

# flexera. technology intelligence roadshow 2024

## CHICAGO

The visibility gap is widening as the pace of technology increases. Grappling with emerging technologies, evolving demands of the business, and a changing world, today's IT leaders need to be equipped with a superior toolkit and future-proof insight. We call this Technology Intelligence.

The Technology Intelligence Roadshow is a global event series designed to engage technology leaders and practitioners from across the industry. We'll delve into topics that are top of mind for you today, along with future-facing themes to keep you ahead of the game.

Join us for the Chicagoland stop of the Technology Intelligence Roadshow  
Flexera Headquarters: 300 Park Blvd, Itasca, Illinois  
August 21, 2024  
9:00 a.m. – 5:00 p.m. CT

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## Agenda

TIME	SESSION
9 - 10 a.m.	Breakfast/networking
10 - 10:45 a.m.	<b>Welcome and keynote: Flexera and Snow...give you MORE</b> Technology Intelligence is the key to unlocking the power of data...to fuel new initiatives and drive more value for your organization. <i>Jim Ryan, President and Chief Executive Officer, Flexera</i>
10:45 - 11:15 a.m.	<b>Exclusive* Roadmap sneak peek</b> Get a first look at the planned capabilities of Flexera and Snow to help you mature on your ITAM and FinOps journey. <i>Becky Trevino, Chief Product Officer, Flexera</i>
11:15 - 11:45 a.m.	<b>2024 IT priorities</b> Expert panel discussion to consider the ever-changing role of technology in modern enterprises with competing demands and prioritization. <i>Roy Ritthaler, EVP, Customer Value, Flexera</i>
15-minute break	
12 -12:45 p.m.	<b>Fireside chat: TBD</b> Welcoming a guest customer speaker to share their business outcomes. <i>Roy Ritthaler, EVP, Customer Value, Flexera</i>
Lunch/networking (1 hour)	

## Agenda (cont.)

TIME	SESSION
1:45 - 2:15 p.m.	<p><b>When ITAM met FinOps</b></p> <p>The hybrid ITAM and FinOps story: How can you enable and evolve the collaboration between FinOps and ITAM? And how do you drive value and reduce TCO by leveraging this hybrid relationship?</p> <p><i>Josh Fraser, SVP, Customer Success, Pre-Sales and Support, Flexera</i></p>
2:15 - 2:45 p.m.	<p><b>The Supernova-like SaaS explosion</b></p> <p>The proliferation of SaaS applications—and the risk and cost that comes with it—is expanding like a black hole and sucking in your time and resources. In this session, we'll explore practical ways for you to plug these vacuums and bring peace to your universe.</p> <p><i>Mark Delisi, Business Value Advisor, Flexera</i></p>
2:45 - 3:15 p.m.	<p><b>Changing role of ITAM</b></p> <p>With the accelerating pace of change, the role of the traditional IT asset management function within organizations is evolving to address CIOs' latest priorities. Join us to discuss how ITAM must embrace AI, containers, FinOps and more</p> <p><i>Steve Schmidt, VP, Product Management, Flexera</i></p>

Networking (1.5 hours)

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