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# FlexNet Embedded Product Roadmap & User Group Session

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# Agenda

- Key Benefits & Use Cases - FlexNet Producer Suite For High-Tech Manufacturers
- Demo
- Roadmap & Vision



# FlexNet Producer Suite Facilitates Postponement Strategies and Reduction of Inventory Costs



## •Small Footprint, Highly Configurable Design Enables High Tech Manufacturers To:

- Easily productize offerings and upgrade revenue on small footprint devices
- Slash manufacturing and support costs by reducing number of unique device models
- Manage licenses and entitlements throughout distribution chain
- Protect intellectual property against piracy



# FlexNet Suite for High-Tech Manufacturers

- Three Key Customer Benefits
  1. **Increase revenue** through product differentiation and improved entitlement tracking
  2. **Reduce manufacturing and operating costs**; streamline supply chain
  3. **Simplify customer experience** by providing self service



# 1. Increase revenue through product differentiation and improved entitlement tracking

- Grow market share—flexibly package, price and license to meet market needs
  - E.g. capacity monetization
- Protect against gray market abuse
- Better monetize maintenance programs and upgrades



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# Growing Market Share: Capacity Monetization

- Enable devices to be sold at different price points based on definition of capacity and the amount needed
  - “Pay as you grow” model
  - Telco/Networking: Capacity as # of sessions supported , HD/SD channels supported
- Flexibly enable service providers to deploy capacity
  - Move or add capacity for events:
    - Move from Chicago to Miami for Superbowl
    - Add VPN sessions to support telecommuting during snowstorms
  - Enable self service for service providers and channel partners



