

Causeway - monetising software through flexible licence management

Causeway is one of the world's leading suppliers of software that powers the design, build, operation and maintenance phases of the built environment. Causeway products help with:

- › Maintaining 35,000 km of highways & 500,000 homes
- › Supporting 16,000 engineers on the road
- › E-trading 10,000 invoices / day with a value of \$28 million
- › Tracking 9,000 vehicles / day
- › Managing over 20,000 documents & drawings every day
- › Helping over 2,000 customers in 36 countries
- › Managing \$800 billion of construction projects per annum

The Challenge

Seeking to improve how it licensed its variety of software solutions to reduce cost and remain competitive, Causeway decided to review its licensing capabilities and find a partner that could help with the complex authentication and authorisation requirements brought on by having a large application suite used by customers around the world.



Industry

Independent Software Provider (ISV) for the built environment

Challenge

Move away from spreadsheet management of licence keys and centralize license administration while supporting SSO, Federation and reducing licensing administration costs.

Solution components



10Duke Identity Provider



10Duke Entitlement Service



10Duke Reporting Service

Delivery timeframe

6 months

Coverage

Worldwide

Key stats

- › 2,000 enterprise customers in 36 countries
- › supporting \$800 billion of construction projects per annum
- › involved in iconic projects : The Shard, Burj Khalifa, London 2012 Velodrome

Website

www.causeway.com



Causeway provides 13 software solutions and applications for the built environment, ranging from drawing design to extracting information from those drawings all the way through to cost, document and process management solutions.

When it was decided to move away from an in-house licensing system that was struggling to support its rapidly growing business, Causeway went looking for a licensing solution that would help create, link and automate license management to help create a more efficient end-to-end licensing environment.

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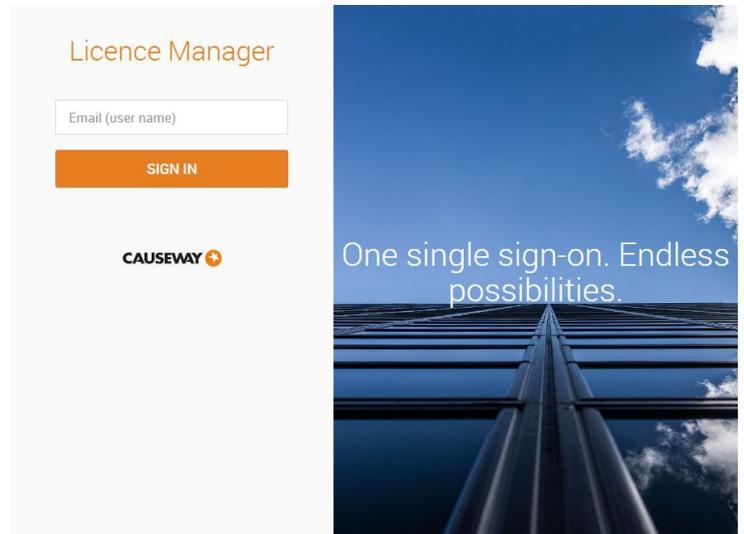
The Specific Problem

Causeway wanted a licensing solution that would offer five main capabilities:

- 1) Support of variety of different license models that could be applied to different products across its suite of solutions.
- 2) Help improve its internal processes relating to licence management, moving away from a reliance on spreadsheets and key individuals within the business, towards a more automated system.
- 3) Be able to support enterprise use cases such as federation and making it easier and more secure for the employees of large Causeway customers to access Causeway applications.
- 4) Improve the customer experience of accessing Causeway solutions by introducing Single Sign-On (SSO) across its product suite.
- 5) Gain a single view on each customer - how and when they were accessing applications, which features of applications and similar user behavior information.

“ **Causeway was facing big challenges around licensing and identification of users, where the solutions were made up of individual products. Some of those products had no licence control at all, others used different methods. We had no single view of who was an individual person using our system.** ”

*David Ovington,
CTO, Causeway*



The Solution

To meet its complex authentication and authorisation requirements, Causeway chose the 10Duke identity-based licensing solution for:

- › Its ability to support Causeway's requirements for complex licensing models involving both online and desktop applications.
- › The 10Duke licensing solution's technical flexibility when compared to the other software providers considered
- › 10Duke's expertise in identity based licensing and experience in providing licensing solutions to the construction / built environment software industry.

The 10Duke Licensing solution deployed by Causeway had three main components:

- › Authentication with the 10Duke Identity Provider API
- › Authorisation with the 10Duke Entitlement API
- › Data insights with the 10Duke Reporting API

The 10Duke IdP was used to:

- › Underpin a new Causeway customer account system.
- › Implement SSO access to all of the company's online applications.
- › Provide federated login for large corporate customers.

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The 10Duke Entitlements helped with:

- › Automated provisioning of licences when they are purchased.
- › Tools for reconciling and reflecting correct entitlements.
- › Enabling customer access to products from different device types and easily check out licences for offline use.
- › Offering customers more 'self-service' control over their licensing.
- › Support for multiple licence model configurations, including subscription based licensing and floating licenses.

The 10Duke Reporting API was used to aggregate customer and usage data like licence consumption patterns to inform product offerings and improve product development.

“Working with the 10Duke team from a technical perspective has been fantastic. They are very collaborative, very responsive; any changes we've needed to the product, because it needed to work in slightly different ways, they've embraced and built into their core solution.”

*David Ovington,
CTO, Causeway*

Implementation Method

Using a dedicated project team, Causeway leveraged 10Duke's APIs to suit their specific business cases and decided to onboard an initial set of products.

Starting with simplifying product activation, providing customers with a more transparent licensing experience and retaining control to ensure licence agreements are respected was key.

Causeway was able to map and create tailored product packages to quickly offer flexible licensing options to their customer base. Access to online applications was extended with SSO and Federation minimising user sign-in friction.

The Result

The 10Duke Identity-based licensing solution now provides a centralised licensing solution at the core of Causeway's product offering. It provides Causeway with a scalable licensing engine to support their continued rapid growth and makes access to Causeway's solution simpler, more secure while reducing Causeway's internal cost of license management.



About 10Duke

10Duke provides an advanced licensing solution, designed for software vendors selling applications in the 21st Century. Based on the unique concept of identity-based licensing, the 10Duke solution is a cloud-based licensing engine that provides advanced features in regard to both authentication and licensing that allows software vendors to better understand and service the licensing needs of their customers. From support for multiple license models, to enable licensing for web, desktop application, the 10Duke licensing solution is used around the world by leading consumer and technology brands including Trimble, Causeway and many more.

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