Software Monetization
TechDays

Menlo Park, California - June 8, 2017

Munich, Germany - June 20, 2017

Maidenhead, UK - September 21, 2017

Register Now!

![Software Monetization TechDays logo]

Dates & Locations

Menlo Park, CA - Thursday, 8 June 2017

Rosewood Hotel Sand Hill
2825 Sand Hill Rd., Menlo Park
California 94025, USA

Munich, Tuesday, 20 June 2017

Flexera Software, Highlight Towers
19st Floor, Mies-van-der-Rohe-Str. 8
80807 Munich, Germany

Maidenhead, Thursday, 21 September 2017

Flexera Software Ltd.
Malvern House, 14-18 Bell Street
Maidenhead, Berkshire SL6 1BR, United Kingdom

REGISTRATION ONLINE AT:

https://info.flexerasoftware.com/SWM-EVNT-Software-Monetization-TechDays-2017

If you have any questions or need further information, please contact
Nicole Segerer, Software Monetization Product Marketing Manager,
nsegerer@flexerasoftware.com

Software Monetization
TechDays

TechDays are key events for Flexera customers working with our Software Monetization solutions. Join industry experts and peers from companies like yours for a great day with interactive sessions, hands-on labs, workshops and first-hand experience:

- Automated and streamlined software lifecycle management
- Software protection and security
- Device and feature management
- Entitlement management processes for upgrades, renewals and organization management
- System architectures and integration scenarios

Flexera Software experts will share best practices, tips and insights. You have the unique chance to co-work and network with peers from companies like yours. Join us to discuss market and technology trends, use cases and the latest products and features!

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Agenda

Time	Session	
08:30	**Registration and Breakfast**	
09:00	**Welcoming Remarks**	
09:15	**Software Monetization 201 – Managing the Software Lifecycle**	
10:20	*Coffee Break*	
10:40	**Setting up the Lab Environment**	
10:50	**FlexNet Embedded– Managing Devices and Features**	**FlexNet Operations - Automated Upgrades and Renewals**
12:30	*Lunch*	
13:30	**FlexNet Licensing Security Lab**	**FlexNet Operations – Complex Organizations and Channel Sales**
15:15	*Coffee Break*	
15:40	**Share Insight, Experience and Best Practice in a Panel Discussion with a Twist**	
16:40	**Software Monetization Architectures and Business Systems Integration**	
17:30	**Feedback Session and Wrap-up**	
17:45	**Networking Session and Dinner (until 7 pm)**	

Session Details

Software Monetization 201 – Managing the Software Lifecycle

Join us for a step-by-step tour of the software license lifecycle through our experience of serving both application producers and application consumers. Get insights on platform and solution alignment and hear about strategies and best practices to protect, deliver and grow product revenues.

Lab: FlexNet Embedded – Managing, Devices and Features

Perform licensing and feature clipping processes using the FlexNet Embedded Porting Kit on a Rasperry Pi.

Lab: FlexNet Licensing Security

Protect your software effectively against hacking and reverse engineering by applying tamper resistant application technology. Hear about basic hacking techniques and see how you can apply protection strategies.

Lab: FlexNet Operations - Automated Upgrades and Renewals

Learn how you automate software upgrades. Drive recurring revenue and streamline your renewals business with FlexNet Renewal Management.

Lab: FlexNet Operations - Complex Organizations and Channel Sales

Learn how to define organizational relationships that reflect your customer and distribution partner ecosystems to support the transference and visibility control of entitled digital goods.

Software Monetization Architectures and Business Systems Integrations

Get an overview of typical software monetization platform architectures and learn more about the integration to other systems like ERP, CRM, Billing etc.

Registration and Logistics

Registration

Software Monetization TechDays are open for existing customers of Flexera Software Monetization solutions. In order to profit from TechDays and the sessions provided, it will be helpful if you are already familiar with our products.

The event is free of charge. Flexera Software reserves the right to ensure attendees are suitable to attend the event.

Available tickets

Seats will be reserved on a first come, first served basis. We will confirm your reservation within 10 days following your registration. In case the event is fully booked, you can still join the waiting list and move up in case other attendees cancel their participation.

Bring your own device!

During the sessions and hands-on labs you will be working on use cases and implement them yourself. You will get access to the respective Flexera Software solutions. However, we ask you to bring your own notebook to work on your tasks. There are no specific technical requirements other than being able to connect to the Internet and to access CloudShare Services (see www.cloudshare.com).

If you are not able to bring your own device, please get in touch with Flexera before the event to discuss alternatives.

If you have any questions or need further information, please contact Nicole Segerer, Product Marketing Manager at nsegerer@flexerasoftware.com | Tel. +49 176 132 808 86