SoftSummit™ 2015

Know Your Customer

The Chief Revenue Officer (CRO) Perspective

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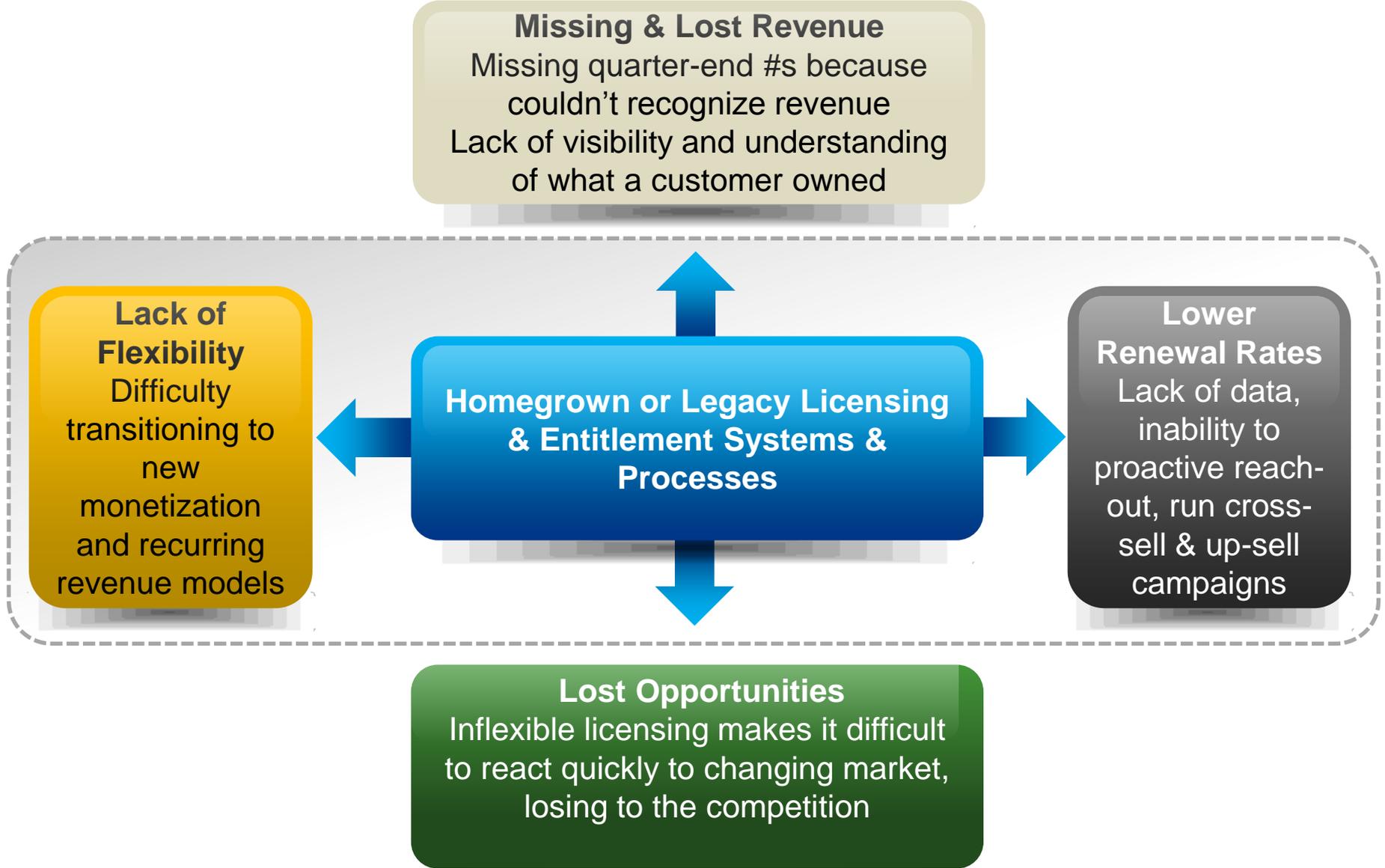VP, Worldwide Software Monetization

Flexera Software

What Keeps the CRO Up at Night?

- Where is the next dollar coming from?
- Do we have the right coverage?
- Do we have the right awareness in the marketplace?
- Are we doing the rights things to keep the cycle going?
- Are we monetizing all aspects of the product?
- Can we get to market quickly with new products and at right price point?
- Can we modify licensing and pricing quickly and easily?
- How do we stay ahead of the competition?

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Why CROs Should Care About Software Monetization?

