

FlexNet Connect

Increase Customer Satisfaction, Gain Insight and Stay Connected to your Customers through Electronic Software Updates, In-app Messaging and Detailed Reporting

Benefits to Application Producers:

Operations/Supply Chain

- Reduce operational costs associated with product fulfillment by decreasing packaging and shipping costs with electronic software updates

Customer Support

- Increase customer satisfaction by ensuring customers have your most current product release with the newest features and bug fixes

Product Management/Engineering

- Make more intelligent product development and business decisions based on real-time data about your user base and streamline the release management process

Marketing

- Increase revenue by delivering marketing messages directly to customers and evaluators as they use your software or target customer groups by delivering the right message to the right customer, based on their software version, location, or entitlement status

FlexNet Connect® provides application producers the most efficient way to provide end-users with the latest software updates and to obtain valuable insight into their product use. FlexNet Connect manages rule-based software update delivery, displays in-product messages, and automatically reports key information about the installed base.

In addition to application producers, many enterprises rely heavily on applications built by their own software developers to support their day-to-day business operations. Unfortunately, these critical homegrown applications are often the most difficult to manage, requiring frequent updates and patches to function properly. Keeping users on the latest version is vital to maintaining business productivity, but it can be a never-ending headache for IT – especially when users are located in multiple geographic locations and possibly disconnected from the corporate network.

Application producers using FlexNet Connect’s client can have full control over the update experience for end users. Updating complex applications supported on multiple platforms and languages and requiring complex multiple files per update can be cumbersome and error prone – FlexNet Connect streamlines the update authoring process even for such applications.

FlexNet Connect is available as an On-Premises or as a Cloud, software-as-a-service deployment.

Minimize Support Calls and Customer Downtime with Electronic Software Updates

Delivering the right update to the right application, version and machine is critical to minimizing support calls and costs from users on outdated or unsupported application versions. FlexNet Connect has a sophisticated targeting system that enables you to deliver updates based on a wide range of criteria—including the product version, machine characteristics (e.g. operating system) or producer-defined criteria such as the user’s geographic location.

You can also integrate FlexNet Connect with FlexNet Operations to check maintenance entitlements prior to presenting updates – reinforcing the value for end users to stay current on maintenance.

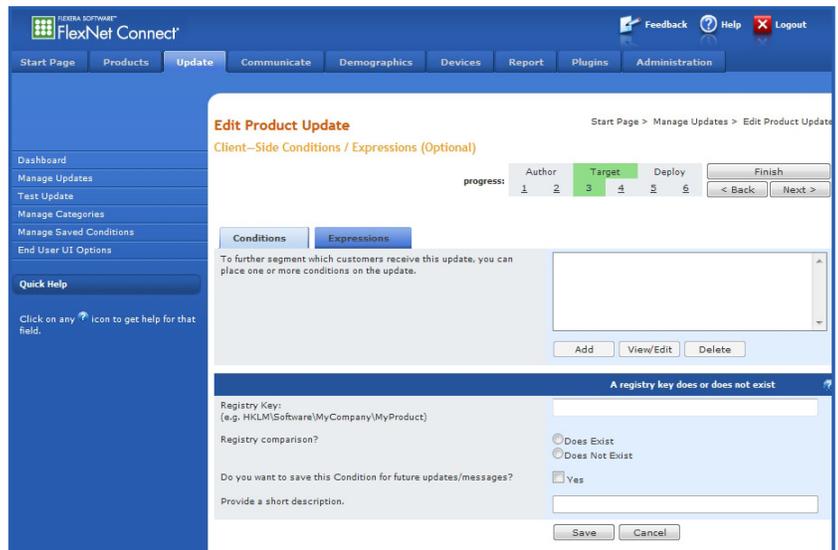


Figure 1: Minimize Support Calls and Customer Downtime with Electronic Software Updates

“FlexNet Connect offered a simple, cost-effective solution that greatly reduced our incoming support requests and provided us with detailed reports regarding update success.”

– PsPortals

Improve Customer Communication with Targeted In-Product Messaging

For product marketers, being able to communicate effectively with users is critical to growing revenues and maintaining customer satisfaction. FlexNet Connect makes it easy by delivering HTML messages directly to any user’s desktop at their most receptive moment—when they are actively using or evaluating your products. It’s an ideal way to communicate with your entire user base—even those who purchased through resellers.

