

BOSTON – May 23, 2019

The Archer Burlington, 18 Third Avenue, Burlington, MA 01803

09:15 Registration and Business Breakfast

10:00 Flexera Kick-off and Update

John David, VP Sales, Supplier Division, and Nicole Segerer, Marketing Director

10:30 Monetize and Grow Your Digital Business

Duncan Jones, VP and Principal Analyst, Forrester

11:00 Coffee Break

11:15 Monetization Use Case

Jennifer Harris, Development and Product Manager, Infor F9

12:00 Flexera Monetization Report – Where the Industry is Headed

Nicole Segerer, Marketing Director, and Matthew Dunkley, Senior Director Products

12:30 Lunch Break and Genius Bar

1:30 Moving to Subscription – From Monetization Framework to Implementation

Cris Wendt, Solution Specialist and Scott Niemann, Principal Product Manager

2:15 Monetization Use Case

TBC

2:45 The Data, Processes and Insights You Need – Monetization Platform Overview

Scott Niemann, Principal Product Manager

3:15 Coffee Break

Business Solutions Track

Technology Track

3:30 Workshop: Process, Project and People - Making your monetization initiative a success

Cris Wendt, Solution Specialist and Michael Smith, Director Consulting Services

Workshop: Making a success of your implementation – Best Practices, Workflows and a future Outlook

Matthew Dunkley, Senior Director Products

4:30 Roundtable Sessions

1. Customer Success at Flexera
2. Software Monetization – A Legal View
3. Open Source Security and Compliance
4. Customer-hosted round table

5:30 Cocktail Reception, Dinner and Genius Bar