

AGENDA – LOS GATOS, CALIFORNIA

12:00 Registration and Networking Lunch

1:00 Kick-off and Solution Strategy Update

Geoff Surkamer, Vice President Sales, Flexera

Matthew Dunkley, Senior Director Strategy and Product Management, Flexera

1:20 Monetizing the Digital Transformation of the Ports & Borders Industry

Tim Norton, Global Market Director for Ports & Borders, Smiths Detection



1:40 Maximizing Customer Lifetime Value in Subscription Businesses

Josh Bloom, Global Head of Software, Internet, Media, Simon-Kucher



2:10 Client First: Enabling Product Flexibility to Optimize Service and Support Processes

Paul Actis, Senior Vice President, Research & Development



2:30 Coffee Break

3:00 The Monetization Ecosystem and Market Trends

Mark Thomason, Research Director, Digital Business Models & Monetization



3:30 Managing Hybrid Business Models – SaaS, Subscription and Customer Growth

Scott Niemann, Principal Product Manager, Flexera

4:00 Monetization Panel

Product and Monetization Experts from Adobe, ESRI, Portworx, IDC, Simon-Kucher and Flexera

Discuss Market Trends. Moderator: Cris Wendt, Director Software Monetization Strategy

4:45 FlexNet Edge – Updates and Insights for Connected and Disconnected Devices

Matthew Dunkley, Senior Director Product Management and Strategy, Flexera

Open Source is Everywhere – A Best Practice Guide for Suppliers

Jeff Luszcz, VP of Product Management, Flexera

5:30 Cocktail Reception, Dinner and Networking

Join our Monetization and Open Source Roundtables

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