

SOFTWARE EVALUATION

A Case of Trial and Error for Vendors?

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THE 30-DAY EVALUATION HAS CERTAINLY CONTRIBUTED TO MAKING THE SOFTWARE INDUSTRY

\$600 BILLION.

OVER 90%
OF EVALUATIONS DO NOT RESULT IN CONVERSION TO A LICENSED PRODUCT

SEARCH FOR SOFTWARE EVALUATION INFORMATION AND HUNDREDS OF MILLIONS OF RESULTS COME UP, WITH A PLETHORA OF ADVICE AND TIPS FOR POTENTIAL CUSTOMERS ON HOW AND WHY TO TRY BEFORE THEY BUY. THERE IS SEEMINGLY LITTLE ADVICE, HOWEVER, FOR SOFTWARE VENDORS ON HOW TO MAXIMIZE THE EVALUATION PROCESS FOR THEMSELVES.

Ignoring the more dubious online tips for potential users on how to make the free trial run forever, an evaluation can be a win-win for both the buyer and the vendor, and the 30-day evaluation has certainly contributed to making the software industry the **\$600 billion global market it is today.**

But how can vendors address some of the challenges they face with trials and evaluations of their software and ensure they truly optimize the outcome?

THE APPEAL OF TRY BEFORE YOU BUY

Try before you buy can be a cost effective, time tested, revenue generator and that's why most software companies make it easy for potential customers to

take a test drive. These can be set up remotely, which during the pandemic has been especially important as on-site visits have been out of the question.

So, whilst trials and evaluations can be a great way to generate leads, the problem with most evaluation licenses is that they are essentially untracked. The software vendor is dependent on the channel or resellers to follow-up on the evaluation and to walk clients through the process that hopefully ends up in a sale.

Because of this, over 90% of evaluations do not result in conversion to a licensed product and in many cases a "successful" evaluation can result in either a conversion to pirated versions of the software or an inappropriate use of educational licenses.



HOW DO WE KNOW THIS?

The only data collected on a download form is typically a name, company name, and email address. Cylynt can help companies qualify trials by tracking actual software usage to better understand if a customer truly evaluated the software during a trial period and how many times, as well as what modules were used.

Analytic capabilities provide a 360-degree perspective of all these aspects of software usage, opportunities, and user activity data (see Figure 1.) This means that the software vendor receives a completely comprehensive view of the account, from this enhancement that Cylynt is able to provide to the collected raw data.

Cylynt's motto is "Zero Dark Usage" which in the case of a 30-Day Trial License client means it can track usage and see if the user is active or inactive.

Tracking evaluations also ensures that prospective customers are actually using their 30-day evaluation period to their greatest advantage. Often prospective customers download trials but fail to see the evaluation through to completion.

With Cylynt, applications engineers (AEs) can become involved with the active benchmarks and encourage the inactive ones to get started. This can all flag up if there are issues with adoption or support and means that the channel can come to the aid of users that may need more assistance in using the tool.

HAVING INSIGHT INTO HOW THE CUSTOMER IS INTERACTING WITH THE SOFTWARE DURING THE TRIAL IS ALSO OF GREAT VALUE.

Usage data on which specific features are being used or not, and by whom delivers the ability to address user needs in unique ways that improve the customer experience and their success with the solution.

It is understandable that by supporting the user to get the most out of the software during the evaluation results in more conversions to licensed copies, but the software vendor must have complete visibility to enable this.

