

Explore the **true**
potential of your **business**
and **secure** your **investment**



www.secureon.com

Lime is an easy-to-use licensing tool for software manufacturers.

Lime enables organisations to:

- **maximize sales and marketing** by intelligent use of flexible licensing models
- **increase sales** from unaware usage and piracy.
- **reduces cost** by utilizing resources more efficiently



SECUREON

LICENSE INTELLIGENCE FOR BETTER BUSINESS



Bringing effective management of licenses and digital rights to software manufacturers.

Lime and Lime Enterprise are software solutions for licensing purposes that creates an effective way for managing, protecting, selling and marketing software in a way that is satisfying and appealing to the customers' needs.

Lime and Lime Enterprise are flexible license activation tools, helping software manufacturers to enforce their digital rights. Getting started with Lime is easy. Start with the functionality most needed and add more later when the demand increases.

Quote from a Lime customer

“ *Before I started using Lime I had to spend two hours to issue one satisfactory working license. Thanks to Lime I can now spend that time more wisely!* ”

For software manufacturers, Lime Manager provides the tools needed to manage licenses. A single view of all licenses for all customers, where administrators can set product activation preferences (level of DRM).

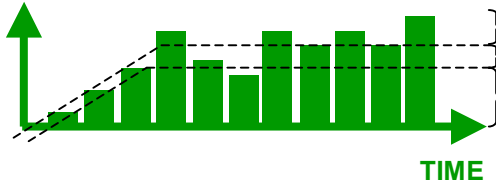
Software manufacturers

We help you explore the true potential of your business by giving you the chance to sell the way your customers want to buy. Use traditional licensing models or subscription- or usage-based models. Generate and track licenses electronically; only monitor usage or enforce your rights by preventing unauthorized use with product activation.



Level with your clients need

USAGE

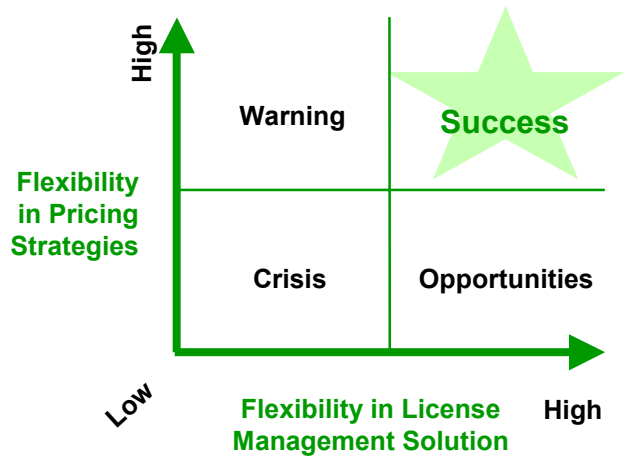


Peaks
Floating cost
Fixed cost

Monitor usage over time and customize pricing strategies that suits each client.

Being able to customize is not only a technical benefit today. Having a flexible business strategy when it comes to sales and marketing has become essential for many organizations today. But still there are many more who can improve their otherwise good strategies.

With a Lime solution from Secureon software manufacturers can improve their sales and marketing strategies. Lime allows software manufacturers to position themselves as being both successful and flexible. Thus also being able to gain market shares and advantages in a fast changing market.



With Secureon you can...

- Reduce costs for development and support
- Increase sales revenues
- Offer your customer flexible payment options
- Maximize license control
- Extend knowledge about software usage
- Reduce unaware usage and piracy
- Increase focus on core business

With Secureon you will get...

...more flexibility and freedom in defining new sales and licensing models.

- Pay-per-use license
- Try before buy license
- Time-limited license
- Lease or subscription license
- Single-user license
- Multi-user license (floating)



Lime Business Value

Direct Value

Increased sales - The immediate result from using Lime is measured on revenues from increased sales. This is usually a direct result from better license control when compared with a previous situation where insufficient license control allowed unaware usage and piracy to occur.

Reduced costs for development - Lime also reduces your own efforts to develop and maintain a satisfying license strategy.