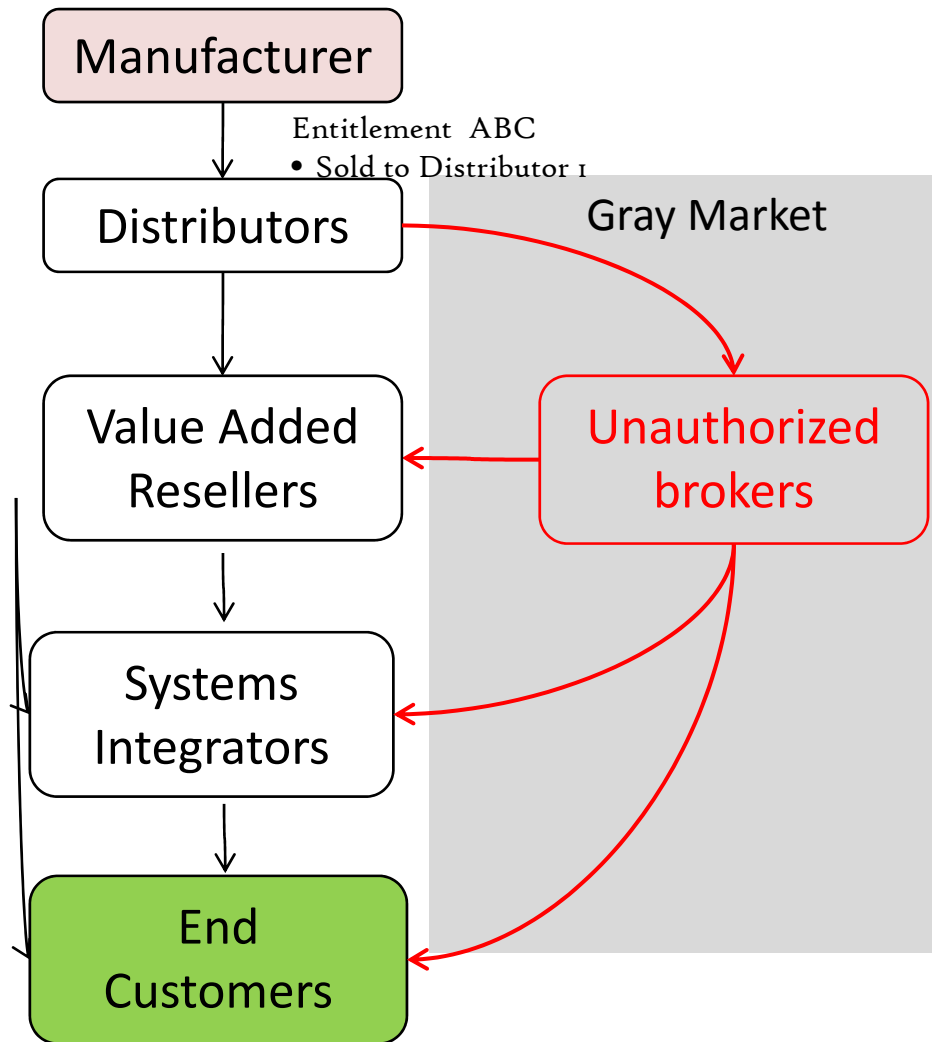


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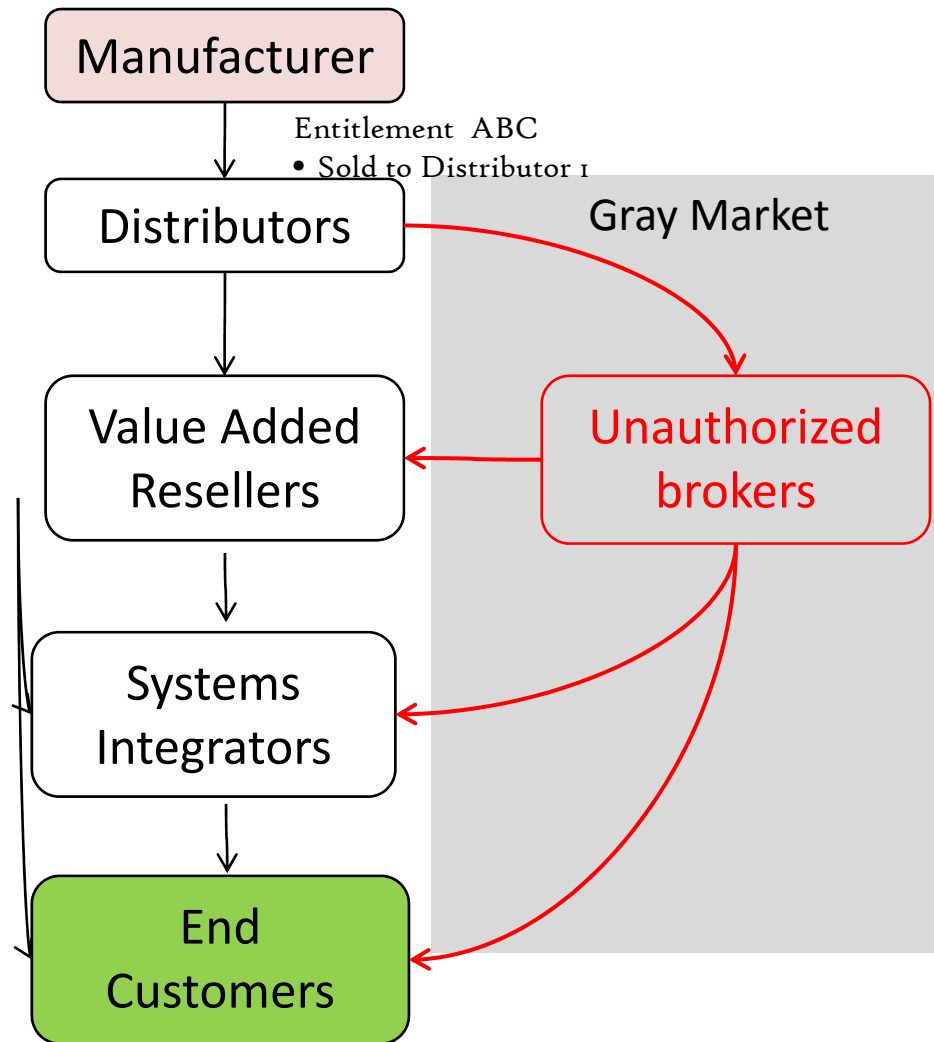
# The Gray Market Erodes Brand Value



- Diminishes value
  - Poor Quality
  - Reduced price point erodes margins and service revenues
  - Increased liability
- Erodes customer loyalty
  - Reduces confidence in manufacturer/brand
  - Less reason to buy your brand



# Licensing Can Help Prevent Gray Market Abuse



- Ensures that software only runs on authorized devices
- Track entitlements as they move through supply chain



