

Top 4 Ways Manual Licensing Damages Your Software Supply Chain

Software licensing is complex and difficulties can arise along the way. Many of the issues can be attributed to manual processes in your licensing. These are the top four problems companies face by not automating their licensing.

01

Manual Licensing is Expensive

Manual operations demand a level of manpower that automation doesn't. This inefficiency can quickly add up to a significant cost.



\$4M

An average company with 500 employees can save as much as \$4 million per year with automated licensing processes.

Source: Forbes, August 2017
"How Automation Could Save Your Business \$4 Million Annually".

Inefficient Processes Slow Development

02

Manual processes create extra work and inefficiencies at every stage in the software supply chain. This forces your developers to spend time away from their core focus to fix easily avoidable issues and mistakes.



26%

of companies say their biggest challenge is delivering working software while the backlog is full and capacity is limited

Source:
Coding Sans, 2018
"State of Software Development 2018 Report".

03

Servicing Channel Sales Becomes Difficult

A crucial issue with channel sales lies in your inability to communicate directly with your customers, giving you less visibility and a slower feedback cycle.



50%

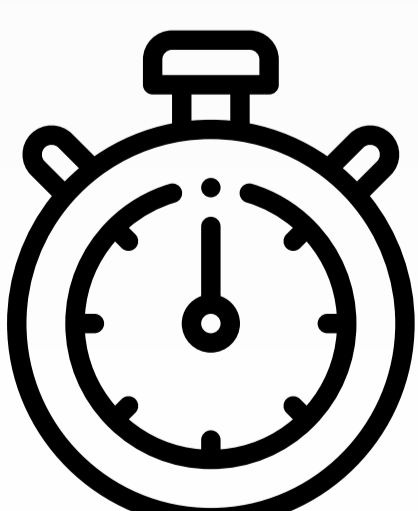
of B2B SaaS companies, regardless of revenue scale or product price, have instituted a reseller program of some kind.

Source:
SaaS Capital, December 2018
"Should Your SaaS Company Have a Channel Sales Strategy?"

Customers Don't Get What They Need

04

Customers are no longer satisfied with on-premise software. They want the self-service experience that they've come to know and love in the modern digital era.



43%

of B2B customers would pay more for a fast and convenient, self-service experience.

Source:
PwC Survey, March 2018
"Experience is Everything: Here's How To Get It Right".

It's Never Too Late to Automate

Learn how automating your licensing can increase your revenue and improve your customer experience, on the Sentinel Blog: sentinel.gemalto.com/blog

About Sentinel

Sentinel is the leading global brand for software licensing, delivery and protection. Our solutions help customers to generate new revenue streams, improve operational efficiency, to increase customer satisfaction and gain valuable business insights.