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# The Evolution of Software Monetization in a Connected World

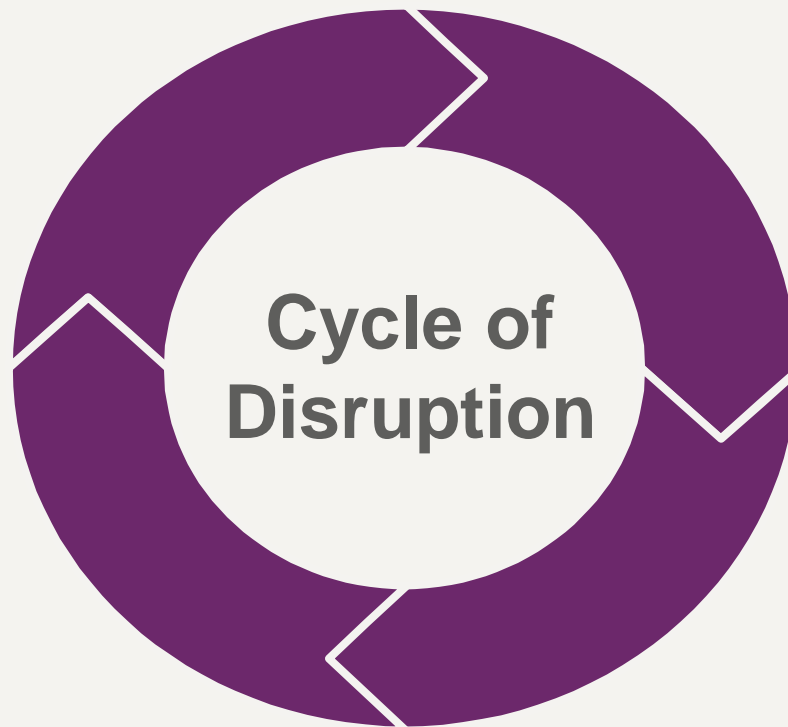
Shlomo Weiss

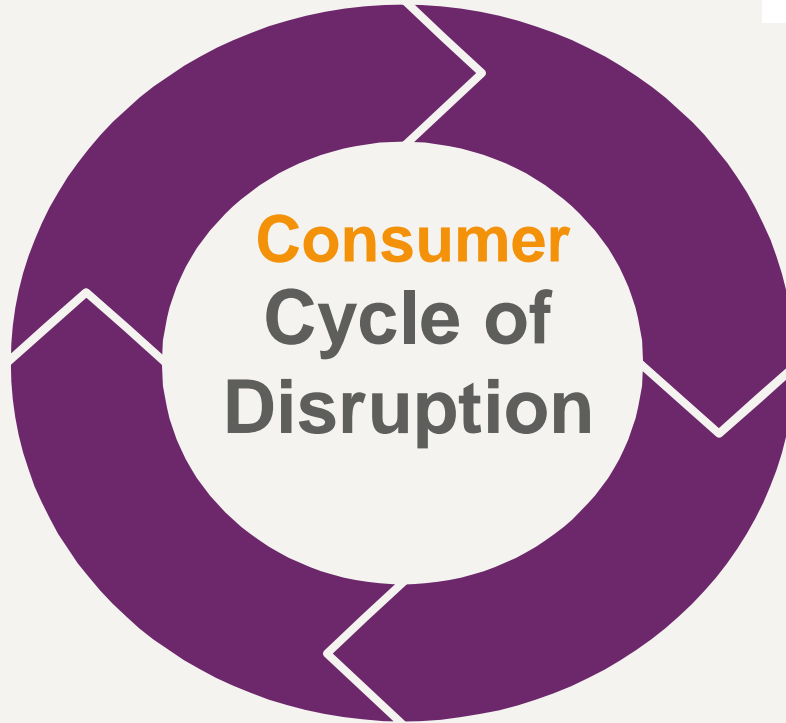
SVP and General Manager, Software Monetization, SafeNet











