

# Revulytics™ Revenue Services

## Services for data-driven revenue recovery

### AT-A-GLANCE

- Services range from a turnkey compliance program to highly specialized programs in specific markets, geographies, or disciplines.
- Experienced team highly skilled in license compliance and conversion strategies.
- Global reach, well-versed in local law and fluent in English, Spanish, French, Italian, Portuguese, Serbian, Chinese (Mandarin and Cantonese), Turkish, German, Russian, Vietnamese, and Taiwanese.
- Customer remains informed and in control of all activity with automated case management built into Salesforce.com or integrated into your existing CRM.
- Risk-free, guaranteed recovery service: You only pay when we collect.

### Business Challenge

There's a \$62.7 billion market opportunity out there – software vendors are losing millions to piracy and license overuse every year. Revulytics™ Compliance Intelligence customers can analyze and visualize the unlicensed use of their products. Armed with this intelligence, they are tapping a previously unidentifiable market and adding to their top line revenue with new and expansion license sales.

But, collecting unpaid software revenue from infringers can be a stressful, even uncomfortable task. It requires a firm, yet tactful approach and solid understanding of user behavior and motivations. Specialized technology, local law and language skills, and a trusted methodology – not to mention the capacity to carry out the engagement – are needed to drive revenue from software piracy and license misuse.

Your business may be missing out on achieving the most from your compliance program because it doesn't have the right personnel, the resources, or the time to go after this revenue stream.

### The Solution

As a complement to your existing internal compliance team or as a fully outsourced partner, Revulytics Revenue Services can help. We live and breathe license compliance. The team has extensive experience rooting out misuse, overuse and piracy, and then securing favorable settlements. We're comfortable having those uncomfortable conversations. Most importantly, we know how to deal with your customers in a sensitive and professional manner, to get them to do what's right: pay for using your software.

## Revulytics Revenue Services

Revulytics Revenue Services offers a range of services from a turnkey, fully outsourced compliance program, to project management of your compliance intelligence and internal resources, to highly specialized programs in specific markets, geographies, or disciplines. We offer the industry's only risk-free, guaranteed recovery service: You only pay when we collect.

### Inside Sales

Our Inside Sales team is a process-driven, metric-driven, scalable machine. Highly educated on license compliance, well-versed in local laws and fluent in twelve languages, our Inside Sales team handles each case in the unique manner required to best leverage the compliance data, find the truth, and settle a non-compliant situation, quickly and efficiently. Working on your behalf, we're confident in the skills and know-how of our compliance experts.

Many Compliance Intelligence customers without internal compliance programs or that need support in a challenging region take advantage of this option.

### Project Management

For those customers that have a compliance program, but require support to take it to the next level, Revulytics Revenue Services offers a Project Manager program. A dedicated Project Manager analyzes the customer's Compliance Intelligence lead flow and lead location data and assigns and prioritizes the most qualified leads while continuously communicating with the compliance team. The Project Manager keeps the compliance forecast up-to-date and helps the customer monitor key program KPIs with regular review calls. In addition, the Project Manager keeps required compliance documentation up-to-date.

### Specialized Programs

Not every country treats non-compliance the same. At times, legal intervention is a necessary escalation or first point of contact in dealing with an infringer. Revulytics Revenue Services works with local Intellectual Property lawyers who provide direct notice citing applicable laws and penalties that gets the infringers attention and opens the door to a discussion. Audit Requests, Cease and Desist Letters, Court Filings, and Software Disablement tactics might be necessary if the infringing organization resists settlement. In some countries, the most appropriate method to settle non-compliance is an on-site raid. Revulytics Revenue Services works with local government ministries to conduct the raids and open the door for settlement discussion.

### Never lose visibility nor control

Regardless of the approach you chose, you never lose control of your compliance program. With automated case management and compliance workflows built right into Salesforce.com or integrated into your existing CRM, you get real-time visibility into the status of individual cases as well as overall program performance. You remain informed and in control – from approving which cases are pursued to managing who can access your compliance data. Real-time visibility and custom reports keep you focused on company goals and KPIs.