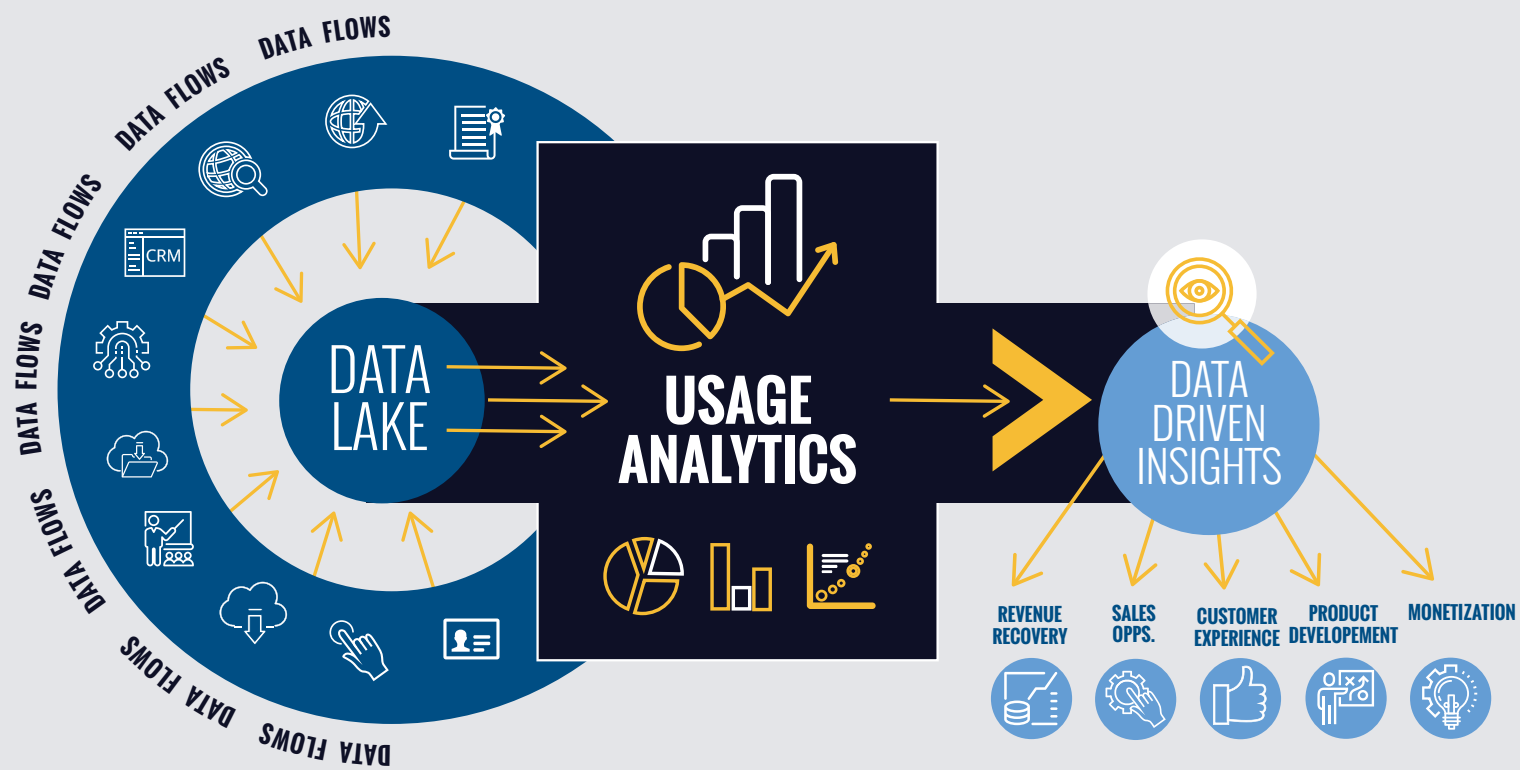


FIGURE 1



FIGURE 2

EXTRA BENEFITS FOR SOFTWARE VENDORS

Further benefits gleaned from evaluation usage analytics mean that sales teams can easily see if a request for an **"ADDITIONAL 30 DAYS TO COMPLETE THE EVALUATION"** is a real need, or if it is time to ask for the order based on actual daily use of the product. As well as an improved conversion of the trial product, with an enhanced understanding of the customers' needs, sales teams can also offer other products or services based on the usage analysis they gather.

The software vendor's marketing function can equally leverage the usage insight, enabling them to engage prospects with much more compelling, customized, and targeted campaigns that resonate with users and decision makers alike.



In addition, leading software vendors are leveraging usage data to understand value and contract pricing models and for creating data-driven editions and subscription tiers based on feature usage.

Furthermore, if the user strays into the dark world of key-generators or counterfeit

software, these violations can also be identified, and the license compliance team can get these users back on the straight and narrow. Figure 2 displays a typical dashboard that provides visualizations of actual use, including software misuse.

“HAVING COMPLETE VISIBILITY OF SOFTWARE USAGE DATA WILL BENEFIT THE ENTIRE CUSTOMER LIFECYCLE.”



IN CONCLUSION

The business intelligence garnered from usage analytics gives software vendors a competitive edge when it comes to generating revenue from evaluators.

UNDERSTANDING HOW POTENTIAL CUSTOMERS ARE USING YOUR SOFTWARE IN AN EVALUATION IS CRITICAL

to optimizing the outcome of the trial and improving conversion to a paying, licensed user.

This is part of what we call the SaaS-ification of on-premise software and knowing how customers are interacting with your software products and services at the evaluation stage, is only the start of developing a strong, positive customer relationship throughout the lifetime of their account.

Having complete visibility of software usage data will benefit the entire customer lifecycle including your product management, renewal processes,

sales and marketing, software licensing and compliance, and customer success.

WITH THE RIGHT TOOLS IN PLACE, PRODUCT EVALUATION NEED NOT BE A CASE OF TRIAL AND ERROR FOR SOFTWARE VENDORS.

ABOUT TED MIRACCO AND CYLYNT

Ted is co-founder and CEO of Cylynt. His high-technology experience spans 30 years in electronic design automation (EDA), semiconductors, defense electronics, RF/microwave circuit design, and cybersecurity. Prior to Cylynt, Ted was a co-founder of the EDA company AWR Corporation, which was acquired by National Instruments in 2011 and became part of Cadence Design Systems in 2020. In addition, he has worked with several Fortune 500 software companies, including Cadence Design Systems and start-up company EEsof Inc., which was acquired by Hewlett Packard in 1994 and is now Keysight Technologies. Ted holds a B.S.E.E. from Carnegie Mellon University.

The Cylynt platform is trusted by some of the world's leading software companies for enhanced

BUSINESS INTELLIGENCE AND GLOBALLY IS PROTECTING AROUND \$50 BILLION OF SOFTWARE ASSETS.

Cylynt solutions, which evolved from anti-piracy and license compliance roots, are an integral part of the ongoing battle to safeguard intellectual property against increasingly sophisticated evasion techniques and result in significant revenue recovery and brand protection.

Detailed usage analytics provide unparalleled understanding into how users interact with a software vendor's product and deliver valuable insight into customer experience, product development, lead generation, and sales processes. Across these elements, clients are currently realizing a gross RoI from Cylynt solutions of up to nine times their investment.

To find out more: [Cylynt.com](https://www.cylynt.com)



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