Agenda – June 16th, All Times US Central Time

10:00 am **Access the Platform and Your Agenda**

10:10 **Flexera 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: Build and Position Better Products**
April Dunford

11:30 *Break*

11:35 **Monetization Use Case**
John Sadler, VP & General Manager, Agilent

12:10 pm *Break*

12:15 **Monetization and Usage Analytics Panel**
Join a panel with companies such as HCL and TechSmith to discuss
successful monetization and usage analytics strategies
Moderator: Barb Boyer, VP Customer Success & Services & John David, VP of Sales

12:50 *Break*

12:55 **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)*

1:30 *Break*

1.35 – open end

Social Hour and Networking with Video Chat	**Solution Demos and Chat**	**1:1 Video Meetings**
John David, VP of Sales and Dave McLoughlin, Director of Solution Engineering and Services	• *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)*	• *Brent Pietrzak, General Manager* • *Ravi Mazumdar, VP Engineering* • *Nicole Segerer, VP Product Management* • *Barb Boyer, VP of Customer Success & Services* • *Eric Johnson, Solution Expert*

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