Reduced costs for management - The simplicity in Lime allows you to save time and stay in control using a CRM-resembling database structure .

Indirect Value

Increased core development - Redistributing development resources increases the time spent on core development. Augmented focus on core products leads to better quality and sometimes also new software.

Reduced time-to-market - Redistributing development resources usually leads to a faster pace in development projects, thus making it possible to shorten the time for each release.

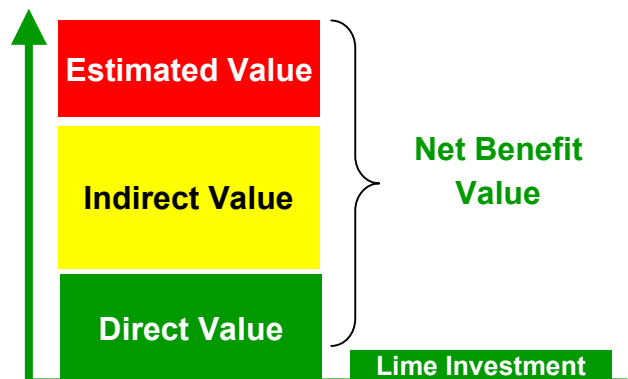
Increased control - Making licensing easy also includes having control over test versions made public. Public testers have suddenly become the real early adopters in the product life cycle. The feedback from testers are crucial to cash cow applications.

Estimated Value

Increased knowledge - How is the end-user using the application? By analysing the use manufacturers can optimise their software and focus on the needs of the customer. Is your software being used around the clock at different sites by different users? Enforcing a better licensing model can change things dramatically.

New business opportunities - Lime not only gives you a superb tool for licensing your applications. Lime also allows you to create interesting and appealing pricing strategies boosting your sales and marketing efforts.

Increase customer satisfaction - A flexible pricing strategy can attract and please customers that would otherwise hesitate or refuse to make a commitment.



Our Products

Lime

The Lime Solution is used to control single client applications spread worldwide. With the Lime Server Module installed maintaining a flexible license strategy is as easy as it can ever get.

The system is built around one license server which is located at the software manufacturer site. The license server module connects with each client application thus making it easy to enforce different licensing strategies.

The license server is used to keep track of licenses and license usage. The server is equipped with a manager that gives the software manufacturer a view of all licenses and usage statistics.

Lime Enterprise

The Lime Enterprise Solution is used to control and support a large base of installed application within an organization.

The system is built around two license servers, one main server located at the software manufacturer site and one local server located at the customer site.

The license servers are used to keep track of licenses and license usage. Each server is equipped with a manager that gives the software manufacturer and the customer respectively a view of all licenses and usage statistics.

The Local License Server Modules synchronize its data with the software manufacturer's Main License Server at a frequency set by the software manufacturer. The synchronizing task can be performed electronically via internet or manually via disc.

