

FlexNet Connect

Establish more valuable customer relationships by connecting directly with the users of your software

"We considered a variety of options, including in-house development, but ultimately recognized that [Flexera Software]...would enable us to implement a software update solution quickly and effectively... FlexNet Connect solves a critical challenge for Siebel by simplifying the delivery of our software and reducing TCO costs for customers."

Skip Bacon
Vice President
of Technology
Siebel Systems

As a software producer, you know there is tremendous value in connecting directly with your customers and products in the field. Being connected makes it easy for you to electronically deliver your latest applications, updates, and patches to your customers' systems – increasing their satisfaction and reducing your support costs.

Being connected also lets you keep customers informed by sending important messages directly to their desktops. Plus, it enables you to gather valuable data on how customers are using your products – data you can use to improve your software and give customers the features and tools they really want.

The importance of connecting with customers isn't in question. What is in question, however, is how to do it.

FlexNet Connect Keeps Software Producers Connected to Customers

The answer is Flexera Software's FlexNet Connect. FlexNet Connect gives you the power to stay connected with your customers and the machines running your software. It lets you electronically deliver applications, patches, updates, and messages directly to your users' systems – keeping your software up to date, your support costs down, and your customers happy. FlexNet Connect also provides real-time data about how users interact with your products, enabling you to use critical usage trends to improve your software.

Reduce Operational and Support Costs with Electronic Update Delivery

Whether you want to deliver applications, updates, and patches directly to home consumers, channel partners, or machines in businesses managed by IT administrators, FlexNet Connect is the only solution you need. FlexNet Connect keeps all your customers on your most current and stable product version, which reduces support costs and improves customer satisfaction. It also simplifies maintenance plan fulfillment by delivering applications and updates only to those users entitled to receive them.

Improve Customer Communication with Targeted In-Product Messaging

FlexNet Connect is also an effective promotional tool. You can use FlexNet Connect's messaging ability to increase product revenue by delivering marketing messages directly to specific users' desktops at their most receptive moment – when they are actively using or evaluating your products. It lets you target users based on different criteria, including product version, operating system, geographic location, maintenance plan status, and more.

Improve Marketing and Development with Product Usage Data

FlexNet Connect provides you with real-time anonymous data about your customer base, including the number of users on different versions and which features are most popular. Data provided by FlexNet Connect helps your marketing and development teams create more effective promotional campaigns and more competitive products. And if your relationship with your users explicitly permits, you can also collect more detailed data on specific users' usage patterns and profile.

Benefits to Software Producers

- Reduce operational costs associated with product fulfillment, upgrades, and renewals
- Reduce customer support costs by keeping users current and providing their IT administrators with an easy way to manage updates
- Increase product revenue by delivering marketing messages directly to customers and eval users as they use your software
- Ensure a consistently high-quality customer experience by controlling the delivery and installation of your updates
- Make more intelligent development and marketing decisions based on real-time data about your user base

Microsoft
GOLD CERTIFIED
Partner

FLEXERA
SOFTWARE

“FlexNet Connect makes it easy for us to deliver software and data updates to all our users thereby increasing customer satisfaction and eliminating costly support calls. It also enables us to increase revenue by understanding our customers’ needs better and by enhancing customer communication.”

Steven Huey
 Director of Software Products
 EarthLink

Reduce Operational and Support Costs with Electronic Update Delivery

In the software industry, an average of 25% of all support calls would be unnecessary if the customer had the most current software version. Being able to deliver software applications, updates, and patches directly to your customers’ systems helps optimize performance and stability, which in turn reduces your support costs. It also increases customer satisfaction and loyalty.

Unfortunately for software producers, keeping customers up to date can be a constant headache:

