



# FlexNet Connect

Increase customer satisfaction, gain insight and stay connected to your customers through electronic software updates, in-product messaging and detailed reporting

“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

As a software vendor or intelligent device manufacturer, 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 software 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 You Connected to Your End-Users

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 software updates, patches and messages directly to your end-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 leverage critical usage trends to improve your software.

## Reduce Operational and Support Costs with Electronic Software Updates

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 product version, which reduces support costs and improves customer satisfaction. It also simplifies maintenance plan fulfillment by

delivering 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 much 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 Vendors and Intelligent Device Manufacturers

- 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

“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

“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

### Reduce Operational and Support Costs with Electronic Software Updates

In the software industry, an average of 25 percent of all support calls would be unnecessary if the customer had the most current software version. Being able to deliver software 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.

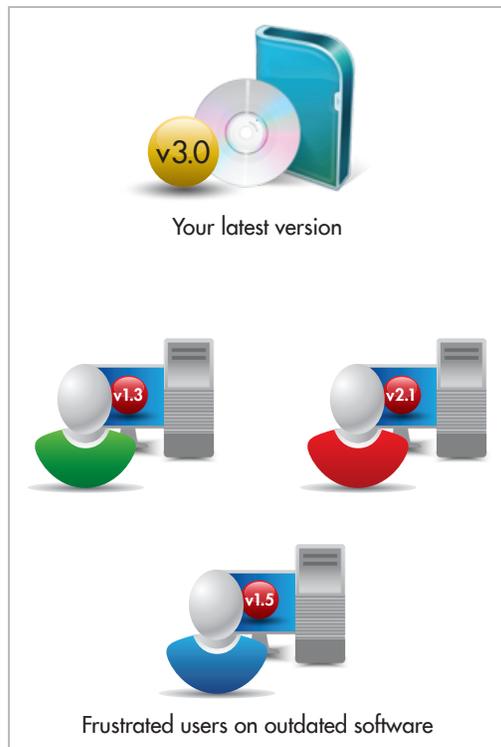
Unfortunately for software vendors and intelligent device manufacturers, keeping customers up to date can be a constant headache:

- 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

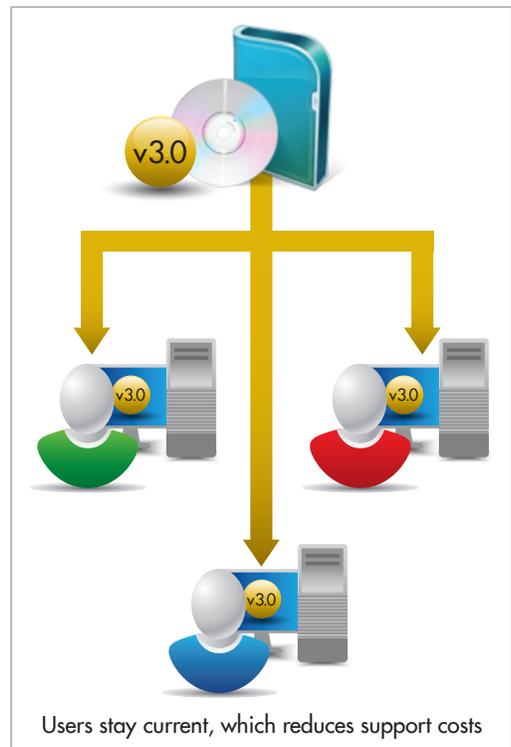
FlexNet Connect is the only solution enabling software vendors and intelligent device manufacturers to electronically deliver software updates and patches to every customer’s system—regardless of operating environment or platform. It has a sophisticated targeting system that enables you to deliver applications 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 that 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 customers have your most current product release, with the newest features and bug fixes

Software vendors and intelligent device manufacturers struggle to connect with users