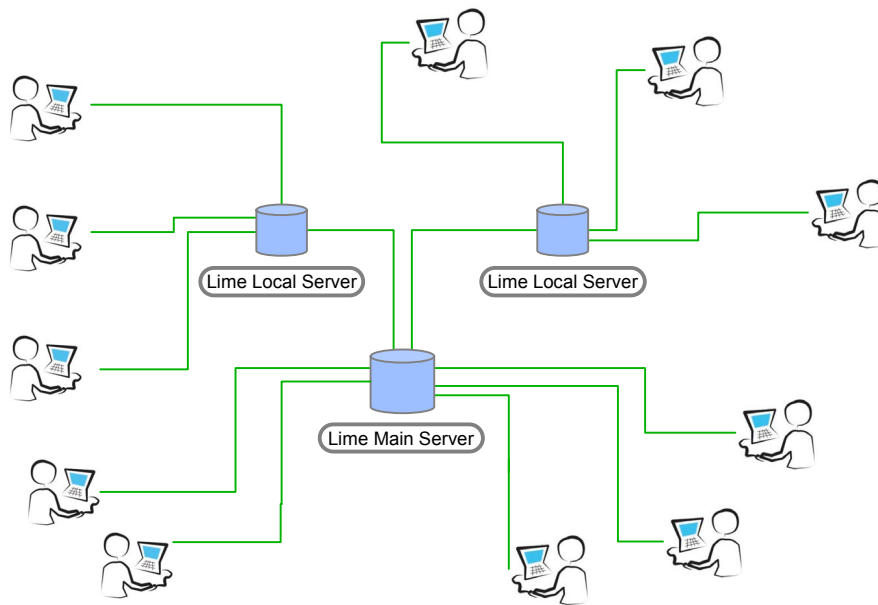
Lime SDK

The Lime SDK contains:

- All API's necessary for coding and making adaptations.
- All necessary documentation.
- A main server for testing purpose.
- A local server for testing purpose.
- Client libraries

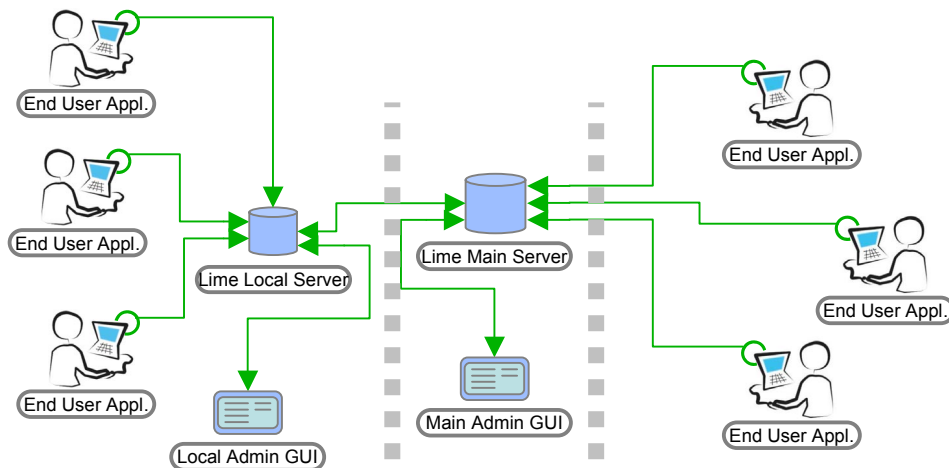
The Lime SDK is always included in a Lime run-time license.

Lime concept overview



Lime concept overview

This image shows how the client connects to the license servers. If the end user is a single user he can connect directly to the Lime Main Server. Else if there are many end user located within a larger organisation, then a local server can be placed within the end users organisation. The Lime Main Server is usually hosted by the software manufacturer or an web hotel of his choice.





Lime Enterprise - system overview

Main and Local License Server Modules

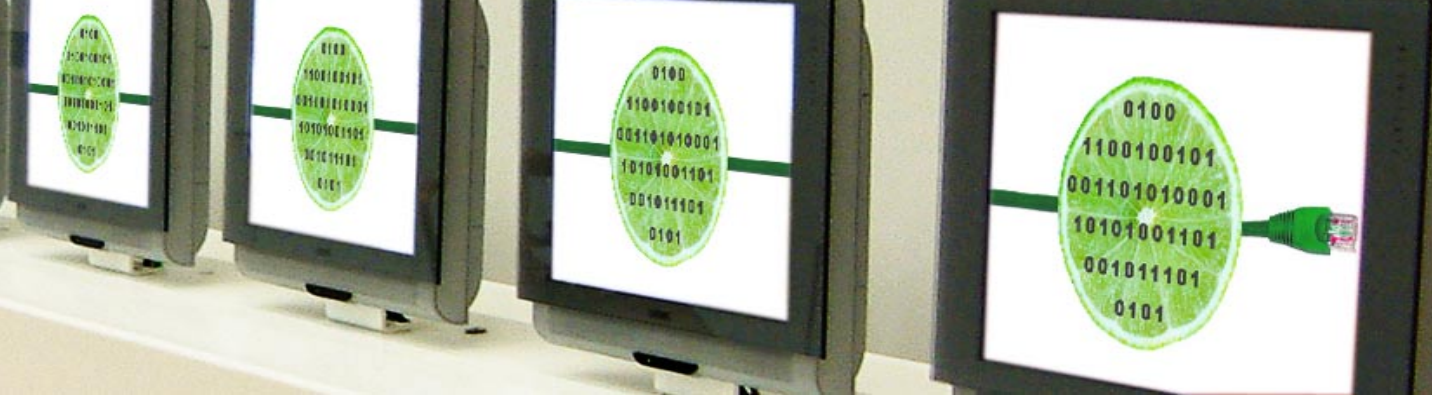
The system is built around two license servers, one main server located at the software manufacturer site and one local server located at the customer site. The license servers are used to keep track of licenses and license usage. Each server is equipped with a manager that gives the software manufacturer and the customer respectively a view of all licenses and usage statistics. The Local License Server Modules synch their data with the manufacturer's Main License Server at a frequency set by the software manufacturer. The synch can be performed electronically via internet or manually via disc.