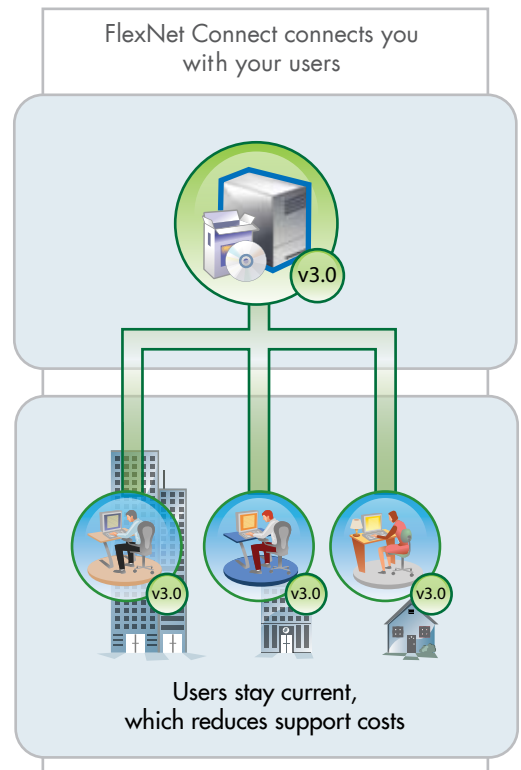
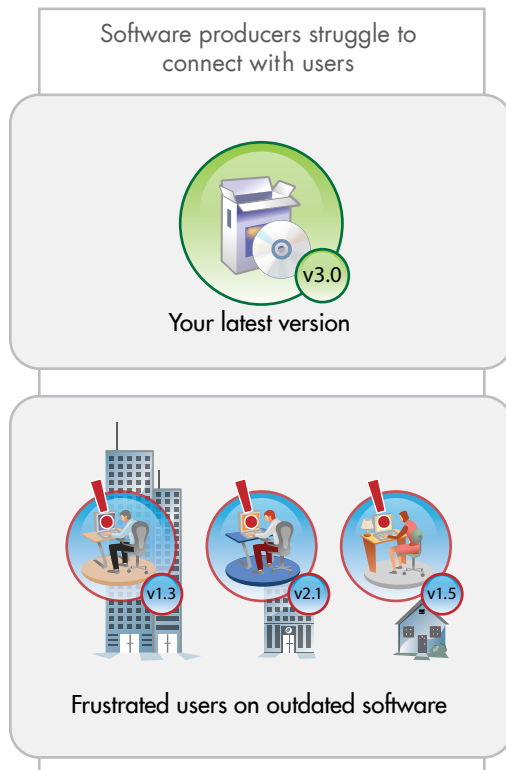
- Distributing physical media – such as update CDs – is slow and expensive, often costing more than \$5 per CD shipped
- Forcing users to find, download, and then install updates from your Web site is a time-consuming and error-prone process for customers
- Your products might be running in a secure environment guarded by IT administrators who block your connection to end users

FlexNet Connect is the only solution enabling software producers to electronically deliver applications, updates, and patches to every customer’s system – regardless of operating environment or platform. It has a sophisticated targeting system that enables you to deliver applications and updates based on a wide range of criteria – including the user’s OS, product version, and geographic location. You can also send applications and updates based on the user’s maintenance or support plan status – simplifying product fulfillment and ensuring the paying users always get the right updates.

- Reduce operational costs associated with product fulfillment, upgrades, and renewals
- Reduce customer support costs by keeping users on the current product version
- Increase customer satisfaction by ensuring customer have your most current and stable product release, with the newest features and bug fixes

“With FlexNet Connect, we can send software updates and targeted messages to several hundred thousand customers.”

Philip Gilbert
 Director of Product Management
 Intellisync



Improve Customer Communication with Targeted In-Product Messaging

For Product Managers, being able to communicate effectively with their software product's user base is critical to maintaining customer satisfaction. FlexNet Connect makes it easy by delivering your 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, user's operating system, user's time zone and area code, maintenance plan status, and much more. It even tracks the open and response rate of each message to measure its effectiveness.

FlexNet Connect lets you deliver messages to customers as they use your products, even if they purchased through resellers

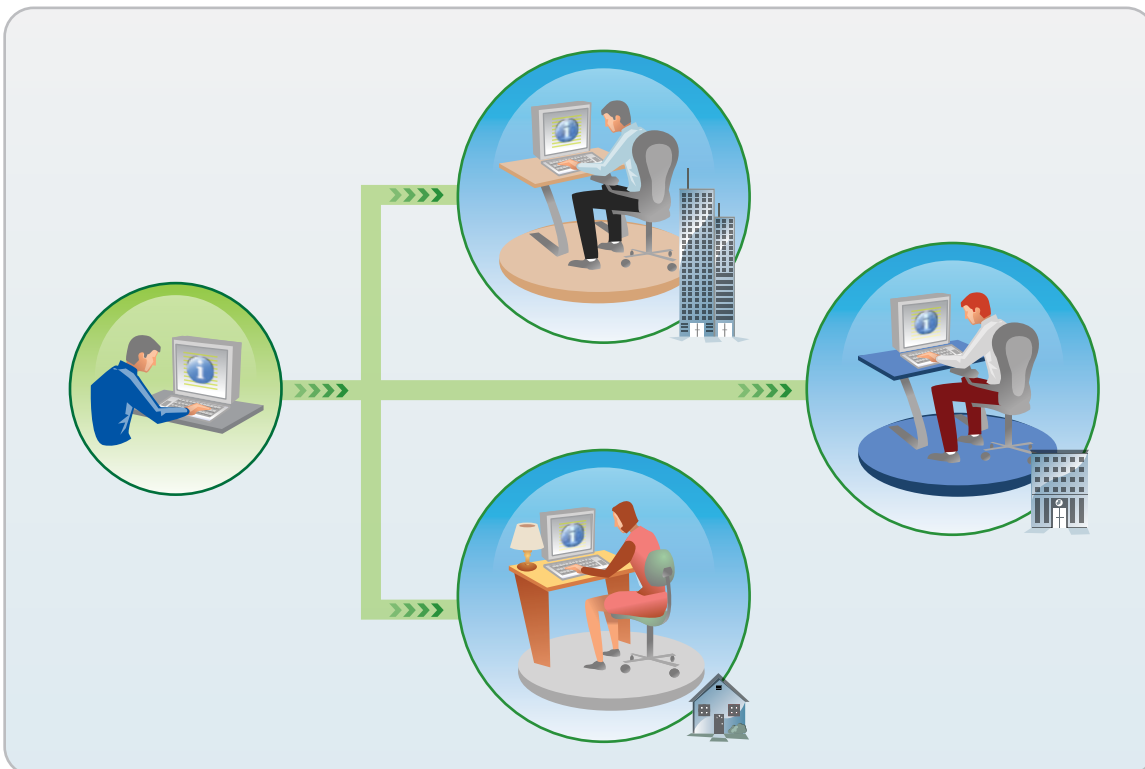
Messages delivered through FlexNet Connect historically have click-through rates that are 10 times higher than email, making it an effective promotional tool to help you hit revenue targets.