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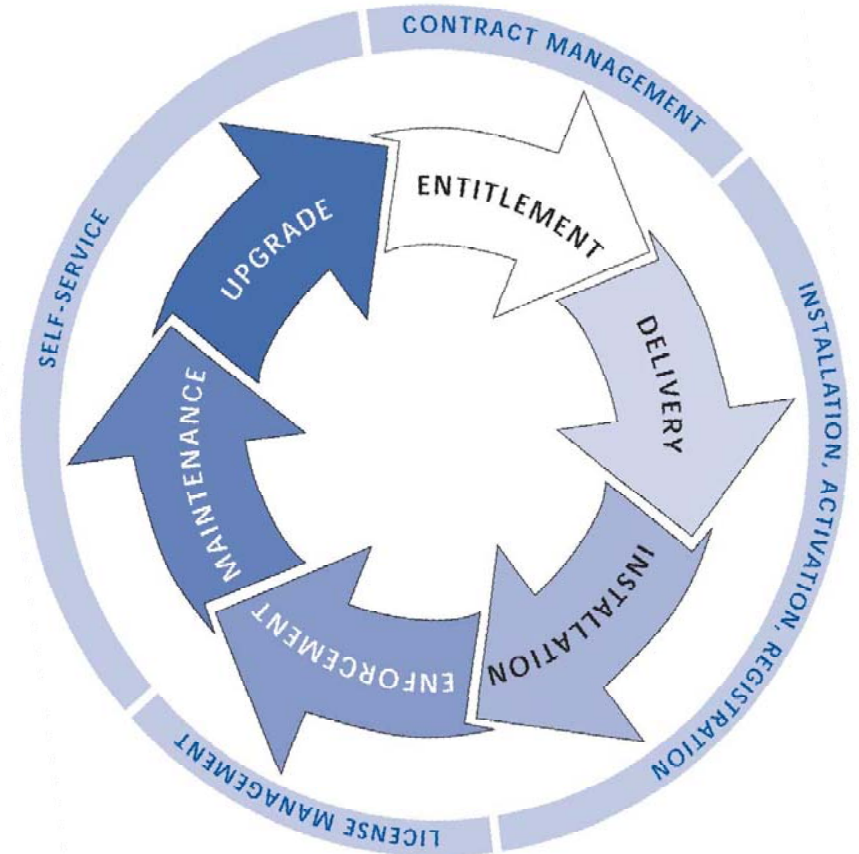
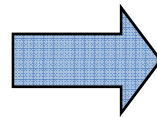
## 2. Reduce Manufacturing & Operating Costs

- Streamline supply chain by reducing excess inventory and manufacturing complexity
- Seamless integration with the back office (ERP, CRM) – eliminate manual and redundant processes
- Allow cost-effective field upgrades



### 3. Simplify Customer Experience

- Make it easier to buy, use and transfer capacity and capabilities on devices
- Single view of entitlements – customer, channel and manufacturer
- Consistent user experience through product lifecycle



# Demo

- Manufacturer/Publisher: On The Go Corp who sells smart phones (ITAQ devices), VPN devices and desktop products in NAM and EMEA
- Uses direct sales and channel partners
- Sample customers: Sales For Hire Inc, Boeing, Matrix Software
- Distributors: Tech Data, Ingram Micro
- Reseller: Tiger Direct, CDW
- Systems Integrators: AllPhones, YourElectronics



# Use case 1 – Activating ITAQ devices using FNO

- Sales For Hire Inc, purchased 5 ITAQ devices manufactured by On The Go Corp. These devices were originally sold to Tech Data, who in turn sold them to Tiger Direct.
- One user (with ITAQ 1111) in Sales For Hire Inc would like to have the instant messaging feature on his ITAQ.
- Another user (with ITAQ 2222) in Sales For Hire Inc would like to have both GpsMaps and RouteFinder on his ITAQ.



