

UPDATE SERVICE MODULE

Increase Revenue with Electronic Software Updating and Targeted Messaging



"We considered a variety of options, including in-house development, but ultimately recognized that Macrovision...would enable us to implement a software update solution quickly and effectively...Update Service solves a critical challenge for Siebel by simplifying the delivery of our software and reducing TCO costs for customers."

Skip Bacon
Vice President of
Technology
Siebel Systems

For software publishers, being able to deliver software updates and promotional messages directly to customers' desktops is vital to the success of their products. Keeping customers on the most current and stable product version helps maintain customer satisfaction and loyalty while reducing the software publisher's user support costs. And being able to notify users of new promotions and product releases helps Product Managers maximize the revenue potential of their software products.

Macrovision's FLEXnet™ Publisher Update Service Module is the only solution enabling software publishers to electronically deliver software and data updates to every customer in any operating environment. Whether you want to deliver updates directly to home consumers or to enterprises managed by IT administrators, the Update Service Module is the only solution you need.

The Update Service Module is also an effective promotional tool. With the Update Service Module you can increase product revenue by delivering targeted marketing messages directly to users' desktops at their most receptive moment – when they are actively using or evaluating your products. The Update Service Module makes it easy for you to execute promotional campaigns by automatically delivering a series of messages to users at predefined times or after certain events, such as whenever they use particular features of an eval. It even tracks the response rate of each message to measure its effectiveness.

If your relationship with your users explicitly permits, the Update Service Module also has comprehensive reporting functionality, providing you with real-time data about your installed products and user base. You can generate reports on how many users have successfully installed any update, how quickly your new releases are used in the marketplace, how often customers use different features, and much more. Data provided by the Update Service Module helps

your development and marketing teams create more lucrative products and more effective marketing campaigns.

The Update Service Module runs on both Windows and Linux servers and can update any application running on any platform, including Windows, Mac OS X, Solaris, Linux, AIX, and any flavor of UNIX. It has a secure architecture that scales to hundreds of millions of end users, and is extremely easy to implement, so software developers can concentrate on creating more lucrative products, not software updating.

Benefits to Software Publishers

- Increase product revenue by delivering marketing messages directly to customers and eval users as they use your software
- Reduce operational costs associated with product fulfillment, upgrades, and renewals
- Reduce customer support costs by keeping users current and providing their IT administrators with an easy way to manage updates
- Ensure a consistently high-quality customer experience by controlling the delivery and installation of your updates
- Make more intelligent development and marketing decisions based on real-time data about your user base

Product Detail

Deliver updates to customers in any environment

- Seamlessly deliver and install updates using leading-edge bandwidth throttling and checkpoint restart technologies
- Provide your customers' IT departments with tools that simplify the targeting, distribution, and management of your updates
- Update any application running on any platform, including Windows, Mac OS X, Solaris, Linux, AIX, and any flavor of UNIX

UPDATE SERVICE MODULE

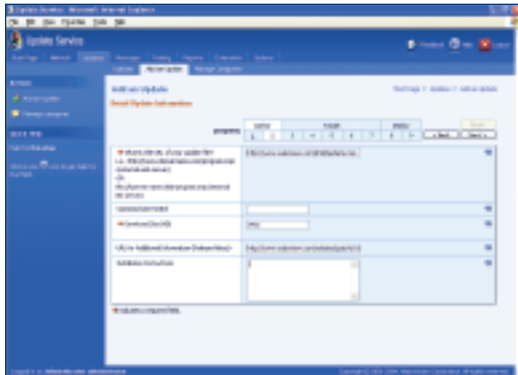
Electronically deliver updates and messages to any customer in any environment



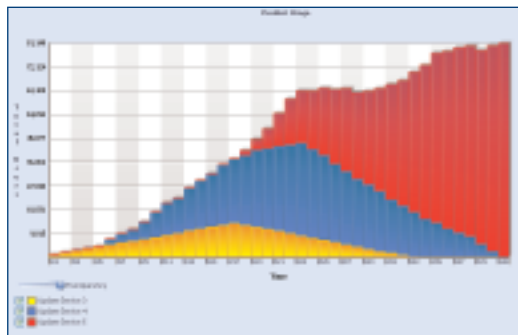
- Keep users notified of new promotions and product releases
- Deliver HTML messages right to customers and prospects as they use your products or evals
 - Execute promotional campaigns by automatically sending users a coordinated series of messages based on their preferences and use of your products or evals
 - Track response rates of each message to measure its effectiveness

Generate reports on the way your products are used in the marketplace

- Provide invaluable product usage data and customer profile information to your development and marketing teams
- Provide your customers' IT departments with tools for tracking the success of update rollouts
- Determine if pirated copies of your products are active in the marketplace



The Web-based portal makes it easy to manage your updates and messages.



Detailed reports provide real-time data on how your products are being used.

Update Service Module: Purchasing Options		
Option	Benefit	Prerequisites
Consumer Software Updates	<ul style="list-style-type: none"> • Electronically deliver updates to customers working from home or end users who can update their own computer • Increase product awareness and revenue by delivering promotional messages directly to customers' desktops • Generate reports on how your products are being used and who is using them • Available as a self-hosted or Macrovision-hosted solution 	NONE
Enterprise Software Updates	<ul style="list-style-type: none"> • Electronically deliver updates to enterprises, governments, hospitals, or any organization managed by IT administrators • Reduce your customers' TCO by providing IT administrators with a simple way to receive, test, and distribute your updates • Deliver HTML messages directly to customers' IT departments • Provide IT administrators with reporting tools to track the usage of your products • Generate reports on how your products are being used and who is using them • Available solely as a self-hosted solution 	NONE
Starter Edition	<ul style="list-style-type: none"> • Deliver updates and HTML messages to users of your consumer software (limited quantity) • Available solely as a Macrovision-hosted solution 	NONE

macrovision®

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