

## **Gemalto's LicensingLive! Conference Focuses on Internet of Things and Software Monetization**

World's Largest Gathering of Software Licensing and Monetization Professionals Takes Place in the Bay Area in October

**Amsterdam, Oct.5, 2015** – Gemalto (Euronext NL0000400653 GTO), the world leader in digital security, today announced the agenda for [LicensingLive! 2015](#), its annual conference focused on software monetization. The theme of this year's conference is **Transforming Your Business: Monetization Strategies for Software and the IoT** and the event will take place in Cupertino, California on Oct. 12-14.

LicensingLive! brings software developers, technology vendors and industry experts together to discuss software licensing trends and best practices. The conference is the world's largest gathering of software licensing and monetization thought leaders and the largest event focusing on software monetization strategies for independent software vendors (ISVs) and hardware manufacturers. The event provides software and intelligent hardware business leaders with practical knowledge about new ways to package and price products, and how to better understand how customers are using their products.

Key presentations at LicensingLive! will come from industry luminaries, including:

- [Amy Konary](#), Research Vice President, Software Licensing and Mobile Enterprise Applications, IDC
- [Ray Wang](#), Principal Analyst, Founder & Chairman, Constellation Research Inc.
- [Laurie Wurster](#), Research Director, Gartner

Key Topics will include:

- Disrupting Digital Business: The Post Sales, On Demand, Attention Economy Is Here!
- Monetization Strategies for Software and the IoT
- Management for "Things" in the IoT
- The Third Industrial Revolution – IoT
- Gaining the Competitive Advantage - Product Leadership, Operation Excellence and Customer Intimacy
- License Model Flexibility as a Competitive Advantage

The conference agenda also includes case study presentations, panel discussions and best practices workshops delivered by leading software monetization practitioners, including experts from Gemalto and its software monetization partners: Aria, Avangate, Cognizant, National Instruments, Simon Kucher & Partners, and Silicon Valley Product Management Association. In addition, a special guest presentation from 10-time major league all-star [Steve Garvey](#) will focus on what baseball and the IoT have in common.

**What:** LicensingLive! 2015

**Where:** Juniper Hotel in Cupertino, California

**When:** October 12-14, 2015

**Register:** <http://www5.safenet-inc.com/LicensingLive-2015-Registration>

- For additional information, please visit: <http://licensinglive.com/events/licensinglive-2015/>.
- To register, click [here](#) or email [marcy.clapp@safenet-inc.com](mailto:marcy.clapp@safenet-inc.com).

## About Gemalto

Gemalto (Euronext NL0000400653 GTO) is the world leader in digital security, with 2014 annual revenues of €2.5 billion and blue-chip customers in over 180 countries.

Gemalto helps people trust one another in an increasingly connected digital world. Billions of people want better lifestyles, smarter living environments, and the freedom to communicate, shop, travel, bank, entertain and work – anytime, everywhere – in ways that are enjoyable and safe. In this fast moving mobile and digital environment, we enable companies and administrations to offer a wide range of trusted and convenient services by securing financial transactions, mobile services, public and private clouds, eHealthcare systems, access to eGovernment services, the Internet and internet-of-things and transport ticketing systems.

Gemalto's unique technology portfolio - from advanced cryptographic software embedded in a variety of familiar objects, to highly robust and scalable back-office platforms for authentication, encryption and digital credential management - is delivered by our world-class service teams. Our 14,000 employees operate out of 99 offices, 34 personalization and data centers, and 24 research and software development centers located in 46 countries.

For more information visit [www.gemalto.com](http://www.gemalto.com), [www.justaskgemalto.com](http://www.justaskgemalto.com), [blog.gemalto.com](http://blog.gemalto.com), or follow [@gemalto](https://twitter.com/gemalto) on Twitter.

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