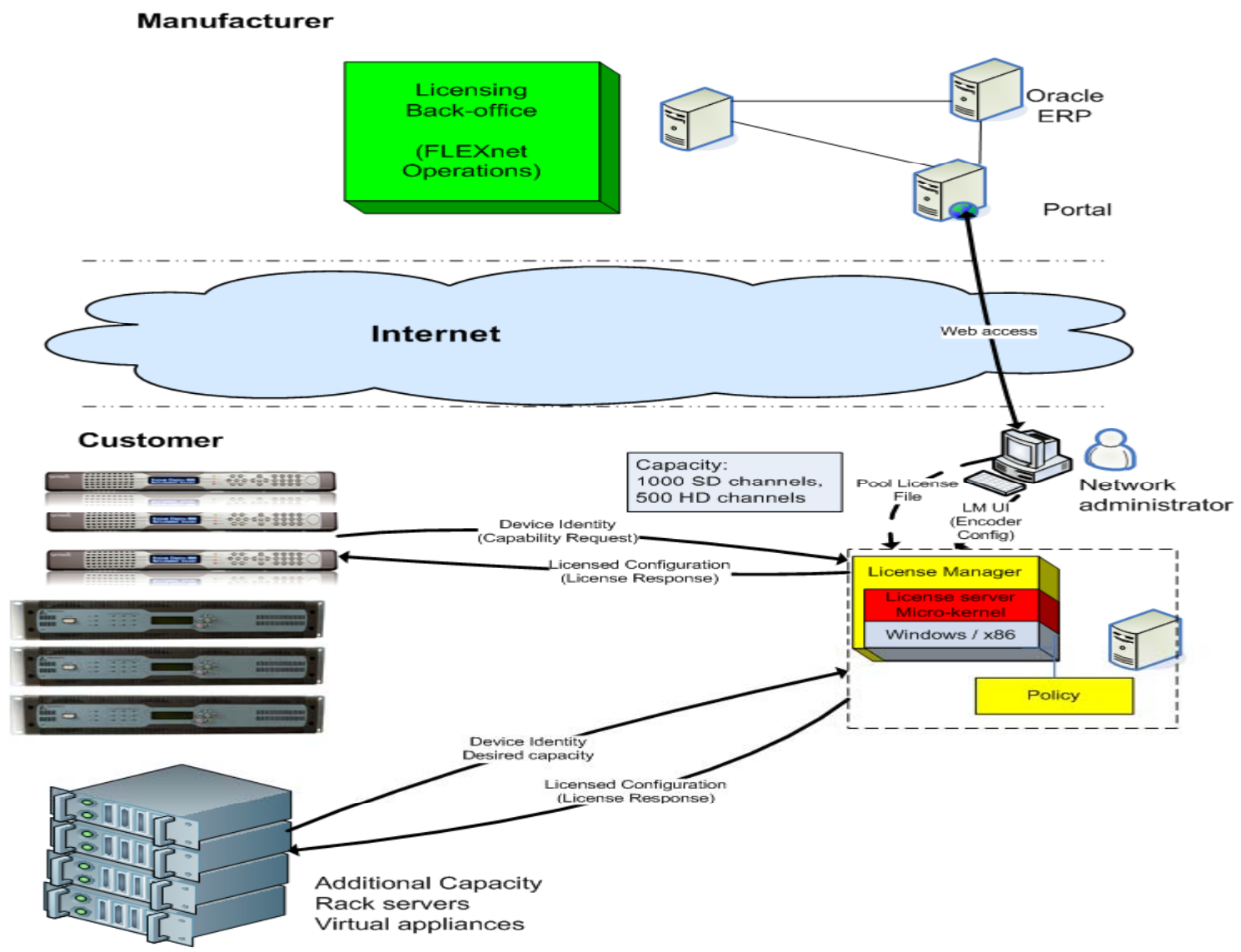


## Use case 2 – Rehosting licenses on ITAQ devices

- GpsMaps and RouteFinder need to be moved from ITAQ 2222 to ITAQ1111.



# Service Provider - VM Appliance Deployment



## Use case 3 – ITAQ devices activating from a local license server

- Sales For Hire Inc., would like to pool the licenses for Instant Messenger on a local license server.
- Individual devices activate from the local license server, without contacting FNO.

