

# Simple way to distribute modern software add-ins



## Summary

### About POBS®

POBS® is a Microsoft® PowerPoint Add-In that will allow you to access many new features and time-saving functions straight from PowerPoint.

### Challenges

POBS® needed a simple-to-use solution that would make licensing and payment management a seamless process. The challenges were:

- Activations
- Usage control
- Payments

### Advantages

By integrating POBS® together with SKM, the advantages were:

- Implementation within hours
- Easy-to-use and powerful platform to manage licenses
- Great support team
- Payments with Stripe and PayPal allowed selling right away
- Secure API that is fairly easily to use

### Results

- SKM was easy to implement
- Top support
- Tight business control and customer management

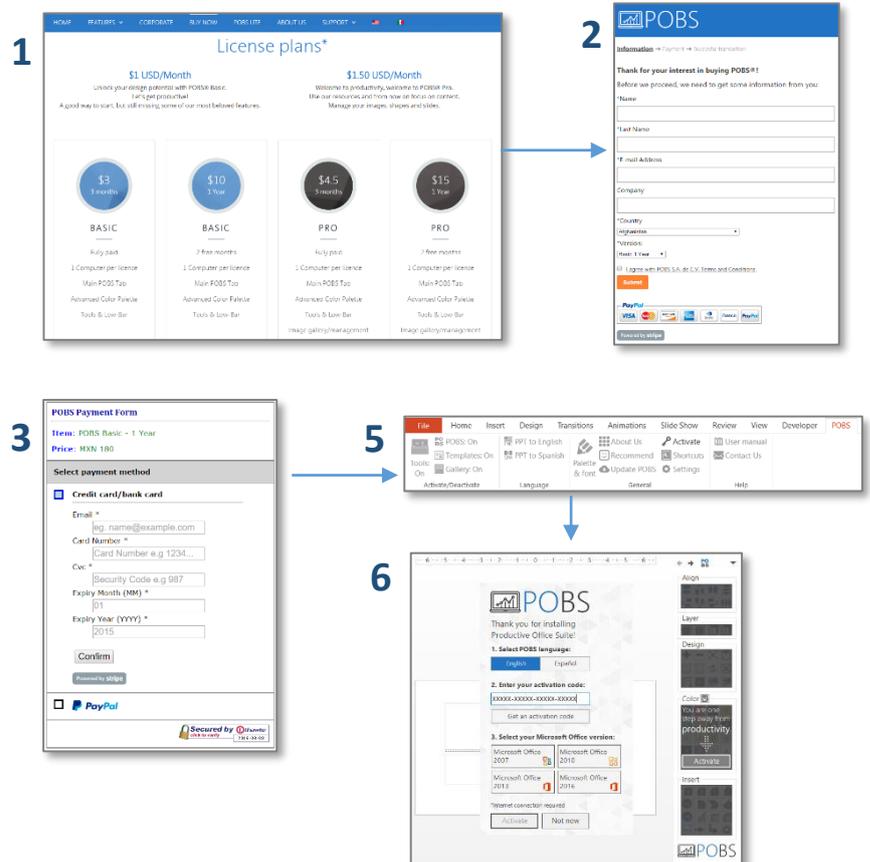
POBS® uses SKM to bring productivity and time-saving features to PowerPoint users

*“In sum, we would not have our business up and running right now if it wasn’t for SKM!”*

José Castellanos, Developer & Founder

POBS® is a Microsoft® PowerPoint Add-In that gives you access to a broad range of new features and time-saving functionality straight from PowerPoint. When POBS® was to be released, the team faced the problem of online deployment. Considering that piracy is a common practice, it was important to have secure usage control and support for activations. Moreover, having a seamless process of license distribution and payment management is important to increase credibility among customers. Using SKM, POBS® was able to implement the whole process within hours. Now, POBS® can focus all their time and creativity on creating a great user experience for their customers, save time and costs thanks to the automatization between payments and activations.

## Process Step-by-Step



## Details

### What kind of challenges did you have before using SKM?

“One of the main challenges of developing a new software product is no doubt its activation and usage control. Piracy is a common practice and if you don't have the adequate protection you are certainly vulnerable to it.

Payment systems were another big topic for us, as this was our first venture into an online deployment we had not idea on where to begin! We needed to make license distribution and payment management a seamless process because it has a direct effect over how trustworthy our company will look for customers.”

### How did SKM help you to solve the challenges?

“Our team had beginner skills in programming, yet with SKM's easy tutorials and great support team we managed to implement SKM within hours. Their online platform is really easy to use and lets you manage your licenses by customer and by product, so the possibilities are endless.

SKM also offers payment management, which is easy to implement into your website so you can start selling your software right away. Support for Stipe and PayPal leave no potential customers out of the picture, so you are basically good to go. SKM also provided a couple of extra layers of security with their API, which is also fairly easy to use.”

### What kind of impact did SKM have on your business?

“As beginners in the software industry and after surveying the market, SKM was the only Serial Key solution we found that was actually easy to implement. Top support from their team was a key differentiator. Their online interface allows for tight business control and customer management. In sum, we would not have our business up and running right now if it wasn't for SKM!

We highly recommend this licensing solution.”

(These answers were provided by José Castellanos, developer and founder of POBS®)

## More information

POBS® website: <https://pobs.mx/>

SKM's website: <https://serialkeymanager.com/>