

# Tech Summit, May 31<sup>st</sup> 2018

## *Unraveling the secrets of software monetization*

### **About the conference**

Are you interested in learning how leading tech company executives fuel growth in their organizations? If so, join us on May 31<sup>st</sup> for our first Amsterdam Tech Summit! This event is for executives and senior managers who want to learn how successful software companies execute their pricing initiatives.

Too often we see that software developments are driven by technical product roadmaps, instead of a deep understanding of customer needs and willingness-to-pay. To monetize the full potential of software products and services, a winning commercial & pricing strategy is crucial.

During this conference our experts will present insights, inspirational best practices and proven methods on how to accelerate profitable growth for both on-premise and SaaS software. For this event we will be joined by a guest speaker from the software company Unit4, who will share his practical learnings and perspective on the theme of the day.

**Date & time:** May 31<sup>st</sup> 2018, 14:00 – 18:30

**Location:** Westerliefde - Westergasterrein Amsterdam, The Netherlands

- Relevant for: All industry practitioners, chief executives, finance executives, and commercial directors
- More info and registration at: <http://www.simon-kucher.com/nl/events/amsterdam-tech-summit-unraveling-secrets-software-monetization>

### **About Simon-Kucher & Partners**

Simon-Kucher & Partners is a global management consulting firm with over 1,100 employees in 34 offices worldwide. We focus on strategy, marketing, pricing and sales. Founded in 1985, we are regarded as the world's leading pricing advisor. With our TopLine Power<sup>®</sup> approach we help clients to boost their top line instead of cutting costs.

# Program

14.00 | **Reception and welcome**

14:30 | **Achieving pricing power in software**

**Hong-May Cheng** – Partner Amsterdam

- Understanding and obtaining pricing power
- How to use price as a growth and innovation driver
- Preparing sales to monetize willingness-to-pay



**Hong-May Cheng**

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**Monetizing the base**

**Mark Billige** – Managing Partner London

- Laying the foundation for continuous monetization
- Executing successful price increase programs
- Monetizing maintenance and support



**Mark Billige**

Simon – Kucher & Partners

15.45 | **Networking drinks**

16:15 | **Mastering the recurring revenue challenge**

**Ruben de Lange** – Software Practice Lead Amsterdam

- Ensuring upsell with the right packaging approach
- Capturing value delivered with pricing metrics
- Designing winning monetization models



**Ruben de Lange**

Simon – Kucher & Partners

**Cracking the monetization code in practice**

**Victor ter Beke** – COO

- Understanding the Unit4 growth journey
- Monetizing at the intersection of business and technology
- Helping you forward with practical learnings



**Victor ter Beke**

Unit4 Benelux

17.30 | **Light food & drinks**

18.30 | **Closure**

## Registration information

- Places are limited, so please register as soon as possible.
- Once registered you will receive a confirmation by email. Simon-Kucher & Partners has the right to refuse a registration.
- In case of cancellation or replacement, please let us know in time.

## Venue

Westerliefde, Westergasterrein  
Klonne plein 4-6, Amsterdam

## Simon-Kucher & Partners

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