

# FACT SHEET



## Models and Services

Proven Software Solutions is the electronics industry's first independent broker for embedded software. The models and services it provides address the cost, risk and time issues associated with the development of embedded products.

Through software reuse, OEMs of products enabled by embedded software, across all markets, can address Time-to-Market and Cost-to-Market issues.

### **Software Supplier Models**

The repository of embedded software offered by Proven Software Solutions is sourced from the industry through three Models: the PSS-Maintained Software Model; the Owner-Maintained Software Model, and the Commercial Software Supplier Model.

#### *PSS-Maintained Software Model:*

This Model is suitable for OEM/ODMs who own embedded software but do not provide embedded software as part of their services. Through this model, OEM/ODMs who own proven embedded software can maximise their investment without additional development costs.

Under this model, Proven Software Solutions assumes version control of the embedded software. Using its Commercial Services (see below), Proven Software Solutions audits, values and productises the software to create a fully productised, fully static, version controlled Software Product.

This Software Product is then brokered by Proven Software Solutions through its channels and partnerships, and for each sale the software Owner receives a payment, providing an addition-

al ROI without additional effort.

Integration Support for the embedded Software Product may be provided by the owner if they wish, providing a further revenue stream. Owners who do not wish to provide support may take advantage of the Proven Software Solutions' Support Network, at no cost to the Owner

The Owner assumes no liability for the software beyond that specified in the Licence Agreement, and Proven Software Solutions provides fulfilment in terms of Deliverables, Licence Agreements and payment collection.

Furthermore, the software Owner is free to continue to develop with the software without providing further versions of the embedded software or providing any further support to Proven Software Solutions.

#### *Owner-Maintained Software Model:*

This Model is suitable for Systems Integrators and Design Consultants, who own embedded software and offer embedded software services commercially.

The benefit of the Owner-Maintained Software Model is it creates Products for a Services company, which are brokered with integration support for a single, bundled price.

Under this model, Proven Software Solutions uses its commercial services to audit embedded software to create an asset-value based on the cost and value of the embedded software.

The value of the subsequent Product is based on the software's asset-value and the estimated effort required for integration. This integration estimate is provided by the software Owner.

The resulting Software Product, including the integration effort provided by the Owner, is brokered by Proven Software Solutions, acting as a representative for the software Owner.

#### *Commercial Software Supplier Model:*

For suppliers of commercial embedded software products and design services, Proven Software Solutions operates as a non-franchised distributor, providing lead generation based on the suppliers' products and expertise.

#### **Commercial Services**

Proven Software Solutions provides three Commercial Services which enable the reuse of embedded software both in-house and to Third Parties, comprising: Software Audit & Valuation; Software Productising, and Software Brokering.

#### *Software Audit & Valuation:*

Estimating the value of embedded software necessarily requires an appreciation of the cost of development. A Software Audit conducted by Proven Software Solutions can assess that cost, allowing Developers to better estimate future software development costs.

Additionally, any embedded software that has been developed, debugged and deployed has an inherent asset-value. The asset-value of embedded software reflects the quality of its implementation. Through a Software Audit & Valuation, Proven Software Solutions can apply an asset-value to proprietary embedded software, effectively raising the net value of the Owner's company.

A Software Audit & Valuation also identifies proprietary embedded software that may be suitable for reuse, either in-house or by Third Parties.

#### *Software Productising:*

Building on the Software Audit & Valuation, the Software Productising service prepares embedded software for reuse in-house.

Software productised by Proven Software Solutions enables Owners to port the software to new projects with significantly less effort.

Productised software comprises a full documenta-

tion service, providing Owners with the documentation they need in order to retarget their existing embedded software for new and future projects.

Proprietary embedded software that has been audited and productised by Proven Software Solutions may then be brokered by Proven Software Solutions, for reuse by Third Parties under the PSS-Maintained Software Model.

#### *Software Brokering:*

Each piece of embedded software supplied by Proven Software Solutions generates revenue for the software Owner. After as little as ten sales, the Owner could recoup all of their R&D costs expended in developing the software.

All Intellectual Property Rights (IPR) for the software are retained by the Owner, but the terms of the agreement do not preclude Licensees from changing the software, or shipping products containing the software after the expiration date of the Licence Agreement.

Through licensing fully audited and productised embedded software from Proven Software Solutions, licensees profit through a faster time to market, lower cost of development and reduced risk of development.

Proven Software Solutions - the realistic and affordable source for enabling software.

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**Contact Proven Software Solutions today to find out how you could benefit from our services.**

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