Premiere at Hannover Messe 2025 – Wibu-Systems Introduces CodeMeter License Reporting for Data-Driven Software Monetization

- **Wibu-Systems debuts CodeMeter License Reporting (CmLR)** at Hannover Messe 2025 (Hall 16, Booth D10).
- **Extensive analytics and interactive dashboards** offer deep insights into license usage.
- **Facilitating transparency** to enable optimized software monetization.
- **Seamless cloud access** for secure, automated license tracking.

A Revolutionary Cloud-Based License Reporting Solution for Industrial Software Vendors

Karlsruhe, Germany – **Wibu-Systems, a world leader in software protection, licensing, and security solutions, is exhibiting at Hannover Messe 2025 (Hall 16, Booth D10) where it is unveiling CodeMeter License Reporting (CmLR), its latest cloud-based innovation. This cutting-edge platform provides software vendors with deep, data-driven insights into license usage, optimizing business models and enabling customer-centric licensing recommendations.**

A New Era of License Transparency and Monetization

CodeMeter is Wibu-Systems' comprehensive technology for software protection and licensing, designed to safeguard applications against piracy, reverse engineering, and code tampering while offering flexible licensing models. It serves as the backbone for CmLR, ensuring secure and efficient license management across various platforms.

Software-driven automation is transforming industrial environments and effective licensing strategies are crucial for monetization and resource allocation. CmLR offers extensive analytics, helping independent software vendors (ISVs) and industrial OEMs gain unprecedented transparency over software license usage.

By leveraging interactive dashboards, businesses can track usage patterns, detect licensing inefficiencies, and optimize monetization strategies. CmLR enables data-driven decision-making, improving both customer experience and revenue streams.

Key Capabilities of CodeMeter License Reporting

- **Extensive usage tracking** – Detailed insights into license activations, usage duration, and access trends.
- **Automated analytics** – Dashboards for failed access attempts, geo-location data, and concurrent license usage.
- **Proactive handling** – Top customers identification to optimize licensing strategy.
- **Ideal visualization** – Intuitive dashboards deliver all relevant information at a glance.

Comprehensive Dashboards for In-Depth Analysis

CmLR provides a suite of dashboards designed to offer detailed analyses of license usage:

- **Usage Time & License Accesses Dashboard** – Offers an overview of critical metrics, including usage duration, number of accesses, most-used products, and top customers within a selected timeframe.
- **Failed Accesses Dashboard** – Identifies failed access attempts for early error detection and resolution, allowing businesses to address recurring issues or identify under-licensed customers reaching their limits.
- **Accesses by Geo-Location Dashboard** – Visualizes global license activities using heat maps, aiding in the optimization of regional strategies by identifying geographical usage trends.
- **Maximum License Usage Dashboard** – Analyzes the maximum number of concurrently used licenses to identify upselling opportunities and detect bottlenecks in license allocation.
- **Seats Used per Container Dashboard** – Tracks the number of seats used per container, ensuring full cost control over purchased seats.

- **Seats Used per Account Dashboard** – Provides a detailed analysis of the timing and usage patterns of individual seats by end customers, enabling early identification of trends and optimization opportunities.

These dashboards empower ISVs to identify usage patterns early, optimize software and licensing models, and align marketing strategies based on data. Additionally, precise usage analyses allow for targeted customer engagement and the development of personalized licensing packages.

Seamless Data Export and Integration

Acknowledging the significance of flexibility, CmLR offers robust data export capabilities:

- **Data Export Functionality** – Allows companies to export all collected data for independent analysis, facilitating deeper insights and custom reporting.
- **REST API Access** – An optional feature enabling direct integration into existing analytics environments, ensuring that ISVs have continuous access to relevant information.

The Shift Toward Data-Driven Industrial Licensing

The increasing use of software-driven industrial automation is fueling demand for advanced licensing solutions. According to a 2024 report by Credence Research, the license management market is projected to grow to an estimated USD 5774.19 million by 2032, with a compound annual growth rate (CAGR) of 11.4% from 2024 to 2032, also driven by the need for efficient software monetization in industrial sectors.

> *"With the introduction of CodeMeter License Reporting (CmLR), we are empowering software vendors with the insights they need to make informed licensing decisions. By harnessing detailed analytics, they can maximize profitability, optimize licensing models, and enhance customer satisfaction. CmLR seamlessly integrates into the CodeMeter ecosystem, reinforcing our commitment to providing secure and flexible licensing solutions that adapt to the evolving needs of the industry", stated Stefan Bamberg, Director Sales and Key Account Management at WIBU-SYSTEMS AG.*

CodeMeter License Reporting provides extended insights into industrial software license usage, enabling data-driven monetization strategies.

Additional Dedicated Resources

- Wibu-Systems at Hannover Messe 2025:
  https://www.wibu.com/events-detail/detail/hannover-messe-2025.html
- Article about CodeMeter License Reporting included in Wibu-Systems KEYnote magazine:
  https://www.wibu.com/magazine/keynote-articles/article/detail/codemeter-license-reporting-software-license-analytics.html
- Press release as audio file:
  https://www.wibu.com/fileadmin/Audiofiles/press_releases/WIBU-PR_HM25_CmLR_EN.mp3
- Press release images for download ready for print and online publications:
  https://wibu.sharefile.com/public/share/web-s48ca12d233b14913b02f943b2127c760

About Wibu-Systems

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Wibu-Systems is a global leader in cutting-edge cybersecurity and software license lifecycle management. We are committed to delivering unparalleled, award-winning, and internationally patented security solutions that protect the intellectual property embedded in digital assets and amplify the monetization opportunities of technical know-how. Catering to software publishers and intelligent device manufacturers, the interoperable hardware and software modules of our comprehensive CodeMeter suite safeguard against piracy, reverse engineering, tampering, sabotage, and cyberattacks across mainstream platforms and diverse industries.

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Media graphic resources available at: https://www.wibu.com/photo-gallery.html.