

ARM – NEXT GENERATION LICENSING

COMPANY BACKGROUND

Arm are a silicon IP design company whose core products are the designs (IP) for low power processors. Arm's customers include companies such as Samsung and Apple who use Arm's IP to develop processors and peripheral ICs to power their mobile products. Devices based on Arm IP require the development of specific software. To support this, Arm have either develop or acquired software development kits and associated tools that developers can use to speed up their projects. These supporting software tools are licensed to either individuals as well as large companies. .

THE CHALLENGE

To manage licenses, Arm have a dedicated team of professionals who process most of the request as tickets to support licensing requests as well as detect and avoid license abuse. Manually processing licensing issues is very labour intensive, often repetitive and results in delays between requests and responses which, in most cases are too long. Arm therefore decided to develop a self-service portal that would be able to handle large volumes of requests, cope with the wide variety of products as well as the different license models and prevents the fraudulent use of licenses.

SERVICES RENDERED



STRATEGY

Web Strategy
Personas



RESEARCH

Stakeholder Research
User Interviews



DESIGN

Information Architecture
Interaction Design
Visual Design



TESTING

Usability Testing



CONSTRUCTION

Style Guide
Front-end Coding

KEY PROJECT REQUIREMENTS

- Define the information architecture based on the different licensing models, products and features the portal needs to support as part of the overall journey. The final architecture modelled all information and functions the portal needs to offer over the next 3 years.
- Identify in collaboration with Arm what functionality is required for a first minimal viable product (MVP).
- Design low fidelity prototypes that demonstrate how a potential solution could meet the customer requirements as defined in the portal.
- Develop a higher level prototype that contains enough details to test with representative Arm customers.
- Quarterly test the designs with representative Arm customers and iterate the design accordingly.
- Develop a production grade interaction design of the portal.

ADDRESSING THE CHALLENGE

Enabling customers to self service their licensing needs cannot be solved by simply developing a web portal in isolation. An optimal solution would need to be based on a deeper understanding of the development process and the role and use of the tools within this by a single or team of developers as well as those Arm customer stakeholders who are responsible for managing as well as purchasing licensing. Considering and validating the experience journey rather than just the requirements of 'just' a visitor to the self-serve licensing portal is core to the way in which Akendi addressed this challenge.

APPROACH

INTERVIEWS

Akendi conducted a series of interviews with all the relevant stakeholders in Arm who are responsible for interacting with customers on licensing queries. Participants in these interviews included the licensing support team, higher management and the sales teams. In addition Akendi interviewed a number of Arm partners otherwise known as distributors to not only learn about their approach and issues with Arm licenses but also with other licensing products.

The results of the interviews informed the first iteration of the customer experience journey which represented what Arm customers are experiencing at the moment. This formed an excellent starting point for identifying pain points and opportunities for a new self service based delivery and gave more clarity on the requirements for the digital channels (e.g. potential portal, notification etc.) through which the licensing service is delivered.

QUANTITATIVE RESEARCH: ANALYTICS

Akendi analysed a variety of incoming support tickets as well as existing customer profiles to gain an insights into current customer pain points. Furthermore, customer profiles were quantified on the basis of this data to obtain a validated understanding of, for instance, statistical distribution of licenses amongst customers with a certain profile. All the results were used to update the experience journeys of Arm's customers.

SOLUTION DESIGN

Having gained a deeper understanding of the overall license support journey, the profiles of it's customers and users as well as the role a self service portal needs to play as part of the overall service solution, Akendi started the iterative design of a self-service portal.

THE RESULT

The project resulted in the design of a first MVP based on the research and iterative test results. The final version of the portal different from what Arm had anticipated at the start of the project.

Unfortunately, despite being an optimal match with the Arm customer needs than the previous solution, Arm management decided that introducing and maintaining a custom portal was not financially feasible and ended the project mid December 2019.

"AKENDI WERE FANTASTIC TO WORK WITH. THEY BROUGHT A WEALTH OF KNOWLEDGE AND EXPERTISE, WORKING CLOSELY WITH OUR IN-HOUSE DEVELOPMENT TEAM TO DELIVER VALUABLE CONTENT AND INSIGHTS IN A TIMELY MANNER. I WOULD REALLY RECOMMEND THEM TO ANYONE LOOKING TO DEVELOP PRODUCTS AND SERVICES WITH A HIGH QUALITY USER EXPERIENCE."

Matt Rowley PRODUCT MANAGER, DIGITAL SERVICES