

Case Study: Foray Technologies

Challenge: To offer more efficient and flexible licensing options, as required by global business expansion.

The Business Environment: International law enforcement agencies are frequently organized on a national level, requiring sophisticated entitlement management.

Solution: Flexera Software FlexNet Suite for Software Producers allows Foray Technologies to offer multiple license activation options, address virtual environments and simplify license re-hosting.

Benefits: Foray can leverage the depth and maturity of the FlexNet® Suite to quickly offer robust, flexible licensing options that large prospects require, thus accelerating the company's global expansion.

Customer Profile: Based in San Diego, Calif., Foray Technologies works exclusively with law enforcement organizations. It provides a platform for the management of digital assets and related information.



Foray Technologies Expands Its Global Market by Simplifying Entitlement Management with Flexera Software FlexNet Suite

Although the basic tenets of law enforcement – to serve and protect citizens – have not changed materially in the last decade, the methods used by police and investigative agencies have. Today, digital evidence, in the form of photographs, video and audio files, is proliferating, collected by everyone from police patrolling in squad cars, to crime scene photographers, to forensic experts. Foray Technologies is the developer of a comprehensive suite of sophisticated digital asset management and authentication products. Its custom imaging and chain of custody solutions are used by law enforcement professionals worldwide – a customer base that is growing rapidly, thanks to the streamlined licensing and entitlement processes enabled by Flexera Software FlexNet Suite for Software Producers.

"As our business expands globally, more complex licensing is the norm, primarily driven by the national orientation of many

law enforcement agencies outside the US," says Mont Rothstein, Vice President of Product Development at Foray Technologies. "Although we are a small software company, our licensing and entitlement management needs are significant. To build our business and maximize internal efficiencies, we replaced our internally developed system with Flexera Software FlexNet Publisher and FlexNet Operations – core components of the FlexNet Suite for Software Producers."

Flexera Software FlexNet enables flexibility and speed in licensing

The Flexera Software Suite allows Foray Technologies to address several key licensing requirements:

- **Multiple activation options:** "Some of our customers use Foray solutions at highly secure facilities with no Internet access," Rothstein explains. "The FlexNet licensing technology allows us to do activations over the phone, as well as online." The Flexera Software Suite also allows for flexibility at facilities that may have partial Internet access; a Foray license can be easily activated on one machine on a network and moved, temporarily or permanently, to another machine.



"As Foray Technologies expands its business globally, we really need the power and flexibility that we can get only from a mature Suite like FlexNet. There's no way we could approach its level of speed and sophistication with an internally developed solution."

Mont Rothstein
Vice President of Product Development
Foray Technologies



- **Enterprise node locking:** FlexNet Suite for Software Producers offers specific support for Citrix Terminal Services, to ensure that multiple instances of the Foray software are not activated on a Citrix server running multiple virtual machines. "While our customers are eager to conform with their license agreement, virtual environments can create confusion on how to best do that. With FlexNet Suite we were able to create specific products to meet that need, with an appropriate licensing strategy enforced by FlexNet," he continues.

"In law enforcement agencies, hardware is frequently used until it stops functioning or becomes obsolete - says Rothstein. With the Flexera Software FlexNet Suites, Foray Technologies is able to re-host licenses lost to "out of service" devices and migrate/re-issue them when new hardware is procured."

Ambitious plans for future functionality

Going forward, Foray Technologies sees floating licenses, administered by customers through a self-service portal, as an integral capability in its expansion plans. "The entire law enforcement domain is not just getting more digital, it's becoming more mobile," he says. Flexera Software FlexNet will allow Foray to offer its customers a self-service portal they can access on a 24-by-7 basis, to check out a floating license for a laptop, use it, and then

return it afterward.

"Both solution elements here – the self-service portal and the floating license capability – will further boost our internal efficiencies," Rothstein continues. "This will allow our support team to focus more fully on true support issues and less on administrative transactions."

Flexera Software: An ideal partner for smaller software companies

Foray Technologies presents an ideal example of a smaller software company that can benefit significantly from Flexera Software FlexNet technology, which is used by many of the world's largest software companies. Rothstein says, "In terms of business value, we have been able to grow our business, and make major improvements to it, thanks to Flexera Software. The harsh reality of software development is that a small company has more demands made on it. We have to be more flexible and offer our customers more choices in order to win

deals.

"As Foray Technologies expands its business globally, we really need the power and flexibility that we can get only from a mature suite like FlexNet. The Flexera Software FlexNet Suite for Software Producers is allowing us to offer new entitlement management options in a short period of time – there's no way we could approach this level of speed and sophistication with an internally developed solution."

He sums up, "We have been very happy working with Flexera Software. We feel we have a strong relationship with Flexera Software, from all sides – everyone from sales and support, to the engineering team listening to our requests for future functionality. Flexera Software is a great partner for a small software company like Foray Technologies."



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