Zebra's Transition to Subscription Model Drives Growth and Efficiency

Zebra Technologies builds tracking technologies for scanning, data capture, and printing that generate actionable insights, deliver connectivity, and help customers take smarter business actions to give them a performance edge.

CHALLENGE

- Implement flexible monetization and compliance models
- Automate renewals and subscriptions
- Successful customer experience

SOLUTION

- Central back-office monetization solution
- Easy-to-use customer portal
- Electronic software delivery

BENEFITS

- Eliminated home-grown and standalone licensing
- Simplified customer purchases
- Immediate customer access to new features and functionality

Business Goal: Transform the Business into a Software Subscription Model

With the IoT changing and growing at a staggering pace, Zebra needed to quickly pivot toward a more software-centric solution and a subscription business model in order to reach three main goals: hitting margin objectives, obtaining targeted growth and delivering customer agility.

Zebra needed:

Flexible monetization and compliance models—A platform able to not only support entitlement management for their legacy products but also support subscription models and work with different metrics, especially time-based as a basis for monetization.

Automated subscriptions and renewals—The ability to manage various models across all business units, address the problem of co-termination management and automate subscriptions and renewals.

Improved updates for service contracts—Handle maintenance and service contract complexities including software upgrades and maintenance releases. Aligned with contracts to provide access to these upgrades and maintenance for customers with active contracts.

Better insight into its customer base—In-depth customer information across different product lines to help build fully automated licensing and compliance management process.

A successful customer experience—A new and easy-to-use customer portal to show compliance management, simplify purchases and manage software delivery processes based on customer entitlements.

Standardized monetization across all offerings—A platform that could be used for the entire portfolio of Zebra offerings, allowing them to move away from legacy and home-grown solutions entirely.

Solution: Build a Scalable Monetization Standard to Equally Serve Internal Business Units and Customers

Zebra's team of business unit leaders and engineers worked closely with Revenera's Global Consulting Services to successfully plan for the operational changes resulting from moving to a subscription model and to implement Revenera's Software Monetization platform. The strong collaboration of the two organizations was the bridge that connected this business-critical technology and the business goals.

Zebra's software needs were well supported with FlexNet Operations as a central entitlement management back office and FlexNet Embedded as the flexible licensing technology for its subscription model. The company was able to eliminate home-grown and standalone licensing software that was inefficient and time-consuming to maintain. The Revenera Integration Framework was used to create seamless integration with Zebra's existing back-office workflows to manage customer entitlements.

The benefits of Zebra's monetization solution extend to its customers as well, who now have automated fulfillment through Revenera for software licensing purchase orders and have access to a self-service portal to manage its entitlements and software downloads whenever needed. With Revenera's electronic software delivery feature, customers have immediate, secure access to new features and functionality—the kind of experience expected in today's demanding world.

Zebra now has a central rights management technology and monetization framework upon which the company can grow its business.

"Zebra's vision is to have every asset and worker on the edge visible, connected and optimally utilized. Revenera is a key supplier helping us realize this vision by ensuring we can properly and efficiently license our software, allowing our R&D teams to focus on the development and release of solutions that enhance our customers' operations."

TOM BIANCULLI
  —CHIEF TECHNOLOGY OFFICER, ZEBRA TECHNOLOGIES

BUSINESS OUTLOOK

With the Revenera monetization platform, Zebra was able to achieve its critical goal of transforming its business to a software-centric model within the designated product areas.

Zebra used collaborative and strategic planning to implement a phased-in approach to subscription adoption. With Revenera as its standard software monetization platform, Zebra will continue this approach to move existing products and has started plans for electronic software delivery.

It has also experienced higher customer satisfaction levels as its new software offerings bring customers actionable insights based on valuable usage data. Consider the following customer testimonials:

"We just licensed ~150 devices at a customer site in about 5 total minutes thanks to License Manager ... huge success!"

—ZEBRA CHANNEL PARTNER

"Similar success with a major customer, deploying 800 Revenera licenses in pilot stores in 2 hours, enabling deployment up to 100k clients without coming back to Zebra."

—ZEBRA SALES ENGINEER

"Revenera was there in the trenches with us through a major customer event, strengthening our relationship and ensuring we can count on them when needed. Revenera offers valuable insights as we continue to develop as a premiere software and solutions company."

STEVE LEGOFF
—VP PMO & BUSINESS STRATEGY OPERATIONS, ZEBRA TECHNOLOGIES

NEXT STEPS

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