



Cetrus Quarterly, December 2018

EVENTS - Autodesk University 2018



Nothing is better for a company than understanding their customer's daily problems. We learned:

- People are frustrated with complicated licensing
- Companies need visibility into how applications are being used so they can manage licenses effectively
- Its not just Autodesk - People are also frustrated with software providers like Bentley and Adobe

["Top 5 Lessons Learned from AU 2018"](#) - Read more about our AU experience in this blog post.

Thank you everyone who stopped by!

A YEAR IN REVIEW

This newsletter (CQ Q4) marks the final newsletter of 2018! In one year our product and interface have grown tremendously, especially our reports.

Check out [this blog post](#) showcasing one of our reports in development. (Shhh, it hasn't been released yet!)

QUICK CASE STUDY

One customer wanted to compare the productivity of newly hired college grads. They tracked application use with CPM to compare actual active time between applications. Their guess? AutoCAD and Revit. Nope! They discovered that employees were **actually** spending the most time on **Outlook!**

CPM data showed our customer that their new employees were struggling to learn the Outlook interface. By implementing an Outlook-focused training program for new hires, they were able to significantly reduce the amount of wasted hours, **increasing efficiency.**

ABOUT CETRUS

We aim to provide the best software licensing and application use data, so you can make informed business decisions. Cetrus Process Meter (CPM) is an application management platform that provides real-time application use data.

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