FlexNet Connect connects you with your users



## Improve Customer Communication with Targeted In-Product Messaging

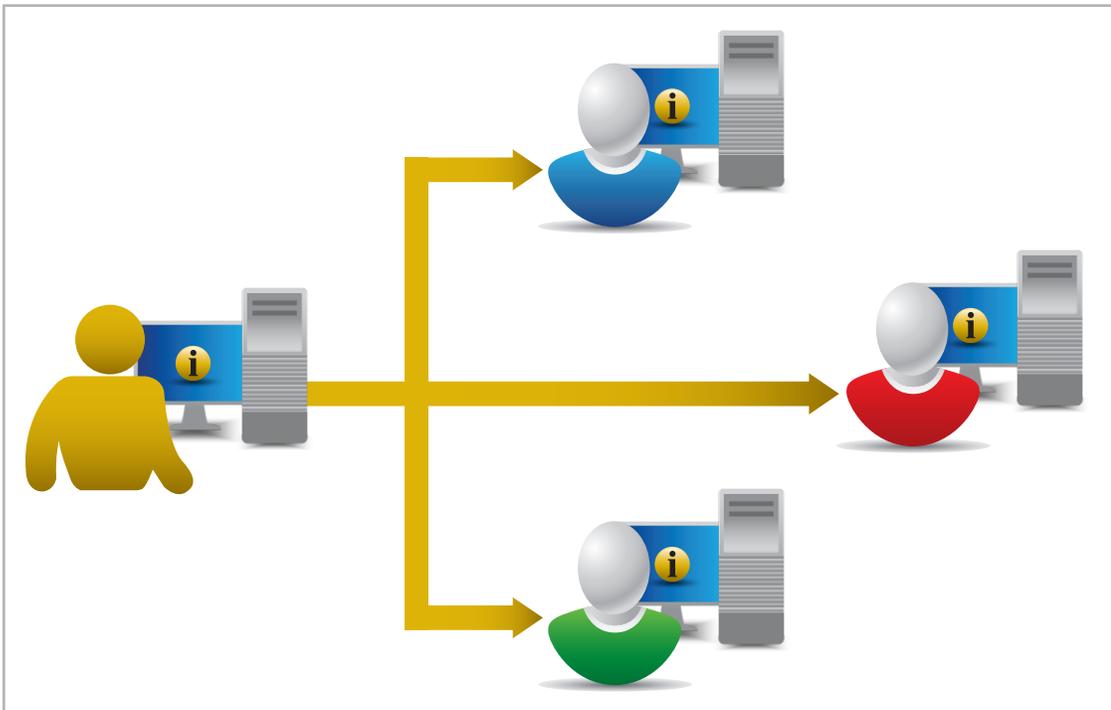
For product managers, being able to communicate effectively with their software product's user base is critical to maintaining customer satisfaction. FlexNet Connect makes it easy by delivering your HTML messages directly to any user's desktop at their most receptive moment—when they are actively using 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.

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



## 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 a service.

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

## Improve Marketing and Product Development with Detailed Usage Reports

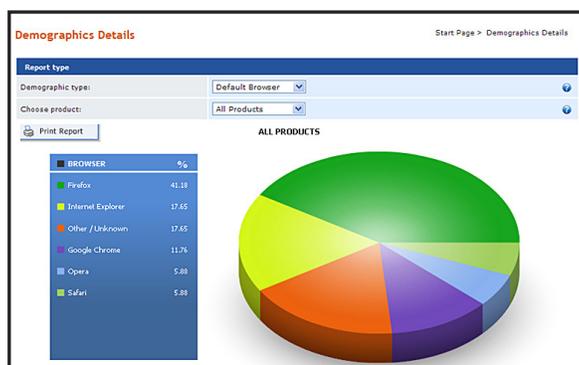
How well do you know your customers? Do you know what percentage of your installed base has upgraded to your latest product version, or how many are on each of your previous versions? Do you know which features different users and evaluators prefer, and which ones they rarely—if ever—use? Do you know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

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

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

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



Demographics

Type / Value	Count
Default Browser	5 types
Firefox	7
Internet Explorer	3
Other / Unknown	3
Languages	5 types
English	16
Dutch	1
French	1
Operating System	1 type
Windows XP	2
Time Zone	8 types
Central Standard Time	9
Atlantic Standard Time	1
Central European Time	1

## About Flexera Software

Flexera Software is the leading provider of strategic solutions for Application Usage Management; solutions delivering continuous compliance, optimized usage and maximized value to application producers and their customers. Flexera Software is trusted by more than 80,000 customers that depend on our comprehensive solutions- from installation and licensing, entitlement and compliance management to

application readiness and enterprise license optimization - to strategically manage application usage and achieve breakthrough results realized only through the systems-level approach we provide. Flexera Software is a privately-held company and an investment of private equity firm Thoma Bravo, LLC. For more information, please go to: [www.flexerasoftware.com](http://www.flexerasoftware.com)

### Next Steps:

Visit [www.flexerasoftware.com/fnc](http://www.flexerasoftware.com/fnc) to view online demos, read case studies, and start an evaluation.



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