



Agenda — June 18th, All Times British Summer Time

12:30 pm **Access the Platform and Your Agenda**

1:10 **Reverera Strategy Update – The Future of Monetization and Usage Analytics**

Brent Pietrzak, General Manager
Nicole Segerer, VP of Products and Marketing
Vic DeMarines, VP of Software Monetization Products

1:40 *Break*

1:45 **Keynote: OBVIOUSLY AWESOME: Powerful Product Positioning to Make Your Market Work for You**

April Dunford, Founder & CEO Ambient Strategy

2:20 *Break*

2:25 **Use Case: Reverera & Siemens: A Win-Win Partnership**

Naoufel Ayachi, Product Management, Siemens Schweiz AG

3:00 *Break*

3:05 **Monetization and Usage Analytics Panel**

Join a panel with leading companies including HCL, Interneuron, Riedel and Solibri discussing successful monetization and usage analytics strategies
Moderator: Barb Boyer, VP Customer Success & Services

3:40 *Break*

3:45 **Workshops**

- *Take your products to the cloud successfully (Scott Niemann and Dan Barrett)*
- *Build faster using open source: Managing license compliance and security (Alex Rybak)*
- *Building a successful compliance program (Vic DeMarines)*

4:20 *Break*

4.25 – open end **Social Hour and Networking with Video Chat**

John David, VP of Sales and Dave McLoughlin, Director of Solution Engineering and Services

Solution Demos and Chat

- *Entitlement Management (Scott Niemann)*
- *Compliance Intelligence (Vic DeMarines)*
- *Usage Intelligence (Dan Barrett)*
- *Software Delivery and Updates (Jim Berthold)*
- *Software Licensing (Ravi Trivedi and Paul Bland)*

1:1 Video Meetings

- *Brent Pietrzak, General Manager*
- *Ravi Mazumdar, VP Engineering*
- *Nicole Segerer, VP Product Management*
- *Barb Boyer, VP of Customer Success & Services*
- *Eric Johnson, Solution Expert*

SIEMENS

Interneuron

RIEDEL

SOLIBRI

HCL