Main License Server Module (software manufacturer)

- Store information regarding how many licenses each customer has for each software module.
- Store historical information regarding how many licenses each customer has been using.
- Store product activation data and hardware bind (lock) level data.

Local License Server Module (customer)

- Store information regarding how many licenses the organization has for each software module.
- Store information regarding how each software module is used at each moment and who in the organization is using it.



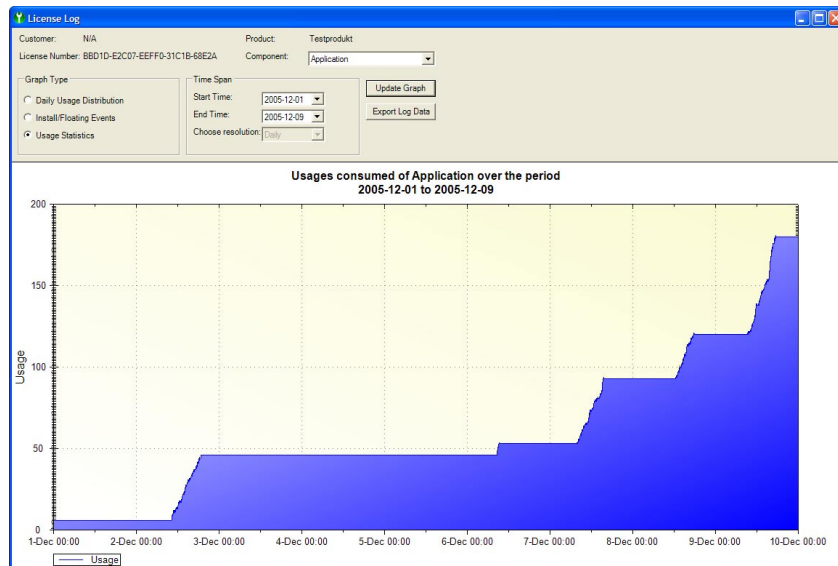
Lime Enterprise - system overview

License Manager Module

The (software manufacturer's) license manager module is used to set license rules and manage all customer licenses. License rules can be set and software packages created on a customer by customer level as well as by software component. This makes it easy to turn a one base product into customized solutions. Add product activation to automatically enforce license rules and software protection.

Features

- Add/delete/edit software components, customers and licenses.
- Add/delete/edit Local License Server Modules.
- View information regarding how many licenses each customer has for each software module.
- View historical information regarding how many licenses each customer has been using at the same time.
- Add/edit/delete product activation and set hardware bind (lock) level per customer or per software product.





Lime Enterprise - system overview

Client Module

The Client Module is integrated with the software product and communicates with the Main License Server and Local License Server Modules. Below is a guide to how the Client Module works for the end user with an example interface.

End user (client) interface

Upon first start-up after installing the product, the end user is offered to choose license type. If a multi-user license is chosen, the name/path for the Local License Server must be entered. If a single-user license is chosen, a license number must be entered. For a demo-license, no additional information must be given. If a single-user license or demo license is chosen, the client then communicates with the Main License Server Module to unlock the software. If a multi-user license is chosen, further information must be entered before the software is unlocked.