# Disruptive Forces





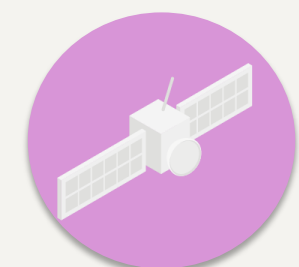
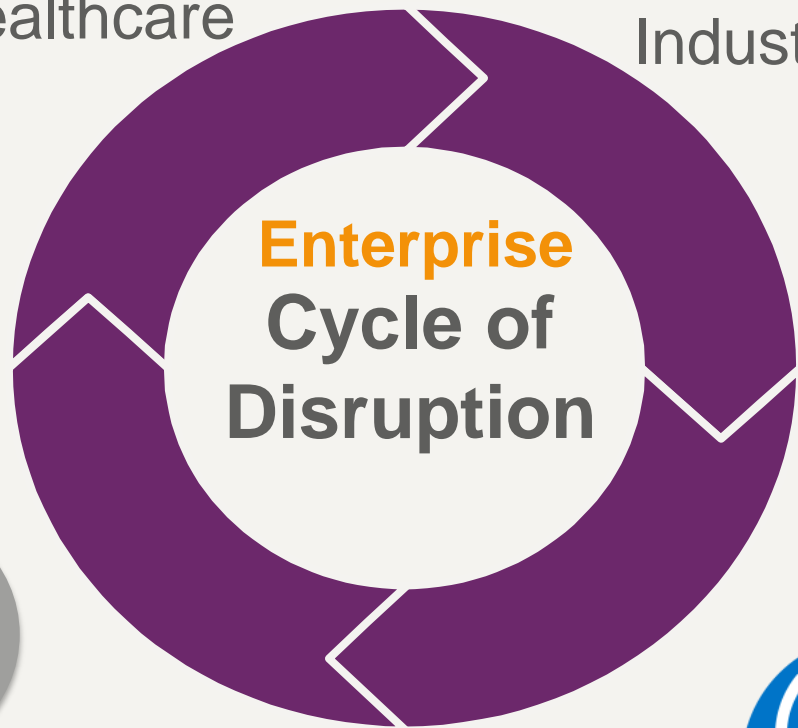
Healthcare



Industrial



Automotive



Media &  
Broadcast



Finance



Agriculture



Communications



# Sub-Prime Auto Loans

The image shows a screenshot of the DealB% website. At the top, there is a navigation bar with 'HOME', 'SEARCH', and 'SUBSCRIBE NOW' buttons. Below this, there are several news snippets from The New York Times, including 'For the Wolf of Luxury, a Chance to Be a Lamb' and 'Ways to Protect Yourself After the JPMorgan Hacking'. The main content area features the DealB% logo and a navigation menu with categories like 'Mergers & Acquisitions', 'Investment Banking', 'Private Equity', 'Hedge Funds', 'I.P.O./Offerings', 'Venture Capital', and 'Legal/Regulatory'. The featured article is titled 'Miss a Payment? Good Luck Moving That Car' by Michael Corkery and Jessica Silver-Greenberg, dated September 24, 2014. The article's sub-header is 'INVESTMENT BANKING | DRIVEN INTO DEBT'. A purple text box is overlaid on the bottom part of the article image.

...can spot drivers who have fallen behind on their payments and remotely disable their vehicles on his computer or mobile phone.

