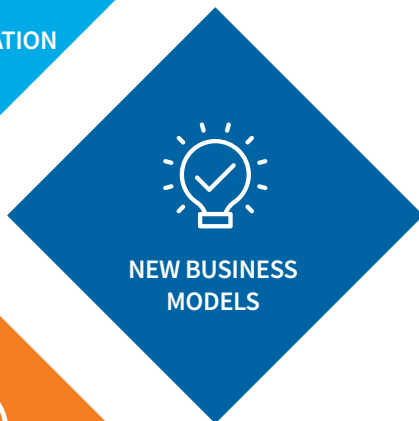


SOFTWARE MONETIZATION

The Key to
Business Growth
in the
Medical Industry



One of the key drivers is the adoption of digital business models



Manufacturers that embrace the digital transformation and bring new offerings to market benefit and stay ahead of the competition.

Flexera's Software Monetization Platform enables medical device manufacturers to implement new business models, grow recurring revenues and run a professional digital business.



KEY GROWTH DRIVERS



INCREASE TOP LINE REVENUE

INCREASE TOP LINE REVENUE

Digital business models based on software enable companies to innovate, grow high-margin recurring revenue and monetize premium features.

INDUSTRY USE CASE: A multinational biotechnology company moved their software offering to the cloud and applied a modern monetization model. They increased renewal rates and customer satisfaction while reducing support cost.



OPERATIONAL EFFICIENCIES

OPERATIONAL EFFICIENCIES

Software-driven business models drive down operational cost. Device features and capacity can be changed on demand. Electronic delivery of software and updates saves time and cost of physical delivery.

INDUSTRY USE CASE: A global medical software company significantly reduced physical fulfillment cost and incurred tax savings through Electronic Software Delivery. They saved millions and optimized cost structures prior to an IPO.



CUSTOMER SATISFACTION

INCREASE CUSTOMER EXPERIENCE

Customers benefit from self-service and an increased time to value. Update, maintenance and support processes become faster and easier which strengthens the supplier-buyer relationship.

INDUSTRY USE CASE: One of the world's largest medical device manufacturers used software monetization as a central component of their digital transformation. They moved to usage-based monetization for devices, rapidly moved software offerings to the Cloud and significantly increased customer satisfaction by offering modern, flexible solutions and value-based monetization in the healthcare market.