FLEXEra™

Monetize the IoT

In 2020 B2B spending on IoT technologies, apps and solutions will reach $267 Billion. More than 30 Billion Devices will be connected.*

According to Gartner, the failure to put in place a Licensing and Entitlement Management system will result in a 30 percent loss of potential revenue generated from software for device manufacturers connecting to the IoT by 2022!

*Source: Gartner, Market Trends: Engage LEM Solutions as IoT Creates New Software Revenue Opportunities for Device Manufacturers, July 2017

Capture Your Share!

DRIVE REVENUE

- Unlock the full revenue potential of devices, applications and ecosystems
- Enable subscription, usage and value-based business models
- Enable cross-sell, upsell and add-on sales
- Provision features on demand 24x7

DRIVE PRODUCT AGILITY

- Differentiate devices through software-driven feature management
- Empower operational efficiency
- Enable flexible rebalancing in manufacturing

MANAGE THE ECOSYSTEM

- Manage customers and partners in large IoT ecosystems
- Provide flexibility and self-services
- Enable monetization within IoT platforms
- Control contract manufacturing

ENABLE PRODUCT INSIGHTS

- Create and leverage install base insights
- Capture and analyze usage
- Collect product instrumentation data
- Enable cross-sell, upsell and add-on sales
- Provision features on demand 24x7

*Sources: Boston Consulting Group and Gartner
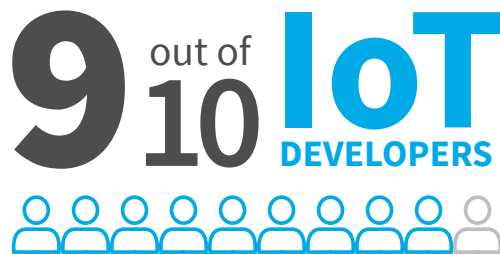
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Protect Software and Devices

MANAGE OPEN SOURCE SOFTWARE

Open Source is free to use, but not free of obligations!

- Track and manage open source and 3rd party components
- Stop license compliance issues before they stop you
- Manage and mitigate software vulnerabilities

ENABLE CONTINUOUS AND SCALABLE UPDATES

- Empower customers to stay current – send alerts and notifications to the right contacts
- Distribute software/firmware updates and patches electronically
- Offer self-services and provide a great user experience
- Continuously deliver new value

9 out of **10** **IoT DEVELOPERS**

use **OPEN SOURCE TECHNOLOGY**

PROTECT SOFTWARE AND DEVICES

- Apply tamper resistant application protection
- Enable secure authentication and activation processes to protect devices against ineligible use
  - Detect and report on accidental overuse like cloning of virtual machines
  - Detect tampering and react – get notified, send logs or shut down the software

**Reimagining the Way Software is
BOUGHT, SOLD, MANAGED and SECURED**

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