



## Autodata Limited

# Tighter Security, Automated Activation Pave Way for New Revenue Streams



more than 150 titles.

Over the past decade, Autodata has transitioned most of its technical manuals to CD format. To do their jobs effectively, Autodata customers place a high value on the CDs. But unfortunately, heavy demand for the CDs has also made them targets for uncensored use.


In 1997, Autodata implemented Macrovision's legacy SafeCast technology, managing its licensing via a manual help desk. As Autodata expanded globally, it became increasingly concerned about securing its CDs, an issue made more urgent after a series of hacks. Such incidents deterred the company from rolling out valuable and potentially profitable offerings to customers, such as limited free trials of its publications on CD.

With a rapidly growing customer base, the company also began to feel the strain of its manual activation process. Frequently, it had to hire temp workers to handle higher renewal volumes. Additionally, the process required that customers wait a few days to begin using CDs while distributors emailed request codes to Autodata's main office and waited for activation codes.

### The Macrovision Solution

In 2004, Autodata upgraded to Macrovision's FLEXnet™ Publisher, leveraging the Product Activation Package to better control the use of its CDs and automate the complete activation process. Most importantly, FLEXnet Publisher offered security features that were essential for protecting the value of Autodata's CDs.

"It would have been no time at all before there was no value attached to our CDs because they were easily accessible online by anyone," said Tony Swiatek, Managing Director of Autodata. "We could not contemplate putting our information out without good, software-based security, like FLEXnet Publisher."



"To keep hackers at bay, we needed to convert all our customers in one fell swoop after implementing FLEXnet. Handling a great number of registrations was impossible with our manual process before. Using FLEXnet Publisher, our distributors got their customers up and running without a wait. We simply couldn't have handled that amount of data effectively without FLEXnet Publisher."

— Tony Swiatek  
Managing Director of Autodata

Autodata now activates customers on all its published CD titles using FLEXnet Publisher. Customers purchase annual subscriptions to manuals through Autodata's network of European distributors or directly from the company. When they load and register their CDs, that step generates a registration form with a request code. Customers then fax, email or call Autodata or their distributor with the code. FLEXnet Publisher, at either Autodata or distributor sites, verifies whether the request code matches their records, and if so, provides a corresponding activation code for the customer to unlock the CD. When activated, the CDs are set to expire in one year, at which time customers re-register for a new activation code.

### Business Benefits

FLEXnet provides tight security during the activation process, while keeping it quick and simple for customers, distributors and Autodata with automation. Instead of waiting a day or longer for activation codes, they can immediately begin using the CDs. Autodata's decision to upgrade was validated shortly after imple-

menting FLEXnet Publisher, when it needed to re-register more than 30,000 separate registrations – at once.

“To keep hackers at bay, we needed to convert all our customers in one fell swoop after implementing FLEXnet,” Swiatek said. “Handling a great number of registrations was impossible with our manual process before. Using FLEXnet Publisher, our distributors got their customers up and running without a wait. We simply couldn’t have handled that amount of data effectively without FLEXnet Publisher.”

Likewise, when major customers renew subscriptions all at once, which can mean more than 1,000 registrations at a time, Autodata and its distributors rely on FLEXnet Publisher’s flexible license manager to automate registrations – eliminating the need for temp workers.

Since upgrading to FLEXnet Publisher, Autodata has not suffered from hacks. With security the company can rely on and automated activation, FLEXnet Publisher also cleared the way for Autodata to expand its CD offerings in a way that enhances customer satisfaction and opens potential new revenue streams. Now, the company also includes optional wiring diagrams on its flagship product, CD2. Customers can initially just activate the main content of CD2, but later buy access to the wiring diagrams, when desired. Expanding their use is simply a matter of going online or calling to purchase the additional content and obtain another authorization code, allowing customers to begin using the diagrams without delay.

“By using FLEXnet Publisher, we can limit the length of the license that we give customers and what exactly we give them access to. Customers can activate additional modules at any time,” Swiatek said.

In initial tests in Scandinavia, 20 percent subscribed to the additional diagrams, while 10 percent signed on in the United Kingdom. By simplifying upgrades to content such as the diagrams, Autodata serves customers more effectively and will potentially increase revenue on certain titles.

With such capabilities, Autodata now feels confident moving into new markets like the United States and Russia, offering trial versions, and allowing customers to register online. In the U.S., Autodata will offer 15,000 free, 30-day trials of a motorcycle manual by including CDs in a major magazine. With FLEXnet technology behind its activation, users can try the CD, and then easily activate a subscription online using an authorization code when the trial expires. Again, Swiatek estimates the promotion could result in 3,000 to 4,000 new U.S. subscriptions.

“We’re confident that the more CDs we can get out there as trial versions, the more sales will pick up,” Swiatek said.

#### About Macrovision

Macrovision Corporation is the market leader in electronic licensing, installation, and digital rights management (DRM) technologies. Over 50,000 software publishers and virtually all of the Fortune 1000 companies use Macrovision’s technologies to maximize the value of their software. Software Value Management solutions bridge the gap between pricing and packaging software on the developer side, and purchasing and managing that software on the enterprise side. Macrovision’s Software Technologies Group markets the FLEXnet universal licensing platform and the InstallShield® suite of software installation, repackaging and update solutions, which are deployed on more than 500 million desktops worldwide. Macrovision holds more than 700 software licensing, DRM and content protection patents worldwide. Macrovision is headquartered in Santa Clara, California and has offices worldwide. More information about Macrovision and Software Value Management solutions can be found at [www.macrovision.com](http://www.macrovision.com).

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