia's licensing model is based on the number of users or devices. On the operations front, Nokia set out to automate four key business processes:

1. The company created entitlements for its end-users by seamlessly integrating orders from their ERP systems into Flexera Software's product activation and licensing management software.
2. Nokia created web-based, self-service for end-users and channel partners to generate and fulfill evaluation and production licenses.
3. Nokia developed web-based, self-service for support processes for managing licenses — upgrades, downgrades, transfers and version updates.
4. Nokia automated and updated customer records in its CRM system with the issued licenses.

Says Shekar, "Thanks to the FlexNet Suite platform, we've been able to create and enforce a license model that closely matches how customers perceive the value of our products. Back office systems and

processes are also integrated into the licensing lifecycle, enabling seamless, self-service-based licensing operations.”

### Business Benefits

With Flexera Software FlexNet Suite, Nokia is able to maximize revenue through deploying flexible, feature-driven pricing and packaging. Nokia is saving operational costs associated with license fulfillment and change management by promoting web self-service, ERP/CRM integration, and support for all major business processes such as returns, rehosts, upgrades, transfers or renewals.

In the future, Shekar says that Nokia plans to use FlexNet Suite to streamline license and support ordering and management, and to simplify end-user management of its software assets.

### About Flexera Software

Flexera Software provides solutions that power the business of software for multiple customer segments, including software producers and high-tech device manufacturers, engineers and developers, helping them uncover revenue opportunities, streamline their infrastructure and reduce costs. Flexera Software’s proven solutions have been simplifying the business relationship between software producers and high-tech device manufacturers and their enterprise and government customers for more than 20 years, enabling Flexera Software to maximize the value of the software the world develops and uses. For more information, please go to: [www.flexera.com](http://www.flexera.com)

### About FlexNet Suite

FlexNet Suite is the industry leading Entitlement and Compliance Management Solution for Software Producers and High-Tech Device Manufacturers, offering the most flexible and comprehensive set of protection, packaging, distribution and management capabilities. Utilized by thousands of software producers and device manufacturers worldwide, FlexNet Suite delivers unified entitlement lifecycle management in both on-demand and on-premise options, as well as a compliance spectrum from license enforcement to usage monitoring.



Flexera Software, Inc.  
1000 East Woodfield Road,  
Suite 400  
Schaumburg, IL 60173 USA

Schaumburg (Global Headquarters),  
Santa Clara:  
+1 800-809-5659

United Kingdom (Europe,  
Middle East Headquarters):  
+44 870-871-1111  
+44 870-873-6300

Japan (Asia,  
Pacific Headquarters):  
+81 3-4360-8291

Australia:  
+61 2-99-8-22-178

[www.flexerasoftware.com](http://www.flexerasoftware.com)