

AGENDA – BOSTON-WALTHAM, MA

12:00 **Registration and Networking Lunch**

1:00 **Kick-off and Solution Strategy Update**

Geoff Surkamer, Vice President Supplier Business, Flexera

Matthew Dunkley, Senior Director Strategy and Product Management, Flexera

1:20 **Flexible Monetization in an eCommerce World**

Paul Simacek, Manager Pricing & Licensing, 2020 Spaces

2020

1:40 **Maximizing Customer Lifetime Value in Subscription Businesses**

Andre Weber, Managing Partner USA, Simon-Kucher

SIMON • KUCHER & PARTNERS
Strategy & Marketing Consultants

2:10 **Flexible Monetization Models – A Business Driver for IoT Ecosystem Growth**

Mike Tresh, Director of ThingWorx Product Management



2:30 **Coffee Break**

3:00 **The Monetization Ecosystem and Market Trends**

Mark Thomason, Research Director, Digital Business Models & Monetization



3:30 **Monetization Panel**

Product and Monetization Experts from ADVA Optical, Empirix, NovAtel, SKP and IDC Discuss Market Trends, Moderator: Cris Wendt, Director Software Monetization Strategy

4:15 **Managing Hybrid Business Models – SaaS, Subscription and Customer Growth**

Scott Niemann, Principal Product Manager, Flexera

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

REGISTER NOW