Targeting specific user groups is easy. FlexNet Connect can send messages based on a wide range of user characteristics, such as product version, machine characteristics (e.g. operating system) or producer-defined criteria such as a user’s time zone, maintenance plan status, and much more. It even tracks the open and response rate of each message to measure its effectiveness. Messages delivered through FlexNet Connect historically have click-through rates that are 10 times higher than email, making it an effective promotional tool to help you hit revenue targets.

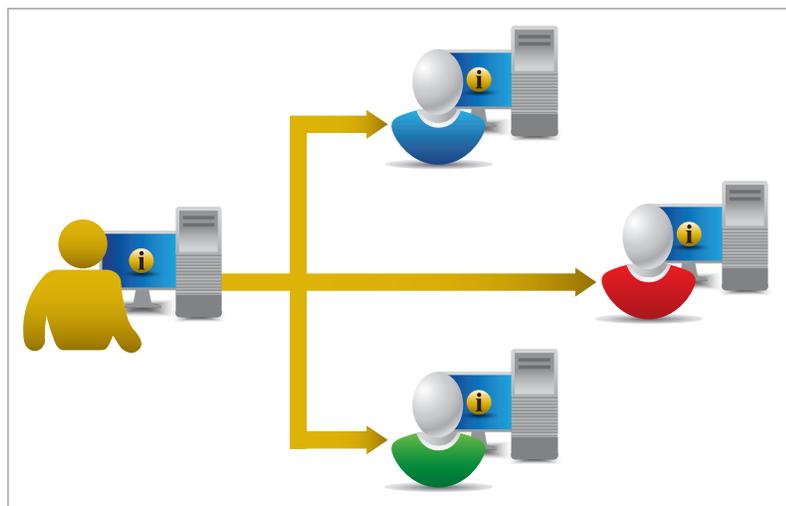


Figure 2: Improve Customer Communication with Targeted In-Product Messaging

Optimize Product Management with Installed Base Analytics

How well do you know your customers? Do you know what percentage of your installed base has upgraded to your latest product version, or how many are on each of your previous versions? Do you know which features different users and evaluators prefer, and which ones they rarely—if ever—use? Do you know how many pirated copies of your software exist? Are you able to debug application issues on remote devices?

Having accurate, aggregate-level product data enables product managers to make more intelligent marketing and product development decisions. With the ability to view relevant application log files on remote devices they can also diagnose customer issues allowing them to proactively debug application issues.



Figure 3: Optimize Product Management with Installed Base Analytics

FlexNet Connect Modules

FlexNet Enterprise Update Management: Enable enterprise IT administrators to control update distribution to business units and locations

Global enterprises may have IT policies across various offices or regions that require localized assessment of application updates prior to their deployment. FlexNet Connect supports these unique needs via a cloud-based enterprise update management portal.

When you couple FlexNet Connect with FlexNet Enterprise Update Management, IT administrators can access a portal to assess and test updates before accepting the update and applying it to applications and machines in their specific business unit or location. Enterprises can create business units and assign administrators to them - enabling

decentralized administration of updates. For off-internet machines, administrators can use a caching proxy (e.g. Apache Squid) to download approved updates once and distribute them behind the firewall. From the portal, administrators can also view update success reports to identify machines that successfully (or failed to) apply a given update. With FlexNet Enterprise Update Management, you have the ability to:

- Define multiple business units with their own IT administrators
- Approve or reject updates based on permissions
- Eliminate onboarding time and costs for new locations using a hosted infrastructure
- Track update success with reports identifying machines that have successful or failed updates

The screenshot shows the 'Manage Machine Groups' page. It includes a search form with a dropdown for 'Machine Group Name', a 'For' field, and a 'Search Inactive groups' checkbox. Below the search form is a table with the following data:

Name	Update Check URL	Auto Update	Status
11th Feb51	http://172.26.1.160/w/944-MPG-24890-EXB-47	No	Active
18Feb EPGy	http://172.26.1.160/w/611-JHX-35901-MLL-24	No	Active
22nd Feb1	http://172.26.1.160/w/453-YEW-27917-EHC-80	No	Active
28dec5	http://172.26.1.160/w/553-NDP-76807-JDT-32	No	Active
28th Dec	http://172.26.1.160/w/176-RGR-75556-LES-35	No	Active
28th Dec 0	http://172.26.1.160/w/613-VAP-18471-TMX-83	No	Active
28th Dec 61	http://172.26.1.160/w/486-SNC-99269-CSR-77	No	Active
8th april	http://172.26.1.160/w/720-BLZ-54139-PT-96	No	Active
Arch	http://172.26.1.160/w/117-FMD-74120-ZAL-86	No	Active

