



# SoftSummit

THE LEADING SOFTWARE AND IOT  
MONETIZATION CONFERENCE

Stuttgart, Germany – 26<sup>th</sup> June 2019

**flexera**  
Install | Protect | Monetize™

## STUTTGART – June 26, 2019

Design Offices Stuttgart Mitte, Lautenschlagerstraße 23a, 70173 Stuttgart

**09:15**      **Registration and Business Breakfast**

**10:00**      **Flexera Kick-off and Strategy Update**

Brent Pietrzak, SVP and GM Supplier Division, and Nicole Segerer, Marketing Director

**10:30**      **Digital Innovation – Growth Potential for Any Product**

Dr. Stefan Ried, Principal Analyst & IoT Practice Lead, Crisp Research AG



**11:15**      **Coffee Break**

**11:30**      **Flexera Monetization Report – Where the Industry is Headed**

Nicole Segerer, Marketing Director

**12:00**      **Transitioning to Subscription**

**Business Model and Pricing Considerations**

Jens Hasche, Director, Simon-Kucher & Partners

**SIMON • KUCHER**

**12:30**      **Lunch Break and FLEXperts Bar**

**13:30**      **Monetization Use Case**

Stefan Zügner, Senior Product Manager, Advantest



**14:15**      **The Data, Processes and Insights You Need – Monetization Platform Overview**

Scott Niemann, Principal Product Manager, Flexera

**14:45**      **Coffee Break**

**15:15**      **Workshop: Leverage the Power of a Monetization Platform – Best Practices, Workflows and a Future Outlook**

Matthew Dunkley, Senior Director Product Management and Strategy, Flexera and Robert Härtwig, Head of Services DACH, Softline Group

**16:15**      **Roundtable Sessions**

1. Customer Success at Flexera, Thomas Wolf, Flexera
2. Software Monetization – A Legal View, Maike Schimko, Softline Group
3. Open Source Security and Compliance, Constant Fischer, Flexera

**17:00**      **Cocktail Reception, Dinner and FLEXperts Bar**



## YOUR SPEAKERS AND EXPERTS IN STUTTGART, GERMANY



**Dr. Stefan Ried**

Principal Analyst and IoT  
Practice Lead, Crisp Research



**Brent Pietrzak**

SVP and General Manager  
Flexera, Supplier Division



**Jens Hasche**

Director  
Simon-Kucher & Partners



**Stefan Zügner**

Senior Product Manager  
Advantest



**Matthew Dunkley**

Senior Director, Strategy and  
Product Management, Flexera



**Nicole Segerer**

Marketing Director  
Flexera



**Scott Niemann**

Principal Product Manager  
Flexera



**Robert Härtwig**

Head of Services DACH  
Softline Solutions



## Location and Contact

**Stuttgart, Germany**

**26<sup>th</sup> June**

**Design Offices Stuttgart**

Lautenschlagerstraße 23a

70173 Stuttgart

If you have questions or need further information, please contact Louise Stebbings, Senior Marketing Manager, [lstebbing@flexera.com](mailto:lstebbing@flexera.com)

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