- Increase revenue by delivering marketing messages directly to customers and evaluators as they use your software
- Target customer groups by delivering the right message to the right customer, based on their software version, location, or entitlement status
- Reach all of your customers directly, even if the software was purchased through a reseller or enterprise license agreement

FlexNet Connect Supports Any Platform
FlexNet Connect runs on Windows, Solaris, and Linux servers and can update any application running on any platform, including Windows, Mac OS X, Solaris, Linux, AIX, HP-UX, and any other flavor of UNIX.

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
You can either run FlexNet Connect on your own servers or have Flexera Software host it for you as an ASP solution.



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

John Gray
President
PsPortals

Improve Marketing and Product Development with Detailed Usage Reports

How well do you know your customers? Do you know what percentage of your user 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?

Having accurate product usage and user profiling data enables Product Managers to make more intelligent marketing and development decisions. If your relationship with your users permits, FlexNet Connect provides you with real-time data about your user base and how they are using and evaluating your products.

The data presented in FlexNet Connect's reports is invaluable for maximizing the effectiveness

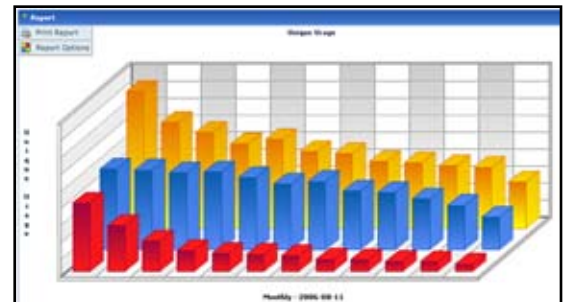
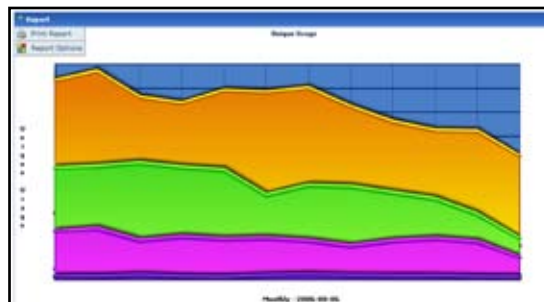
and relevance of your marketing campaigns and promotions. It also gives software development teams the data they need to create more compelling and lucrative products.

- Improve your knowledge of your user base with anonymous data on total customer size, versions in use, and upgrade patterns
- Understand how your customers value your software by seeing which features are most commonly used
- Make products more attractive to users by basing marketing and development decisions on real-world customer metrics and advanced business intelligence

"FlexNet Connect has completely streamlined our updating process, and the built-in reporting features allow us to ensure all of our end users receive critical updates."

Jim Ekstrand
Product Manager
FutureSource

Reports from FlexNet Connect provide invaluable business intelligence on your user base.



Next Steps:
Visit www.flexerasoftware.com/fnc to view online demos, read case studies, and start an evaluation.



Flexera Software, Inc.
1000 East Woodfield Road,
Suite 400
Schaumburg, IL 60173 USA

Schaumburg (Global Headquarters),
Santa Clara:
+1 800-809-5659

United Kingdom (Europe,
Middle East Headquarters):
+44 870-871-1111
+44 870-873-6300

Japan (Asia,
Pacific Headquarters):
+81 3-4360-8291

Australia:
+61 2-99-8-22-178

www.flexerasoftware.com