

Revenue Enhancement Solutions

Leading the Modernization of Software License Compliance Transformation

The Opportunity

MORE THAN

70%
hit rate

Connor Targeting

MORE THAN

\$1
billion

Revenue recovered
via Connor Services

Software License Compliance is an industry wide issue that has been plaguing organizations for over 25 years and costing vendors billions.

In 2022, as enterprises continue to ride the digital transformation wave, the impact and value of critical software applications cannot be understated. With software licenses and maintenance accounting for one-third of IT budgets, software is a key company asset.

Staying compliant remains the challenge.

Benefits

Traditional License Compliance can no longer be the only go to market approach vendors use today. Modernizing now extends to providing incremental compliance benefits, value, and drive for your customers in the process. This allows you to expand compliance to partner with other areas in the organization such as Customer Success, Renewals, Cloud, and Partner Management.

▶ For Your Company

- ✓ Recovered lost revenues
- ✓ Increased insights into customer usage
- ✓ Accelerate conversion to Cloud or Subscription Models
- ✓ Better relationship with between sales/partners and customers

▶ For Your Customers

- ✓ Lower security risks
- ✓ Less risk of legal issues
- ✓ Less risk of ongoing surprises through audit
- ✓ Increased IT productivity
- ✓ Protection of corporate brand
- ✓ Increased end user productivity
- ✓ Less disruption from audits

Solutions

Connor's globally-distributed team of experts and technology focused solutions has one primary goal: help our clients succeed by building complete, tailored, scalable compliance programs that drive higher returns, lower costs while improving customer experience.



Advisory Solutions

- Driving proactive software governance with Sales
- Mergers / Acquisition support
- Licensing evolution (on-prem, subscription, cloud)



Customer True Up

- Customers with declining license revenues
- Customers with lost support/maintenance



Software License Services

- Post regularization assurance



Customized Audit Programs

- Programmatic revenue assurance
- Contract / licensing risk/ Anti-Piracy



Customer Success

- Education
- Post contract support

Revenue Enhancement Solutions

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People

- ▶ Experienced teams of experts located across the globe to identify with local cultures, build trust, and establish industry presence
- ▶ Deliver high value and customer satisfaction with expert consulting and advising services
- ▶ Focused on identifying upsell and cross-sell opportunities to increase profitability and ROI

Technology

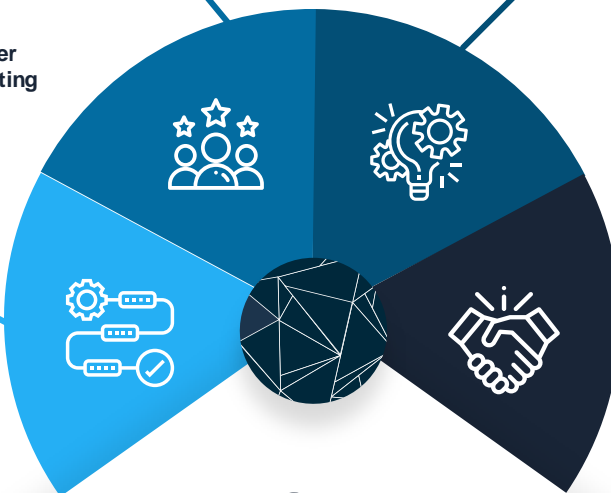
- ▶ **Automated Data Platform**
(providing targeted insights and analysis)
- ▶ **Industry Leading Customer Engagement with ConnorX!**
- ▶ **Intelligent communication platforms** serving our engagements with you!

Process

- ▶ **Regional Centers of Excellence (CoE)** with teams of experts to serve clients globally
- ▶ **User tools** to ensure consistency, accuracy, and convenient access to data
- ▶ **End-to-End solutions** to maximize scalability and ROI

Partnerships

- ▶ **Best in class SAM Tool Vendors:**
SNOW, Flexera, License Dashboard
- ▶ **Leaders in Software Legal:**
Rouse, CJCH




Why Choose Connor?

Connor has a proven track record of helping clients build a license compliance program that is self-sustaining, driving unmatched ROI to its clients while building positive relationships with its clients and their licensees with clear, consistent and accurate communications throughout the audit process.

One Global Team



 **18** Languages

 **15** Countries where our resources are based

Contact Connor Today!

slc@connor-consulting.com

