



# Licensing Services



## How much is your share of the UK's £950 Million Software licensing business?

Entry levels for your customers purchasing licenses are reducing. More of your customers than ever can now benefit from the advantages Licensing offers versus boxed product. Not only does Licensing entitle them to significant discounts, it is also more flexible and easier to manage. For you, licensing is a great way to secure profitable repeatable business, that's easy to transact year on year – IF you know how!

### CU's Online Licensing Guide & Services

*Taking the complexity out of licensing*

Everybody knows that Licensing can be confusing, with every vendor offering their own different scheme.... so to help you understand the ins and outs of each vendor's licensing programme, Computers Unlimited has created a unique set of services, plus the new CU Online Licensing Guide.

We have identified the most commonly asked licensing questions and answered them in plain English under a series of common section headers, allowing you to quickly and easily compare programmes. CU's Online Licensing Guide is easy to use, gives you quick access to the latest licensing news articles and features a direct link to our CU LicensingZone.

And because the CU Online Licensing Guide is kept up-to-date at all times with any vendor changes, it provides you with all the licensing information you'll ever need – all from a single location: [www.unlimited.com/licensing/](http://www.unlimited.com/licensing/)

### 6 Key Services to increase you licensing sales

The following powerful tools and services take the complexity out of selling licenses and help you grow your share of this extremely lucrative market.. and as a CU reseller partner they're all available to you Free of Charge!

#### 1 CU LicensingZone

Purchase licenses quickly and easily whenever you like

Have you ever wanted to have the ability to raise licensing quotes and place licensing orders online – quickly and easily, 24 hours a day, every day? Well, with the CU LicensingZone you can do just that!

Accessible through the CU ResellerZone, the CU LicensingZone provides a powerful and intuitive tool that allows you to quickly identify a precise license among thousands of SKUs. But that's not all... it also displays the number of points needed for you to reach the next discounted pricing band and even allows your sales staff to identify any hot quotes they have delivered so you can easily manage your pipeline.

#### 2 CU License Quotation Tool

Arm your sales team with the best weapon for licensing quotations

The CU License Quotation Tool allows your Sales team to easily raise licensing quotes with Computers Unlimited. Then, when you're ready to convert those quotes into actual orders, you can do so with a few clicks of the mouse. The tool even allows you to specify exactly how much margin to add to each license for resale to your customers.

**Learn more at [www.unlimited.com/licensing](http://www.unlimited.com/licensing)**



# Licensing Services

### 3 CU Licensing Price Lists

Timely and accurate price lists in your inbox when you need them  
Computers Unlimited understand how important it is for our resellers to receive timely and accurate licensing price lists. We automatically email our licensing customers with all price lists before the start of business on the 1st day of each month. To ensure the price lists are simple to review or import into your systems, we keep the format as close as possible to that provided by the manufacturers.

### 4 CU Licensing Renewals Reminders

Win incremental renewal business every month!  
Take advantage of easy repeat business opportunities by letting Computers Unlimited automatically notify you of licenses bought through us that are about to expire and are due for renewal. We email you a monthly spreadsheet listing customers who purchased licenses from you, along with the renewal date, relevant order details and license information, providing you with easy incremental revenue.

### 5 CU Licensing News

Keep on top of the latest licensing opportunities  
There is no better way of staying ahead of the licensing game than by subscribing to CU Licensing News – a monthly e-shot from our licensing experts dedicated exclusively to the world of licensing!

CU Licensing News brings you the latest news and promotions from both CU and the Vendors themselves, including important information on changes to licensing programmes. Together with the CU Online Licensing Guide, it will keep you ahead of the competition and ensure you are always up-to-date with the latest licensing opportunities.

### 6 CU Licensing Training

Keeping your sales team at the top of their game  
Our Field Sales team can offer you Licensing training face to face so your staff are always up to speed with the latest developments. Alternatively, you can opt to receive online training on Licensing Programmes, vendor rule changes, product launches, up-selling and cross selling. All online training is ready and available to you at any time.

As part of our commitment to Licensing Training, we also offer regular live online seminars on a range of different licensing subjects and even have a range of interactive online tests to help you assess gaps in your licensing knowledge... why not get your team to take them this week?

**For more information on any of these FREE services, please call our Licensing Specialist, Jake Demarne on 020 8358 9575 or email: [licensing@unlimited.com](mailto:licensing@unlimited.com)**

To read more or sign up online visit: [www.unlimited.com/licensing/](http://www.unlimited.com/licensing/)

