

5 ways entitlements help you monetize for continued growth at scale

You've hit \$10M ARR, what's your next move?



1 Price & Package

Use entitlements as building blocks to configure new product packages.

BONUS: Entitlements easily connect each package to your ecosystem.

2 Conquer Contract Complexity

Even with intricate contracts, you can easily lock and unlock features, so customers only use what they paid for.

BONUS: Entitlements keep your honest customers, honest.

3 Provision Pronto

You're teeming with users! Manual provisioning is no longer feasible. Entitlement management automates your processes.

BONUS: Engineers are free to do their "day jobs".

4 Configure, Don't Code

The right entitlement system lets you test and adjust pricing and packaging without re-engineering.

BONUS: Decouple commercial decisions from development.

5 Delight with Data

Easily anticipate your customers' needs with info on how, when, and how often they use your software.

BONUS: Entitlements gather accurate usage data in one place for all your customer-facing teams.

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