



Agenda – June 16th, All Times US Central Time

9:30 am **Access the Platform and Your Agenda**

10:10 **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

10:40 *Break*

10:45 **Keynote: OBVIOUSLY AWESOME: Powerful Product Positioning to Make Your Market Work for You**

April Dunford, Founder & CEO Ambient Strategy

11:20 *Break*

11:25 **Use Case: Agilent’s Approach to Software Monetization**

John Sadler, VP & General Manager, Agilent



11:50 *Break*

11:55 **Monetization and Usage Analytics Panel**

Join a panel with companies such as PTC, HCL, Rauland and TechSmith to discuss successful monetization and usage analytics strategies
Moderator: Barb Boyer, VP Customer Success & Services



12:30 pm *Break*

12:35 **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)*

1:10 *Break*

1.15 – 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*