



Networking & Telecom Equipment Manufacturers

Redefine Your Business and Supply Chain Models
and Monetize Industry Movement Towards Network
Function Virtualization (NFV) and Software Defined
Networking (SDN)

Why is a Software Monetization Platform Critical for Your NFV Strategy?

- Maximizes new and recurring software revenue
- Fuels growth and product innovation
- Produces higher software renewal rates
- Delivers more efficient operations
- Improves customer lifetime value
- Provides a better customer experience
- Enables all levels of the Maturity Framework

Networking Equipment Maturity Framework

LEVEL 1 **Reactive**

Physical Device + Flexible Feature Set + SKU Reduction

LEVEL 2 **Enabled**

Device + Digital Add-On + Pool Capacity Licensing

LEVEL 3 **Automated**

Virtual Appliances + Elastic Capacity

LEVEL 4 **Optimized**

Consumption + Outcome-Based Models

OBSERVATIONS



7 Key Telecom Industry Observations

1. Many telecom and networking providers are moving to pure software
2. Desire to automate and optimize delivery of software, services and capacity
3. Want to simplify hardware to reduce manufacturing costs
4. Need to offer new pricing models—capacity, concurrency, consumption
5. Want to move to kinder, gentler licensing and more transparent, 24/7 self-service
6. Concerned about Virtualization cloning, ease of use and true-up automation
7. Reduce third-party product costs and optimize third-party royalty payments

Networking and Telecom Companies That Chose to Partner with Reverera



Reverera provides the enabling technology to take products to market fast, unlock the value of your IP and accelerate revenue growth—from the edge to the cloud. www.reverera.com