

# the Smart Licensing Strategy for Salesforce Communities

## Saving on your way to success

Smart companies know when unused assets go to waste. Salesforce Communities are hubs of activity, where logins are assets, selected based on an assumed amount of customers and partners' activity. But sometimes those assets are wasted—like apples left in the basket—whereas others are consumed before the job's done.

That's why smart companies invest in a licensing strategy that uses all of the apples in the basket.

## Carefully Picking Your Community Licenses



What happens when you hand an apple to someone starved for more? Companies across the globe are leaving customers and partners dissatisfied, without enough licenses.

Why buy a whole basket of apples for someone who eats only two? Companies without a comprehensive licensing solution are doing just that.

Every month, companies pay for both login-based and member-based Community licenses to effectively connect with customers and partners.

**Login-based  
license**

**VS**

**Member-based  
license**

## Solving the Dilemma

*Does my company save or lose money on licenses? How do I easily evaluate this? I wonder if there's a solution...*

salesforce

appexchange

*Look what I found!*

**OSF**

**LICENSES OPTIMIZER FOR SALESFORCE COMMUNITY CLOUD**

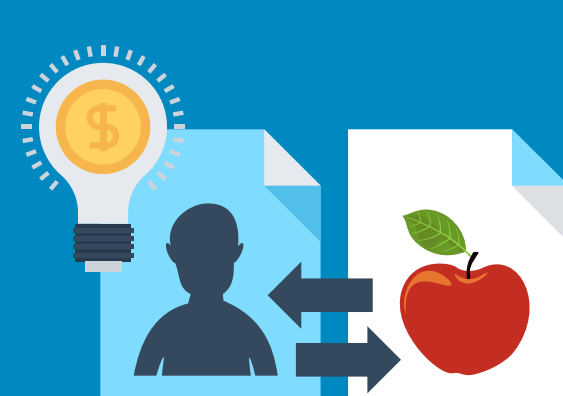


### Healthy Insight into Login Behavior

Easily survey the licensing situation by looking into Community users' current license types and login frequency.

### Sort through Licensing Data

Conveniently sort licensing data into relevant user lists—or, build lists according to your unique needs.



### Optimized License Distribution

Reassign Community users to the most economically efficient license types—saving your money, and peace of mind.

## Community Licensing Success

Invest in a solution that means money in your pocket—and Community users equipped with the licenses they need to get the job done.

*customers & partners have the right licenses*

*... optimized, within budget, at no extra cost!*

**Find Out More**