Missing & Lost Revenue
Missing quarter-end #s because couldn't recognize revenue
Lack of visibility and understanding of what a customer owned

Lack of Flexibility
Difficulty transitioning to new monetization and recurring revenue models

Homegrown or Legacy Licensing & Entitlement Systems & Processes

Lower Renewal Rates
Lack of data, inability to proactive reach-out, run cross-sell & up-sell campaigns

Lost Opportunities
Inflexible licensing makes it difficult to react quickly to changing market, losing to the competition

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Goals

Revenue Acceleration

Acquire New Customers
Keep & Expand Footprint in Current Customer Base
Meet & Exceed Revenue & Growth Targets

Define Growth Strategies
Enhance Go-to-Market

New Bookings
New Software Sales
New Service Sales
High Maintenance Renewal
Add-Ons

Recurring Revenue

Renewal Management

Customer Satisfaction

Renewal Rates
Referral Rates
Reference Rates

Referenceability

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How Software Monetization Can Help CROs Achieve Their Goals

Goal	How Software Monetization Strategies Can Help
Revenue Acceleration	Accelerate revenue by offering and deploying variable licensing and pricing, giving the customer what they need – "Have it Your Way"
Keep Revenue	Limit revenue leakage from overuse and virtual environments as well as only giving entitled customers access to software
Grow Revenue	Profit – not just avoid loss – from overuse, virtualization/cloud, monetizing all aspects of software
Maintenance	Complete visibility into who has what, when maintenance expires and has updated
Add-Ons	Knowing what your customers own and how they use your software can help make up-sell and cross-sell activities more effective
Recurring Revenue	Offering customers subscription-based licensing options can help drive recurring and more predictable revenue streams
Renewal Management	Successfully managing renewals starts with arming yourself with data about what your customers license and for how long and when to renew
Customer Satisfaction	A key component of customer satisfaction is making it easier to do business with you – how they get updates, licensing transparency, pricing flexibility and 24x7 customer self-service

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Customer Experience Management

"…the collection of processes a company uses to track, oversee and organize every interaction between a customer and the organization throughout the customer lifecycle. The goal is to optimize interactions from the customer's perspective and, as a result, foster customer loyalty."
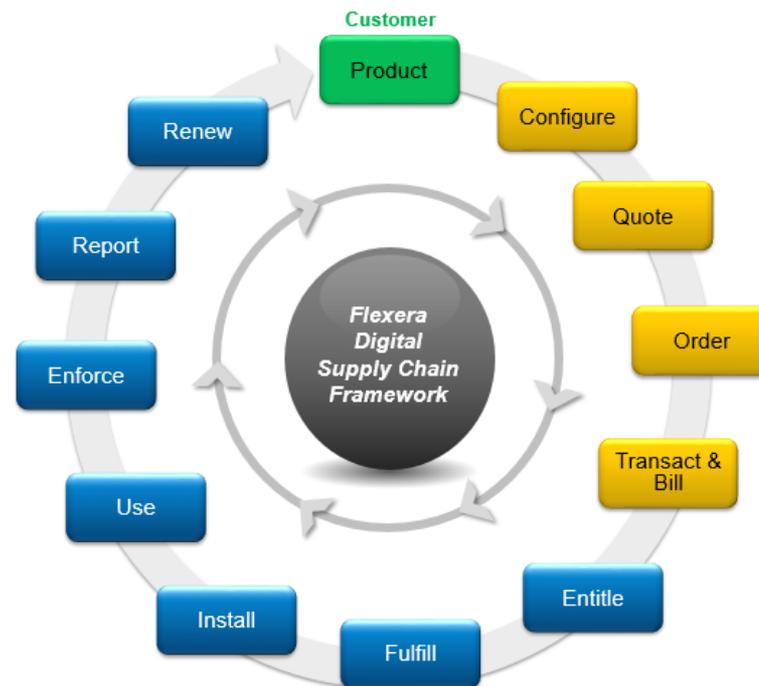
Flexera Software Real-World Perspectives

- **Flexible licensing and pricing across all products**
  - Offer perpetual, subscription and pay-for-overage overage models
    - Provide our customers with a simplified licensing experience and 24x7 self-service
    - Enables us to easily adopt new licensing & pricing models to meet market demands

- **Offer a single licensing and software delivery experience**
  - One place to go to access all Flexera Software products

- **Enter new markets**
  - Pursue small market software producers & device manufacturers
  - Sales organization to support
  - Pricing, packaging and services to support

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Questions?

Let's Keep in Touch!

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