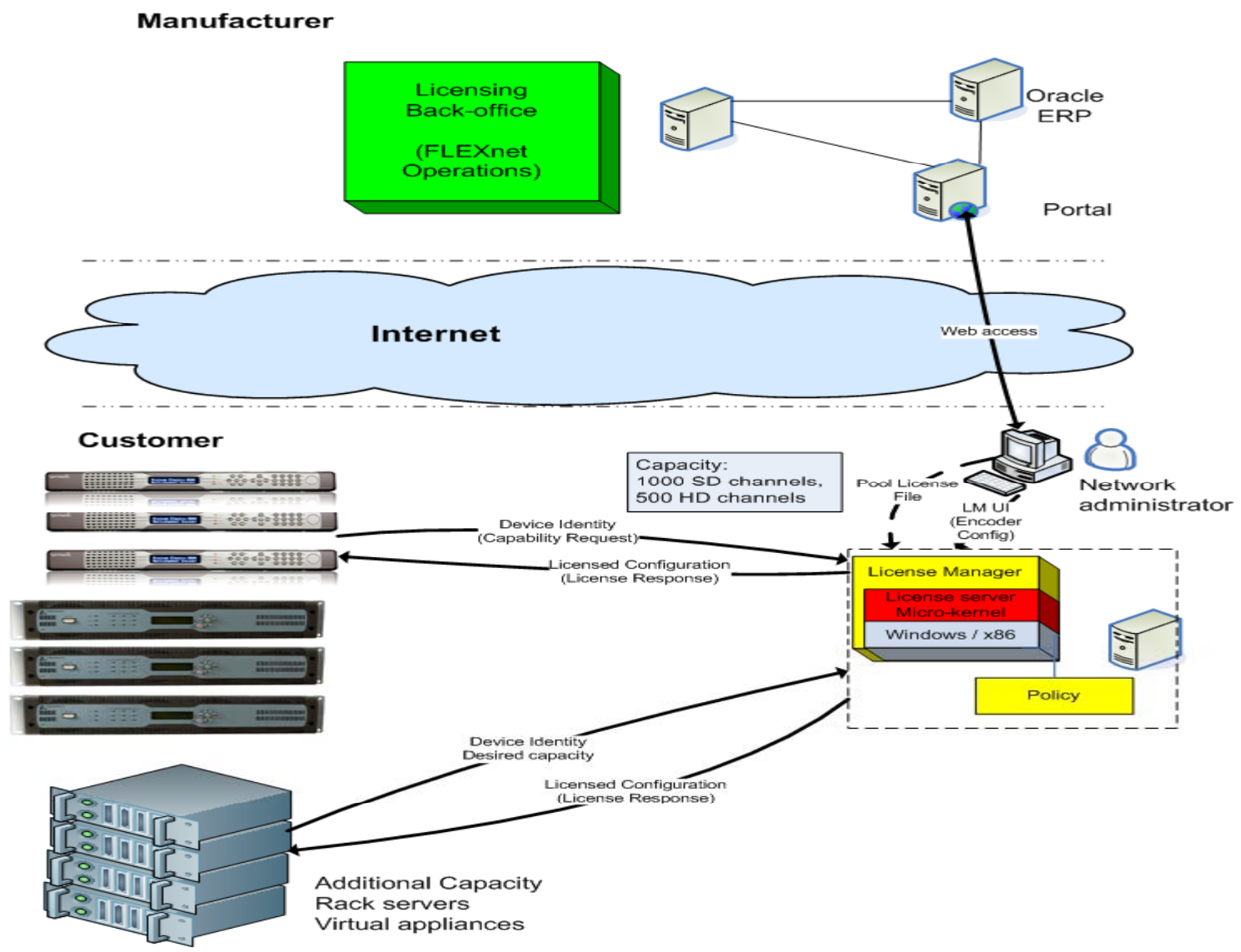


# Future Direction: Devices Moving To Virtual Appliances

- Prospects in telco, industrial automation
- Possibly driven by service providers for flexibility in deployment (telco)
- Retail / branch office deployment (ease of administration)
- Manufacturers struggling to find balance in this model
- Nervous around issues of abuse, monetization



