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POLYSYNC

Autonomous Vehicle Leader Monetizes Its Software Platform

POLY**SYNC**™

PolySync is an innovative technology company that is helping shape the future of driverless (autonomous) vehicles. PolySync®, the autonomy operating system, is a software platform made to help developers build, test and deploy automated vehicle applications quickly.

CHALLENGE

- Scalability of systems to meet increased demand
- Efficient delivery of software, including updates
- Differentiation of products to pursue new markets

SOLUTION

- Software Monetization Platform to: Manage the entire software license lifecycle
- Automate software delivery and update process
- Create market-specific feature bundles

BENEFITS

- Tiered product offerings: PolySync Basic, Plus and Pro
- Addition of 30-day trials
- Improved customer security with automated delivery of patches and updates

> *"Most application producers don't get how critical licensing and entitlement management is for revenue generation—we weren't going to make that mistake. Revenera has been right there for us."*
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> **JOSH HARTUNG**
> —CEO, POLYSYNC

Prior to PolySync's single, centralized platform, the software systems in autonomous vehicles could be numerous and often incompatible. This left companies doing back-end coding instead of focusing on their core competencies—a trend that PolySync didn't want to replicate with their software monetization needs.

PolySync founders saw an opportunity to develop PolySync when they realized their customers were spending excessive time and resources building back-end infrastructure software for their Internet of Things (IoT) connected, autonomous vehicle systems. As a result, critical resources were being diverted from core innovation and product development. PolySync was launched to eliminate that inefficiency via a software platform that manufacturers can deploy out-of-the-box to control their device sensors, communications, and control systems. PolySync needed a flexible software licensing and entitlement management system that could scale to accommodate a rapidly growing customer base with a broad spectrum of licensing, entitlement and update requirements.

Build vs. Buy

PolySync originally built its own patching and encryption tools but they quickly learned they could not scale to accommodate a connected IoT world with potentially millions of vehicles running local software. As a result, the company sought a third-party software monetization solution that was easy to use and could meet its evolving needs. Plus, it would allow them to rapidly adopt to changing market requirements and give them more credibility in the market.

"Most application producers don't get how critical licensing and entitlement management is for revenue generation—we weren't going to make that mistake." said Josh Hartung, CEO at PolySync. "Licensing technology is so complex, it didn't make sense for us to waste time developing our own software monetization solution— we needed the experts."

Key Selection Factors

According to PolySync, key reasons for selecting Revenera were flexibility, scalability and credibility. PolySync recognized that Revenera offered a broad range of interoperability with different platforms, operating systems and APIs. The technical flexibility was key.

PolySync has their sights set on exponential growth with a large number of installations. They were encouraged to see other Revenera customers with installations in the hundreds of millions and were confident that "these guys knew what they were doing," said Hartung.

Benefits: Product Differentiation

PolySync uses Revenera's Software Monetization Platform to offer three tiers of licensing for its Software as a Service (SaaS) products—PolySync Basic, Plus and Pro in addition to 30-day "simulator" trials. The system will automatically manage the back-office entitlements, ensuring that PolySync knows who its customers are, which versions of software they've paid for, and what their specific license rights are.

Benefits: Security

Security was also a critical factor weighing in favor of selecting Revenera's Software Monetization Platform. "The need to issue updates is a regular occurrence in the software business—so being able to automatically push out security patches and fixes to our customers is critical," said Hartung. "Revenera's automated update capabilities will greatly simplify our ability to keep customers up-to-date on the software they've purchased—even as we grow and scale."

Revenera 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.revenera.com**