



SoftSummit 2021 Agenda

SoftSummit 2021 brings you together with industry analysts, experts, thought leaders and your peers to explore strategies and tactics to build and grow a successful software business. Join us on April 15 for:

- Software monetization trends and strategies for 2021 and beyond
- Industry leaders sharing their monetization programs and business drivers
- Peer Discussions
 - The Transition from On-Premise to SaaS
 - Subscription and Consumption Pricing: Exploring the Pros and Cons
 - Maximizing the Benefits of Software Usage Analytics
 - Sources of Revenue Leakage and How to Stop Them

Speakers from:



SIMON • KUCHER & PARTNERS
Strategy & Marketing Consultants



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SoftSummit is scheduled for European and North American time zones to maximize your opportunities to participate.

NORTH AMERICA (CDT) EUROPE (CET)

7:30 AM 2:30 PM Platform Open to Attendees

8:00 AM 3:00 PM **Welcome and Revenera Strategy Update**
Brent Pietrzak, SVP & General Manager, Revenera

8:30 AM 3:30 PM Peer Discussions:

- **Making the Transition from On-Premise to SaaS**, Scott Niemann, Principal Product Management, Revenera
- **Sources of Revenue Leakage and How to Stop Them**, Victor DeMarines, VP of Product Management, Software Monetization, Revenera

9:00 AM 4:00 PM **Digital Infrastructure Transformation: Software Delivery and Licensing for Medical Devices**
Naga Rameswamy, Senior Director, Edison Digital Infrastructure, IoT, Software Delivery, GE Healthcare

9:35 AM 4:35 PM **Software Monetization 2021 and Beyond**, Mark Thomason, Research Director, Digital Business Models and Monetization, IDC

10:10 AM 5:10 PM **Topline Growth Strategies**, Philip Daus, Managing Partner Houston, Simon-Kucher

10:45 AM 5:45 PM **Building Products Customers Buy: Product Management Lessons for Software Leaders**
Rich Mironov, CEO, Mironov Consulting

11:20 AM 6:20 PM **Plotting a Course to Extensis Connect: Taking the Leap from On-Prem to SaaS**
Toby Martin, CEO, Extensis

11:55 AM 6:55 PM **Orchestrating your Monetization Ecosystem**, Mark Thomason, Research Director, Digital Business Models and Monetization, IDC and Nicole Segerer, VP Products & Marketing, Revenera

12:25 PM 7:25 PM **Software Monetization Customer Panel** hosted by John David, Global VP of Sales, Revenera

- Gary Hargreaves, CLO, CNC Software
- Julie Flowerday, Engineering Manager, Software Operations, Motorola Solutions
- Mike Hare, VP, Worldwide Operations, NETSCOUT

1:05 PM 8:05 PM Peer Discussions:

- **Maximizing the Benefits of Software Usage Analytics: Quick Wins and Beyond**
Daniel Barrett, Solution Engineer, Revenera
- **Subscription and Consumption Pricing: Are They Right for Your Business? Exploring the Pros and Cons.** Eric Jensen, Solution Architect, Revenera

1:30 PM 8:30 PM **Concluding Remarks**, Nicole Segerer, VP Products & Marketing, Revenera

The Expo area will be open all day to answer your questions on software monetization.

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