Local server module (multi-user)

To make it easier for the software administrator to keep track of what computers are running the software, a computer identifier is entered. Then one of the given license types is chosen:

- Concurrent (floating) license
- Time-limited license

If the software is module based, the user is also given the option to choose what modules he/she wishes to run.

Batch Image Processor - License Management

Batch Image Processor by BipCo

Standard License
License Number:

Floating License
Server Name:

Demo License
Limited Time

Secureon License System v. 3.0 (3.0.2156.27272)

As long as the software is unlocked on the relevant computer, none of the above shown forms are shown again. When a time-limited license or demo license has expired or if the client is unable to connect to the Local License Server Module, the first interface is shown again along with relevant information on why the software could not start.



Lime - system overview

Main License Server Module

The system is built around one license server. The Main License Server module is located at the software manufacturer site. The license server is used to keep track of single client licenses and license usage. The server is equipped with a manager that gives the software manufacturer a full view of all licenses and usage statistics. The client application connects to the Main License Server Module based on the license rules given for the specific use. The client application connects and checks for license availability with the main server. The connection can be performed digitally via internet (disc or e-mail is also possible).

Main License Server Module (software manufacturer)

- Store information regarding how many licenses each customer has for each software module.
- Store historical information regarding how many licenses each customer has been using.
- Store product activation data and hardware bind (lock) level data.



Lime license features - system overview

Lime License Types

These are the available license types. Whether you choose to let customers buy, lease or try-out Lime offers the support needed for maximum flexibility against your customers and their needs.

With Lime you can even let the customer use more licenses than initially intended. With the product activation turned on, any attempts to use more licenses than has been paid for would normally result in a denial from the license server. However, based upon agreement, the software manufacturer can allow "pay-per-use" for usage over the maximum number of licenses, the user is then offered to continue on such a (utility) basis. Hence, a traditional perpetual license can be combined with a pay-per-use offer.

All license types may be used at the same time for a single customer; no license type limit the use of another license type. The system is built to handle module-based software licensing, meaning that customers can have a different number of licenses and license types for each software module/component. This easily turns one base product into customized solutions.

Pay-per-use license (utility)

A pay-per-use license is a single- or multi-user license where you are charged in relation to actual usage over time.

One use is to complement the multi-user license model to allow customers to "override" their licenses. When they are using the maximum number of multi-user licenses, they can choose to use more on a pay-per-use basis.

Try before buy license

A demo license is activated directly against the Main License Server. Trial length is set in the (software manufacturer's) License Manager Module

Time-limited license

A time-limited license is a multi-user license checked out from the Local License Server of the relevant customer for a specified period of time. The use is for business travels and employees working in the field.

Lease or subscription license

A lease or subscription license is a single- or multi-user license purchased for a limited period of time, e.g. for a year (subscription) or the duration of a project (lease).

Single-user license

Single-user licenses are also activated directly against the Main License Server. Activation can be performed via internet or manually via disc.

Multi-user license (floating)

Multi-user licenses are activated against the Local License Server Module of the relevant customer. Activation is performed via internet or intranet. Multi-user licenses can be concurrent (floating).



Use our knowledge to improve your business.

Implementing a new license strategy is an opportunity to accelerate growth and customer satisfaction. However, this can sometimes be a challenge. To help you reap the large potential benefits, we at Secureon can help on many levels in the license planning and implementation process.

We can build a solution based on either your existing system or our own existing products. Else we can build something new if that is the most convenient solution for you.

Depending on your requirements we can either take on responsibility for the whole project, meaning that you outsource development to us, or we can act as advisors to your development team.

On the business side, we can help you to set up and create a license strategy with regards to such issues as what license models and what level of control should be applied. We can help you to identify the risks involved and opportunities at hand.

**Quote from Håkan Nordfjell,
VP - Sales and Marketing at Secureon AB**

“ *Secureon Consulting Services helps you to optimise efforts and systems which will increase revenues and gain focus on your core business.*

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