GEN3SIS SOLUTIONS

Embedded Value Activation for Manufacturers

EVAG360

What is EVAG360?

EVAG360 is Gen3sis' solution designed to help manufacturers convert the value included in their equipment—embedded software licenses—into actual activations, effective adoption, renewals, and upsell opportunities.

Through a **structured program of activation and support for end customers**, EVAG360 transforms inactive licenses into active users, enabling recurring revenue and improving the after-sales experience, under an **Industry 5.0** approach, where technology enhances human value and business.

The problem it solves

Many **software licenses preinstalled on computers are never activated**, wasting the included value and generating potential revenue loss for manufacturers.
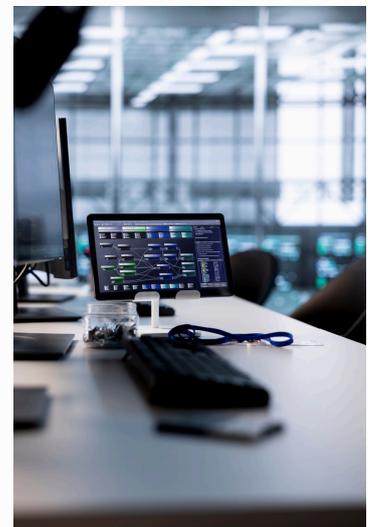
The lack of visibility into the actual use of embedded software makes it difficult to plan renewals and additional sales, while end **users are unaware of or do not take advantage of the product's capabilities, affecting their perception of value and loyalty.**

What does the solution include?
• Comprehensive embedded license activation program
• Segmentation of the installed base by country, channel, and cohort
• Multichannel contact campaigns (mail, phone call, in-app)
• Guided technical activation and initial user onboarding
• Monitoring of software adoption and actual use
• Executive dashboards with activation and conversion metrics
• Identification of opportunities for renewal and upsell

Key benefits
• Increase in the percentage of activated embedded licenses
• Generating additional revenue through renewals and upsells
• Reduction in time-to-value
• Full visibility into activation, usage, and conversion

Next step

Are your embedded licenses generating all the value they could? Start an EVA Workshop with Gen3sis and let's design a customized activation program together with **EVAG360.**