



## White Paper Executive Summary

# Electronic License Delivery Made Easy

## CodeMeter Streamlines Electronic Software Licensing and Distribution

The antiquated methods of delivering software and licenses via CD-ROM, as was commonplace back in the 1990s, have long been replaced by Electronic Software Distribution (ESD) and Electronic License Distribution (ELD) over the Internet.

Today, with Internet bandwidth growing and distribution costs shrinking, licenses and software are typically delivered in automated electronic processes. Users might use an e-commerce system to buy licenses online and receive their licenses routinely in the form of an activation code. For business software, the order could be captured by SAP or a similar ERP system and the license created automatically in the system. Automation in this manner makes the process more economical for the vendor and faster for the user: a true win-win solution.

Many vendors enrich their electronic delivery setup with a web-based portal that allows users to see and manage the licenses they own. The advantages are clear: With the self-service system, the user can handle all licensing concerns quickly and without having to rely on the aid of tech support.

This white paper takes a deep dive into Wibu-Systems' CodeMeter, the modern award-winning software protection and licensing system that provides vendors of software applications and digital content with a way to deliver licenses through a simple and fast electronic process. With CodeMeter, software publishers can also

define where their users store their licenses: On mobile dongles, individual computers, a network, or a cloud server.

For electronic license delivery, CodeMeter License Central streamlines the process. The vendor simply creates licenses in the form of one or more tickets to be delivered via the Internet to the user, who can then use the tickets to activate and manage their licenses. CodeMeter makes the process substantially more flexible and less support-intensive for vendors.

With CodeMeter, software vendors retain full control over the licenses and can easily keep track of their activation history and usage. The vendor can also search for licenses that were created, but never activated. For support purposes, it can be essential to have proof whether a license has indeed ever been activated. The receipt records in CodeMeter License Central makes this information readily accessible.

CodeMeter License Central also offers a ready-for-use portal, WebDepot, that vendors can tailor to match their corporate design. Workflows and rules can be configured with little effort to adjust the license management process swiftly and effectively to their needs.

This white paper includes all you need to know about implementing an efficient, modern licensing and software distribution process.