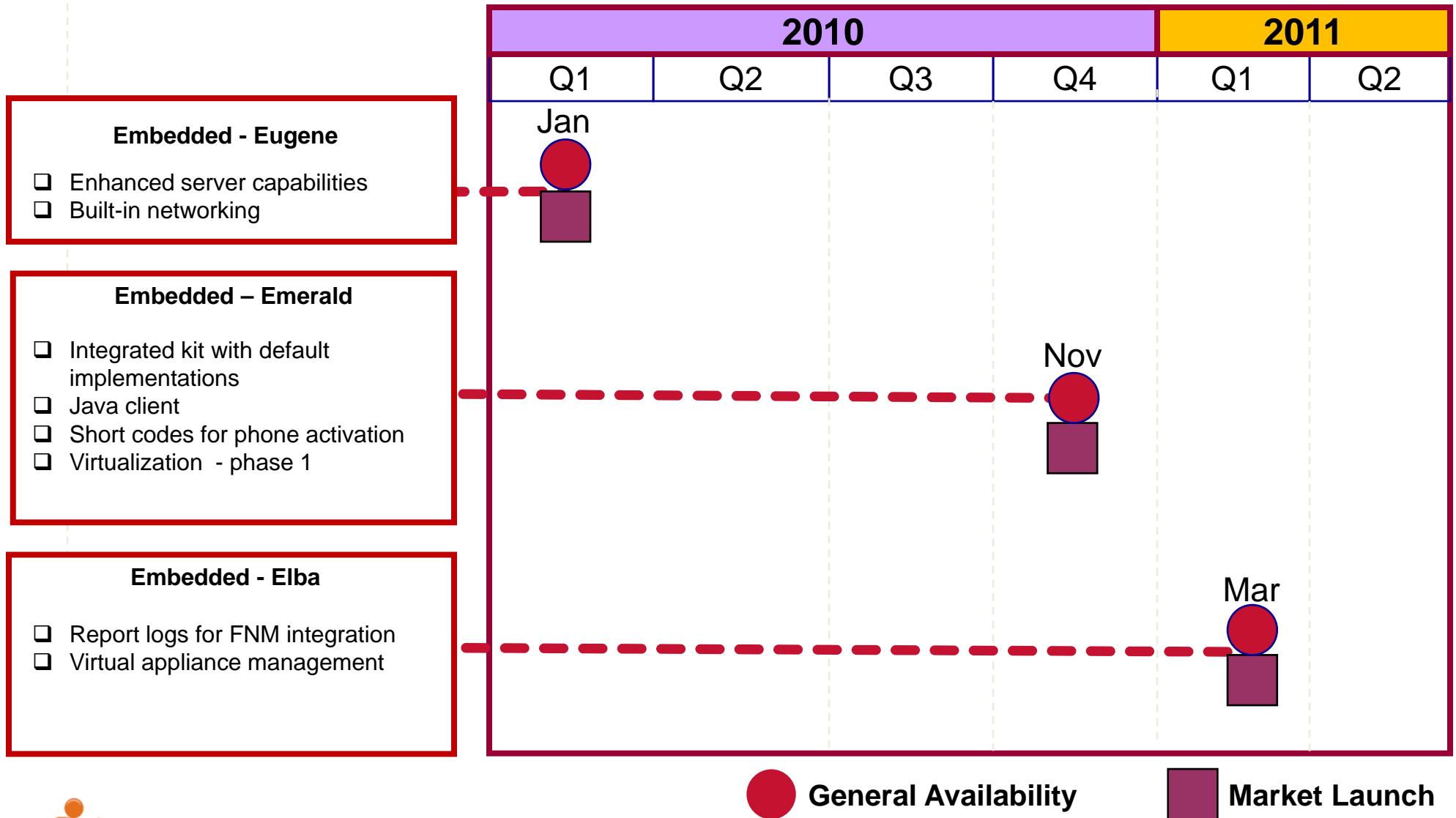
# Service Provider - VM Appliance Deployment



# Appendix



# FlexNet Embedded - Roadmap



# FlexNet Embedded - Eugene

*Release Theme(s) and Goal(s):*

Extend functionality, platforms to be single licensing solution for high-tech manufacturers

- Enhanced local license server
  - Independently deployable server executable
  - High performance, high availability server with failover
- Enhanced client and server security
- Integrated kit with default implementations for both server and client
- Built-in networking





# FlexNet Embedded - Emerald

*Release Theme(s) and Goal(s):  
Service the mobile market*

- Java client
- Short codes for phone activation
- Support virtualization for high tech manufacturers
- Report logs to enable FNM integration
- Target the mobile market
  - Monetize content via licensing