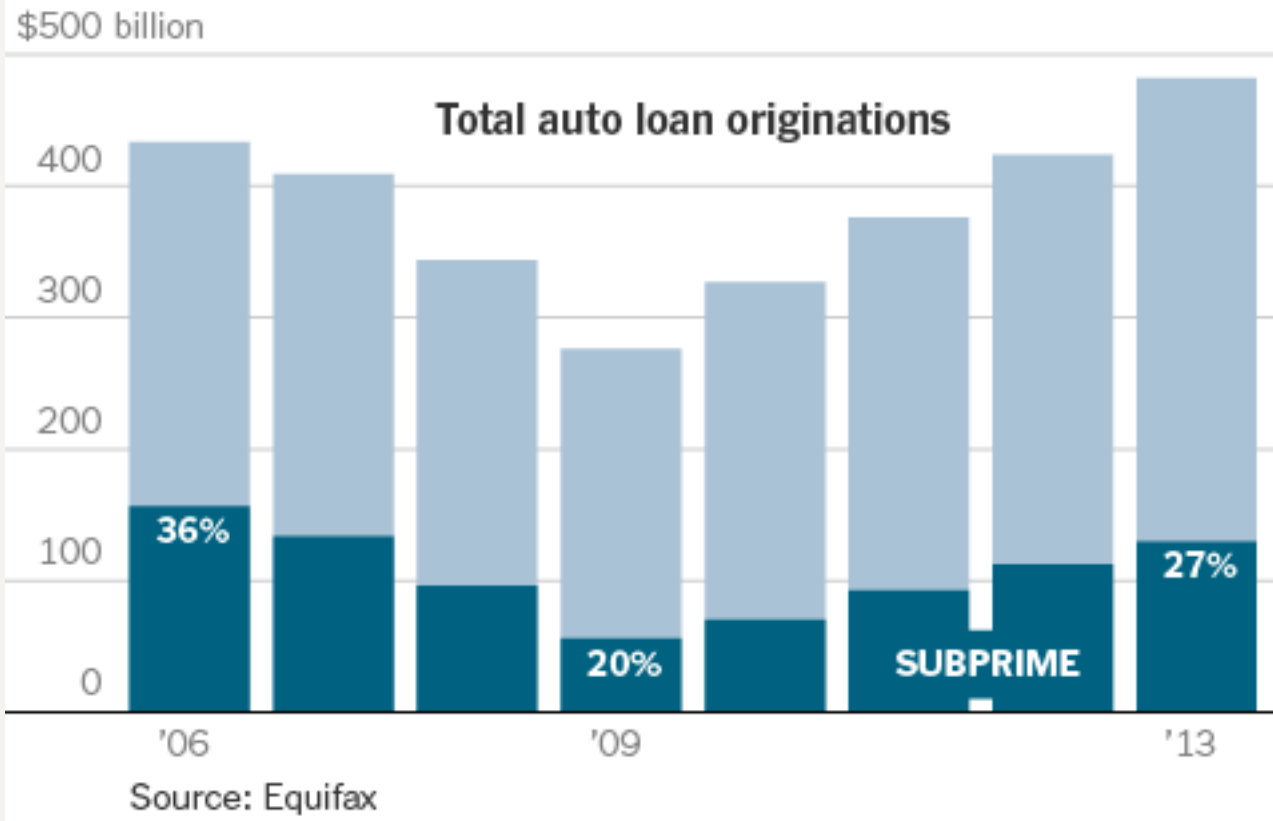
Source: NYTimes September 24, 2014



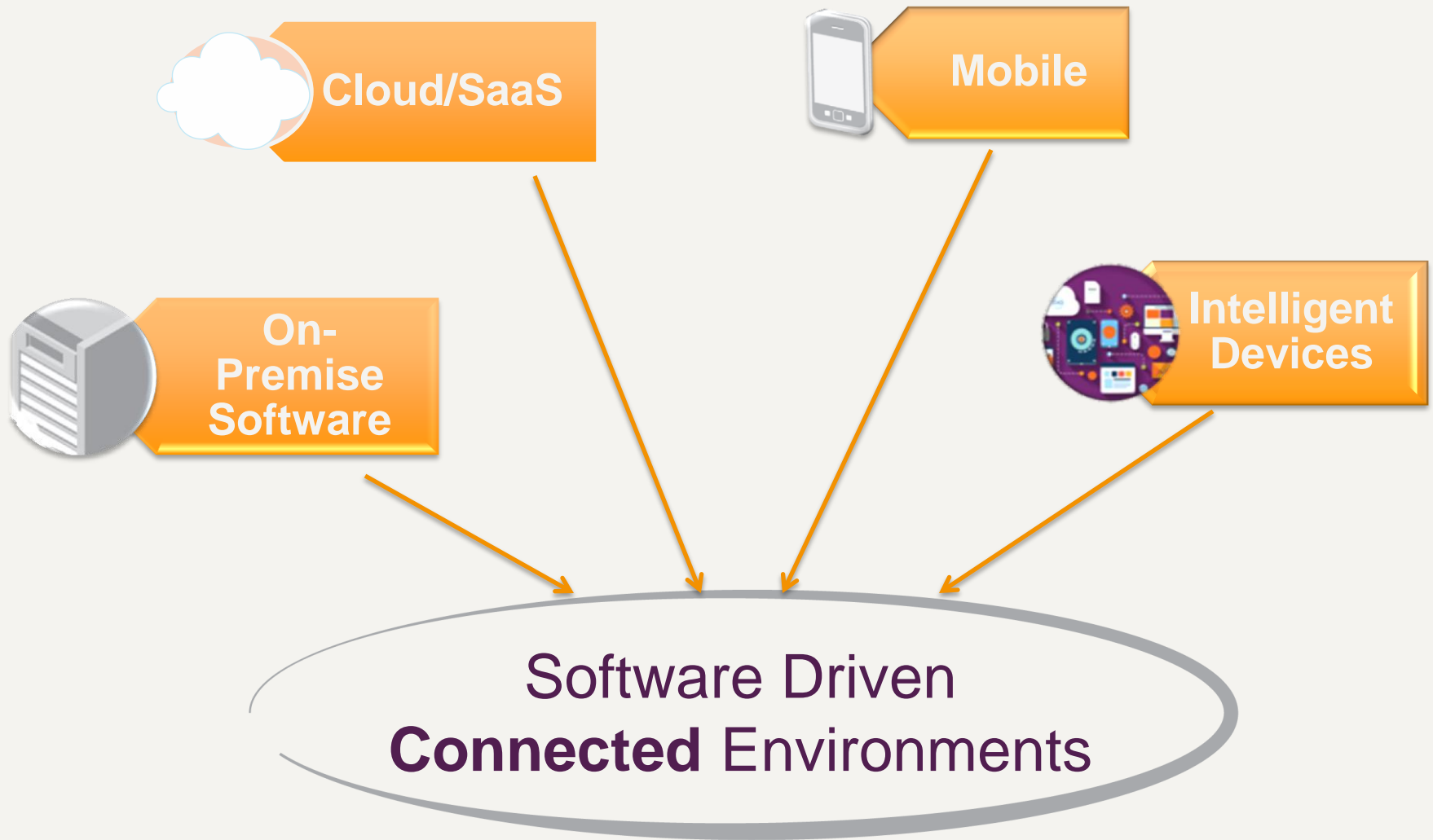
# Sub-Prime Auto Loans

## New Subprime Boom

Subprime auto loans, made to borrowers with low credit scores, have grown sharply in recent years.



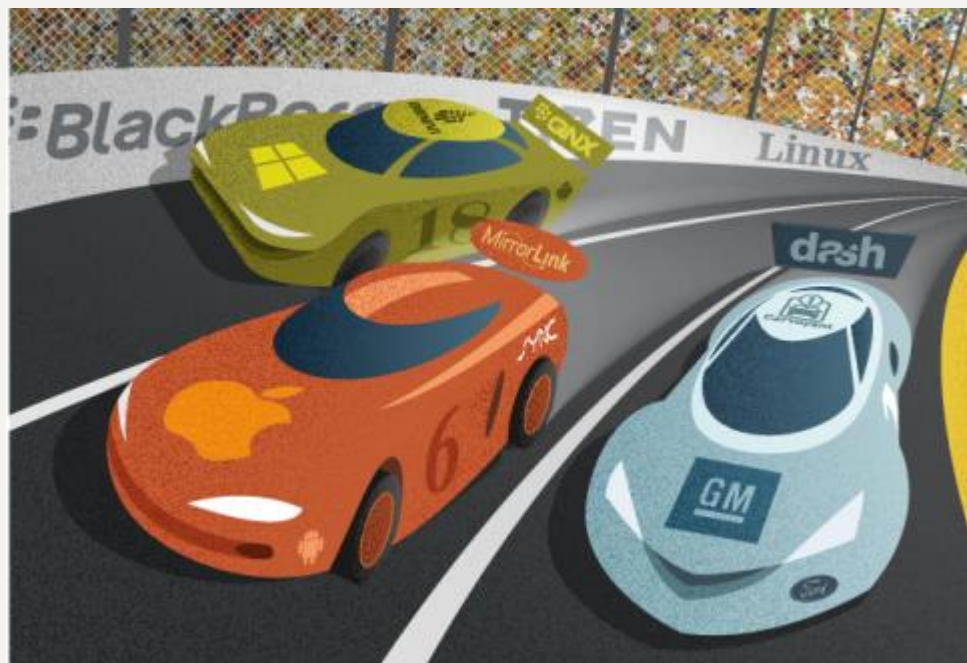
# Software Enabling the Connected World



# Monetization Opportunities




# Start your engines...





# Vote Here:

<http://www2.safenet-inc.com/vote/>



## 1. CHOOSE YOUR DRIVER



## 2. VOTE FOR YOUR POWER UP

(max. 2 options)

- Max. Speed
- Acceleration
- Braking Force
- Reliability
- Nitro Shots

SUBMIT



# IS YOUR SOFTWARE MONETIZATION STRATEGY READY FOR THE CONNECTED WORLD?



- Market Dynamics
- Business model
- Customer experience + solution offering
- Systems + Processes + Culture
- Ecosystem

Now....and for the future



# Act now...



# Thank You!

