

MONDAY, OCTOBER 10

	BALLROOM C	BALLROOM D	BALLROOM E	CON ROOM - CENTRAL (2ND LEVEL)	BALLROOM F
	Business Sessions for Software Publishers	Technical Sessions for Software Publishers	IT Sessions for Corporations	Birds of a Feather (Moderated Discussions)	Product Showcase (Hot New Products)
8:15	WELCOME ADDRESS: Ballroom A,B,G & H Daniel Greenberg, VP Products & WW Marketing, Fred Amoroso, CEO, Macrovision				
8:30-9:30	KEYNOTE: Ballroom A,B,G & H, Nora Denzel, SVP, HP Software				
9:30-10:30	Software Industry Outlook: Future Pricing Trends Ken Berryman, Principal, McKinsey & Co.	IP Licensing In the Participation Age Greg Papadopoulos, CTO, Sun	Maximizing Software Utilization Across the Enterprise Dan Griffith, Mgr., Freescale	Utility Pricing/ Pay-Per-Use Pricing	License Optimization with Grid Computing John Welch, Senior Technical Consultant, Platform Computing
10:30-11:00	BREAK				
11:00-12:00	Future of Licensing Jason Kap, Sr. Director of Licensing, Microsoft	The 5 Best Practices to Streamline Your Licensing Operations André Bakken, Sr. Product Mgr., Macrovision	Making Connections: Lessons from Open Source on the power of networked communities David Ritter, VP Boston Consulting Group	License Tracking & Enforcement	InstallShield Collaboration Edition Bob Corrigan, Product Mgr., Macrovision FLEXnet Publisher Update Module Noel Kuriakos, Product Mgr., Macrovision
12:00-1:30	LUNCH KEYNOTE: Santa Clara Ballroom [2nd Level] Software Value Management & Licensing Study: Fred Amoroso, CEO, Macrovision				
1:30-2:30	PANEL DISCUSSION: Ballroom A,B,G & H "What It Takes to Win Our Business" CIO's from Macromedia , Avon, Novell, etc. share their methodologies for vendor selection				
2:30-3:00	BREAK				
3:00-4:00	The Metamorphosis of Enterprise Software: How the Internet is Driving the March of Change Philippe Vincent, Partner Communications and High Technology Strategy Accenture	Up Date Strategy: Key to Increased Sales, Lower Costs, and Greater Customer Satisfaction – An EarthLink Case Study Steve Huey, Director of Technology Acquisitions, Earthlink	Software Packaging Process Best Practices Nelson & Danielle Ruest Consultant Resolutions Enterprises	CELUG (Centralized Enterprise Licensing User Group) Board	Microsoft Product Showcase
4:00-5:00	Next Generation Pricing Strategies Gareth Noyes, Director Licensing, Wind River	Can You Build It and Will They Come? Kelly Perdew, Winner of "The Apprentice"	Deployment and Management of Desktops Within an Enterprise Do Not Have to be an Ever-Increasing Cost Tim Sinclair, General Manager, Windows, Microsoft	Practical considerations in developing new pricing & licensing strategies	AdminStudio: Enterprise Repackaging & Deployment Steve Schmidt, Director, Macrovision FLEXnet Manager: Centrally Manage & Track Licenses to Optimize Your Software Investment Chris Page, Product Mgr., Macrovision
5:15-6:00	Summit Awards Ceremony				
6:00-7:30	Monday Night Reception				

TUESDAY, OCTOBER 11

	BALLROOM C	BALLROOM D	BALLROOM E	CON ROOM - CENTRAL (2ND LEVEL)	BALLROOM F
	Business Sessions for Software Publishers	Technical Sessions for Software Publishers	IT Sessions for Corporations	Birds of a Feather (Moderated Discussions)	Product Showcase (Hot New Products)
8:15	WELCOME ADDRESS: Ballroom A,B,G & H Daniel Greenberg, VP, Products & WW Marketing, Macrovision				
8:30-9:30	KEYNOTE: Ballroom A,B,G & H Dr. Peter Graf, Sr. VP, SAP				
9:30-10:30	Fundamental Shifts in the Economy and their implications for IT Investment and Software Vendors in the Coming Decade James Manyika & Roger Roberts, Partners, McKinsey	Multicore Processors: The Last Straw for Hardware-Based Pricing? Jim Geisman, CEO, SoftwarePricing.com	How Multi-Core Technology Will Influence Traditional Models of Software Licensing Joe Menard, Corporate VP, Advanced Micro Devices, Inc.	Pricing Strategies for Revenue Growth	FLEXnet Publisher Operations Module Andre Bakken, Sr. Product Mgr., Macrovision FLEXnet Publisher 11.0 Suresh Balasubramanian, Director Licensing Products, Macrovision
10:30-11:00	BREAK				
11:00-12:00	3 Practical Strategies for Increasing Revenues Daniel Greenberg, VP of WW Marketing, Macrovision	Panel Discussion : Software Licensing in Grid Computing environments Martin Schneider, Analyst, 451 Group	Application Preparation: The Key to Successful OS Migration Tom LaMantia, COO and Co founder Intrinsic	Instrumenting Applications to Build a Direct Connection to Each End User	GlobalWare Solutions Practical Implementation: How to Make a Complete Solution Around the Macrovision Technology Eric Holstege, Chief Technology Officer, GlobalWare
12:00-1:30	LUNCH KEYNOTE: Santa Clara Ballroom [2nd Level] : Mark Kvamme, Sequoia				
1:30-2:30	PANEL DISCUSSION: Ballroom A,B,G & H Business Transformation: Making the Move from Perpetuals to Subscriptions; Software-as-a-service; Pricing & Licensing Strategies				
2:30-3:00	BREAK				
3:00-4:00	Autonomic Computing: Breaking Down the Walls Between Development and Operations David Bartlett, VP, IBM	Improving Time To Revenue with Increased Adoption and Response Rates Marcia Kadanoff, CEO & President, Firewhite	Case Studies in Application Management Dave Cristini, Management Technology Specialist, Microsoft	Application Management Best Practices	TBD
4:00-5:00	Global Enterprise Licensing Entitlement - Optimizing the Balance Between Revenue and Losing Control David Wright, Director Licensing, Symantec	Product Management Best Practices—Know What You Need to Know to Price Your Products Barbara Nelson, Instructor, Pragmatic Marketing	Enterprise Software Licensing Strategies and How to Rate the Enterprise Application Vendors R "Ray" Wang, Senior Analyst, Forrester Research, Inc.	Hardware Vendors - Can software prevent commoditization and boost your margins?	TBD