Figure 4: Enable Enterprise IT Administrators to Control Update Distribution

FlexNet Connect Supports Any Platform

FlexNet Connect runs on Windows and Linux servers and can update any application running on Windows, OS X, Linux, ARM, or any embedded device platform using the porting kit.

Be Up and Running in Minutes

FlexNet Connect is extremely easy to implement, with a secure architecture that scales to hundreds of millions of end users.

Hosting Options

Run FlexNet Connect on your own servers or have Flexera Software host it for you as a service.

Flexibility in Client Side Design

Platform specific Client UI provides ready to use messaging and software/firmware updates. SDK allows ability to create customer UIs.

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FlexNet Instrumentation Management: Collect anonymous application data including application logs, crash reports and similar data from end user machines to improve products

Application producers rarely have direct access to anonymized data concerning how their customers are using their applications, and the circumstances surrounding problems they encounter. So, they are forced to rely on anecdotal means to determine what is working within their products and what is not.

When you couple FlexNet Connect with FlexNet Instrumentation Management, you have the ability to collect anonymous application data including application logs, crash reports and similar data from end user machines in order to help analyze

problems in the installed base and incorporate findings into your development process to improve and enhance your applications.

With FlexNet Instrumentation Management, you have the ability to:

- Collect anonymous application data including application logs, crash reports
- Analyze problems in the installed base and incorporate findings into your development process
- Reduce support costs by proactively resolving product issues
- View and download log data within device viewer

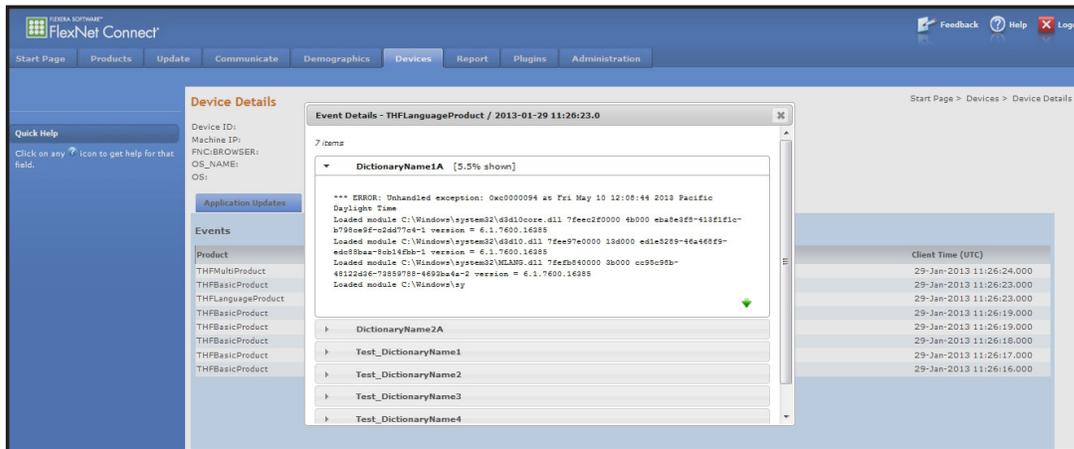


Figure 5: Collect Anonymous Application Data with Device Viewer

About Flexera Software

Flexera Software helps application producers and enterprises increase application usage and the value they derive from their software. Our next-generation software licensing, compliance and installation solutions are essential to ensure continuous licensing compliance, optimized software investments and to future-proof businesses against the risks and costs of constantly changing technology. Over 80,000 customers turn to Flexera Software as a trusted and neutral source for the knowledge and expertise we have gained as the

marketplace leader in licensing, installation and compliance for over 20 years and for the automation and intelligence designed into our products. For more information, please go to www.flexerasoftware.com

Next Steps:

Visit www.flexerasoftware.com/fnc to view online demos, webinars and read whitepapers, or call 1-800-809-5659.



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