



SoftSummit™ 2017



Software Monetization

Transform. Optimize. Profit

REGISTER NOW!

London, UK – 14th March

Munich, Germany – 16th March

www.flexerasoftware.com



09:00	Registration	
09:15	Opening Remarks Steve Dunnigan, Regional Vice President Software Monetization EMEA, Flexera	
09:30	Flexera Software Vision: The Future of the Software Supply Chain Eric Free, Senior Vice President, Strategic Growth, Flexera	
10:00	Software Monetization and Infrastructure Trends 2017 – How Industry Clouds, the IIoT and Flexible Monetization Models Impact the Software Industry Carla Arend, Program Director European Software, IDC	
10:45	Coffee Break	
11:15	Product Development in the IoT Era Dr. Rami Ahola, Global Leader, Electronics Industry Center of Competence, IBM	
11:45	Improving the Customer Experience – Application Lifecycle Management and Software Monetization Solutions Reinhart De Lille, CTO and R&D Manager, Adifo	
12:15	The Shift Towards Usage Management and User Based Licensing Janne Talvio, Technology Director, Progran Oy	
12:45	Lunch	
13:45	Software Composition Analysis – Analyzing and Managing Open Source Software Greg Kelton, Regional Account Manager, Software Composition Analysis, Flexera	
14:15	Breakout Sessions	
14:15	Optimize the Software Lifecycle Matthew Dunkley, IoT Strategy Director, Flexera	Simplify Licensing Mathieu Baissac, VP Product Management, Flexera
14:45	Monetizing Innovation Fabian Schulz, Director, Simon-Kucher & Partners	Stump the Chumps – Software Monetization Mathieu Baissac, Matthew Dunkley, Constant Fischer
15:20	Break	
15:50	Protecting Software IP – Process and Technology Workshop John Meakin, Sinisa Susovic, Flexera	FlexNet Producer Suite Roadmap – Customers only Mathieu Baissac, Flexera
16:30	Automated Upgrade Management with FlexNet Operations Constant Fischer, Senior Solution Engineer, Flexera	FlexNet Producer Suite Roadmap – Customers only Mathieu Baissac, Flexera
17:00	Summary and Close Geoff Surkamer, Vice President, Worldwide – Software Monetization, Flexera	
17:30	Cocktail Reception and Networking	

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Location and Contact



London, United Kingdom
Tuesday 14th March 2017

Novotel Paddington
3 Kingdom St, London W2 6BD

REGISTRATION ONLINE AT:

<http://learn.flexerasoftware.com/EVNT-SWM-SoftSummit-EMEA-2017>

If you have any questions or need further information, please contact
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