



SoftSummit

PROTECT. MANAGE. MONETIZE.

THE LEADING SOFTWARE MONETIZATION CONFERENCE

LOS GATOS, CA - 20th September 2018

BOSTON-WALTHAM, MA – 11th October 2018

flexera

THE LEADING MONETIZATION CONFERENCE

SoftSummit is the leading industry conference covering software pricing, monetization and management. Join us for the 2018 regional conferences at the hubs of the software world.

We'll discuss what's driving the market and what's driving you: Grow your digital leadership position, deliver an excellent customer experience and grow revenue from software and digital services.

- **Pricing and monetization strategies for SaaS and IoT:** Learn how you find the right price for your digital offerings. Implement your business model and add automation – from provisioning to renewals.
- **Application security and updates:** Keep software and devices safe and secure. Discuss what's needed to ship a secure product, to keep it up to date and to deliver an excellent customer experience while protecting your IP.
- **Customer and product insights:** It's an on-demand post-sale world. Knowing how products are being used and how customers are doing is a top priority for every software supplier. Realize the value of data and use insights to increase the product/market fit and to grow recurring revenue from happy customers.

Join industry analysts, thought leaders and the Flexera team. Network with your peers at the leading software monetization conference.

See you at SoftSummit!

REGISTER NOW



AGENDA – LOS GATOS, CALIFORNIA

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 **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

REGISTER NOW



YOUR SPEAKERS AND EXPERTS IN LOS GATOS, CALIFORNIA



Josh Bloom

Global Head of Software,
Internet, Media, Simon Kucher



Mark Thomason

Research Director, Digital Business
Models and Monetization, IDC



Tim Norton

Global Market Director for Ports &
Borders, Smiths Detection



Paul Actis

Paul Actis, SVP Research &
Development, Summit Healthcare



Matthew Dunkley

Director, Strategy and Product
Management, Flexera



Geoff Surkamer

Vice President
Supplier Business, Flexera



Scott Niemann

Principal Product Manager,
Flexera



Jeff Luszc

VP Product Management, Software
Composition Analysis, Flexera



Cris Wendt

Director, Monetization Strategy,
Flexera

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

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YOUR SPEAKERS AND EXPERTS IN BOSTON-WALTHAM



Andre Weber

Managing Partner USA,
Simon Kucher



Mark Thomason

Research Director, Digital Business
Models and Monetization, IDC



Paul Simacek

Manager Pricing & Licensing
2020 Spaces



Mike Tresh

Director of ThingWorx Product
Management, PTC



Matthew Dunkley

Director, Strategy and Product
Management, Flexera



Geoff Surkamer

Vice President
Supplier Business, Flexera



Scott Niemann

Principal Product Manager,
Flexera



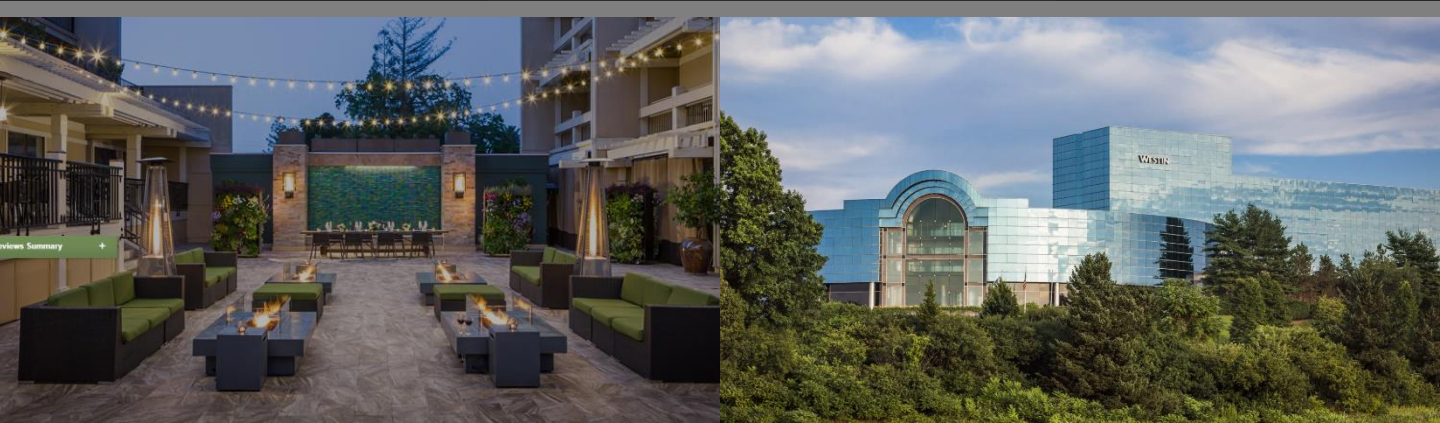
Jeff Luszc

VP Product Management, Software
Composition Analysis, Flexera



Cris Wendt

Director, Monetization Strategy,
Flexera



Location and Contact

Los Gatos, CA
Thursday, 20th September

Toll House Hotel
140 South Santa Cruz Avenue
Los Gatos, CA 95030

Boston-Waltham, MA
Thursday, 11th October

The Westin Waltham Boston
70 Third Avenue,
Waltham, MA 02451

If you have questions or need further information, please contact Louise Stebbings, Marketing Manager, lstebbing@flexera.com

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