



Microsoft Software Licensing and Protection Services Customer Solution Case Study

PreEmptive Solutions

Customer: PreEmptive Solutions
Web Site: www.preemptive.com
Customer Size: 30 employees
Country or Region: United States
Industry: Information technology

Customer Profile

Founded in 1997 and headquartered in Cleveland, Ohio, PreEmptive Solutions designs, develops, and markets software and services that analyze, protect, and monetize software applications. PreEmptive Solutions is a Microsoft Gold Partner, Premier Visual Studio Integration Partner, and Microsoft SLP Services Reseller.

Software and Services

- Microsoft Software Licensing and Protection Services
- Microsoft .NET Framework 3.5
- Microsoft Active Directory
- Microsoft Office SharePoint Server 2007
- Microsoft Windows Server 2003
- Silverlight 2.0
- SQL Server 2005 Enterprise
- Visual Studio 2008

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Application Security Leader Enhances Revenue, Customer Base, and Positioning

“PreEmptive Solutions reached the break-even point on its return on investment for SLP Services within just six months.”

Sebastian Holst, Senior Vice President, Sales and Marketing, PreEmptive Solutions

PreEmptive Solutions is the leading supplier of application obfuscation, optimization, and analytics technology supporting applications based on the Microsoft® .NET Framework. Seeking to expand sales and build more-strategic relationships with customers, the company became a reseller for Microsoft Software Licensing and Protection Services. Consequently, it has increased revenues, broadened its customer base, and strengthened its strategic positioning.

Business Needs

PreEmptive Solutions provides powerful solutions that help customers of all types and sizes to optimize their valuable software-development investments. PreEmptive Solutions is best known for Dotfuscator Professional, which helps protect against reverse engineering of Microsoft® .NET-based code and has become the world's most widely used obfuscation and instrumentation product. PreEmptive Solutions also is known for Runtime Intelligence Services, an application monitoring and analytics SaaS solution.

which are essential for any customer that wants to protect intellectual property, prevent unauthorized reuse of software, and better understand application adoption and behavior.

To expand their company's scale and scope, however, PreEmptive Solutions executives wanted to allow customers also to monetize an application, that is, to manage its installations and the use of its various features for the purpose of optimizing licensing structure and, by extension, increasing its monetary value.

Originally, the software and services offered by PreEmptive Solutions focused on these two objectives—protection and analytics—

“Without a monetizing offering, we faced limits on the size of a given sale and on our ability to move into more-strategic

relationships with customers,” says Sebastian Holst, Senior Vice President, Sales and Marketing, PreEmptive Solutions. “We needed to be able to offer our customers solutions that integrated analytics, protection, and product licensing in one integrated solution—even for applications already built and distributed.”

Solution

PreEmptive Solutions executives determined it was impractical to develop their own commercial licensing technology, and had been unable to find an acceptable third-party solution until they looked closely at Microsoft Software Licensing and Protection (SLP) Services.

“We drilled down deep into the technology, and we liked what we saw and the team behind it,” Holst says. “We also very much liked that Microsoft offered both server-based and Web-based versions of the technology in Microsoft SLP Server 2008 and Microsoft SLP Online Service, respectively.”

Breaking with the company’s precedent of marketing only those technologies that were developed internally, PreEmptive Solutions became a Microsoft Reseller for SLP Services and extended Dotfuscator Professional with the ability to inject Microsoft SLP software into already compiled applications post-build at the obfuscation phase. Further, PreEmptive Solutions leveraged the technical expertise gained as a result to offer premium Microsoft SLP support services as well.

“As a result, Dotfuscator now includes an ‘instrumentation cartridge’ for delivering SLP Services APIs into a .NET executable without requiring any alterations to source code,” Holst explains. “This makes the SLP Services licensing technology available equally to customers whose applications are already

distributed and to those whose applications are brand-new.”

Benefits

By providing a powerful and flexible way for customers to incorporate licensing technologies into their applications, PreEmptive Solutions now offers a comprehensive package for software protection, analytics, and monetizing. As a result, the company is enhancing revenues from existing and new customers alike and positioning itself strategically for the future.

- **Higher revenue, rapid return on investment.** According to Holst, when PreEmptive Solutions is able to offer SLP Services technology as part of a sale, its dollar value typically doubles. “Moreover, having SLP Services among our offerings has expanded the size of the company’s potential market,” he adds. “PreEmptive Solutions reached the break-even point on its return on investment for SLP Services within just six months.”

- **Broader customer base.** By offering both SLP Server 2008 and SLP Online Service to its customers, PreEmptive Solutions reaches customers that want to self-host their licensing solution as well as those that prefer a hosted solution.

“Whichever hosting model is chosen by a given PreEmptive Solutions customer, that customer is better able to protect, package, license, sell, and manage its applications—and bring them to market sooner,” Holst says. “This makes PreEmptive Solutions attractive to a broader customer base and supports its software-plus-services positioning.”

- **Stronger strategic positioning.** According to Holst, the SLP Services offering

represents the “third leg of the stool” that supports the company’s mission to both protect and increase the value of its customers’ application-development investments. This offering also helps to position Dotfuscator, the company’s flagship product, as a strategic instrumentation platform.

“Through our role as a Microsoft SLP Services reseller, we now offer the only obfuscation and instrumentation solution that integrates application security, analytics, and licensing services into the development lifecycle for .NET-based applications,” Holst points out. “This positions the company strongly for the long term.”

- **Insights into future technology direction.** In addition to the advantages of offering SLP Services as part of its Dotfuscator Professional technology, PreEmptive Solutions has benefited from participation in the Reseller Program.

“The SLP Services team at Microsoft has shown a powerful commitment to ensuring the success of its partners,” Holst reports. “As a result, we have received a generous level of attention, responsiveness, and openness about product road maps and direction, as well as significant support in terms of resources, training, and marketing assistance.”