

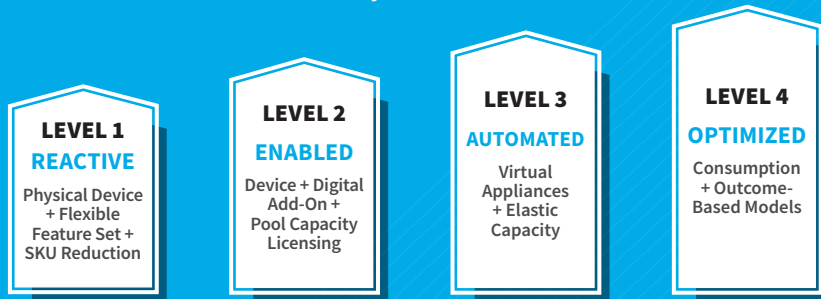
Networking & Telecom Equipment Manufacturers

REDEFINE YOUR BUSINESS AND SUPPLY CHAIN MODELS

Monetize the Telecom Industry Movement Towards Network Function Virtualization (NFV) & Software Defined Networking (SDN)

Why is a Software Monetization Platform Critical for Your NFV Strategy?

- Maximizes new and recurring software revenue
- Fuels growth and product innovation
- Produces higher software renewal rates
- Delivers more efficient operations
- Improves customer lifetime value
- Provides a better customer experience
- Enables all levels of the Maturity Framework



Networking Equipment Maturity Framework

7 Key Telecom Industry OBSERVATIONS

1. Many telecom and networking providers are moving to pure software
2. Desire to automate and optimize delivery of software, services and capacity
3. Want to simplify hardware to reduce manufacturing costs
4. Need to offer new pricing models – capacity, concurrency, consumption
5. Want to move to kinder/gentler licensing and more transparent, 24/7 self-service
6. Concerned about: Virtualization cloning, ease of use and true-up automation
7. Reduce 3rd party product costs and optimize 3rd party royalty payments

Networking and Telecom Companies That Chose to Partner with Flexera

