# Agenda

## RE>Think – The 2015 Billing Innovators Summit WEST

**MGI Research Case Study Conference**

### April 29th, 2015

8:30am – 6:30pm PDT

The Julia Morgan Ballroom

Merchants Exchange Building

465 California St., 16th Floor
San Francisco, CA 94104

## Schedule

<table>
<thead>
<tr>
<th>Time</th>
<th>Title - Company</th>
<th>Presenters</th>
<th>Moderator</th>
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<tbody>
<tr>
<td>8:30 am</td>
<td>Registration and Breakfast</td>
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<tr>
<td>9:00 am</td>
<td>Welcome</td>
<td>Igor Stenmark, Managing Director MGI Research</td>
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<tr>
<td>9:10 am</td>
<td>Rethinking Enterprise Systems for 2020, MGI Research Keynote</td>
<td>Andrew M. Dailey, Managing Director</td>
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<tr>
<td>9:40 am</td>
<td>Agile Billing in the Frictionless Enterprise: Zero to $200M without a traditional sales model - Atlassian Case Study</td>
<td>John Stame, Head of Business Systems</td>
<td>Igor Stenmark</td>
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<tr>
<td>10:05 am</td>
<td>CEO Spotlight – Aria Systems</td>
<td>Tom Dibble, CEO</td>
<td>Jim Mendelson</td>
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<tr>
<td>10:30 am</td>
<td>Networking Break</td>
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<tr>
<td>10:50 am</td>
<td>Complex Enterprise Cloud Billing – Adobe Case Study</td>
<td>Phil Pass, Enterprise Architect</td>
<td>Andrew Dailey</td>
</tr>
<tr>
<td>11:40 am</td>
<td>Monetizing the Internet of Things, Netgear Case Study</td>
<td>Kalpesh Mehta, Director Business Systems</td>
<td>Igor Stenmark</td>
</tr>
<tr>
<td>12:05 pm</td>
<td>Lunch</td>
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<tr>
<td>1:30 pm</td>
<td>Bet on it! High Stakes Subscriptions – Churchill Downs Case Study</td>
<td>Ken Waln, VP Product Development</td>
<td>Jim Mendelson</td>
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<tr>
<td>1:55 pm</td>
<td>Revenue Recognition in an Era of Complexity – Panel Session</td>
<td>Mike Murphy, CBO, goTransverse</td>
<td>Andrew Dailey</td>
</tr>
<tr>
<td>2:20 pm</td>
<td>Executive Spotlight - Monexa</td>
<td>William Schonbrun, Chief Customer Officer</td>
<td>Igor Stenmark</td>
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<tr>
<td>2:45 pm</td>
<td>Networking Break</td>
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<tr>
<td>3:10 pm</td>
<td>DNA Matching – Finding the Right Partner for Fast Growth, Ethoca</td>
<td>Delvin Fletcher, CIO</td>
<td>Jim Mendelson</td>
</tr>
<tr>
<td>3:35 pm</td>
<td>Differentiating the Business – Panel Session</td>
<td>Meltwater Group - Rick Bradley, CIO</td>
<td>Andrew Dailey</td>
</tr>
<tr>
<td>4:15 pm</td>
<td>Top Ten 360 Ratings for Billing and Agile Evaluations, MGI Research</td>
<td>Igor Stenmark, Managing Director</td>
<td>Jim Mendelson</td>
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<tr>
<td>4:45 pm</td>
<td>Closing Remarks</td>
<td>Jim Mendelson, Managing Director</td>
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<tr>
<td>5:00 pm</td>
<td>Mint Juleps + Champagne Reception</td>
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- netsuite
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CONFERENCE HOST

The conference is organized and hosted by MGI Research, an independent analyst firm focused on disruptive trends in the technology industry and well known for its in-depth coverage of billing systems solutions. Founded in 2008, MGI Research provides business executives and technology users with comprehensive research and supplier ratings, enabling organizations to make timely, informed purchasing and implementation decisions. With hundreds of interactions with users, a rigorous research methodology, MGI 360 Ratings and analysis of over 35 vendors MGI Research is uniquely positioned to help users; vendors and investors make more informed decisions.

MGI Research Billing Solutions Focus
The billing solutions industry is undergoing a fundamental shift as a new generation of billing vendors takes advantage of contemporary technologies and threatens to displace aging legacy solutions. With hundreds of interactions with users, a rigorous research methodology, MGI 360 Ratings and analysis of over 35 vendors MGI Research is uniquely positioned to help users; vendors and investors make more informed decisions. Our research covers key billing solutions market segments such as simple recurring billing; ecommerce; subscription; complex enterprise; and telecoms/utilities customer support platforms

MGI Research Billing Solutions Vendor Coverage (partial list):

- Accumulus
- Amdocs
- Aria Systems
- AsiaInfo-Linkage
- Avangate
- Chargify
- ChikPea
- Converse
- CSGI
- Cycle30
- Digital River
- Ericsson
- FuseBill
- LogiSense
- MetraTech
- Monexa
- NetCracker
- NetSuite
- Oracle
- Orga Systems
- Recurly
- RedKnee
- Revstream
- SAP
- TechnoTree
- goTransverse
- Vindicia
- Zuora

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Atlassian is a leading provider of collaboration software for teams with products including JIRA, Confluence, HipChat, Bitbucket and Stash. Since it’s founding in 2002 in Australia, the company grew to over 1,100 professionals operating in eight locations worldwide.

Aria Systems is a leading provider of enterprise-grade recurring revenue management solution Companies like Pitney Bowes, Experian, AAA NCNU, VMWare, Hoot Suite and many others have chosen Aria to grow their recurring revenue business.

John Stame oversees business systems at Atlassian including Billing Management, Finance, and People Systems. Prior to Atlassian, John was the Manager of Enterprise Architecture and Strategy at Chevron, in the Technology Management and Architecture group, where he led a team of architects focused on the IT architecture and strategy for Global Corporate Functions and IT Management Assets. Additionally, while leading that team, John led and co-authored Chevron’s Cloud Strategy. Prior to Chevron, John’s 25+ years of experience includes almost 10 years with Microsoft, as a Principal Platform Strategy Advisor; and prior to Microsoft, he was Director of Managed Application Services at Commerce One, and worked in roles at Documentum and Systemshouse.

With over 20 years of enterprise experience, Tom – in his role as the CEO of Aria Systems, leads overall operations and drives company strategy. Tom joined Aria Systems in 2009 from Oracle Corporation where he served as vice president of worldwide channels and alliances. Prior to Oracle, Dibble was vice president of worldwide channels and alliances at BEA Systems. In this position, he led the global team responsible for BEA Systems’ business development and indirect revenue. Before joining BEA Systems, he managed business development at several high-growth, venture-backed companies. Dibble began his career working for Goldman Sachs and Company. He holds a degree in economics with honors from Syracuse University.
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COMPANIES AND SPEAKERS PRESENTING AT THE CONFERENCE

Adobe (NASDAQ: ADBE) is the global leader in digital marketing and digital media solutions. Company tools and services allow its customers to create digital content, deploy it across media and devices, measure, optimize it and monetize the content across every channel and screen.

Phil Pass, Enterprise Architect

Phil Pass of Adobe is an IT Leader and Architect with over 20 years of experience in improving company performance through software solution delivery. In his role as a thought leader Phil partners with a variety of IT and business teams to define and implement a set of solutions that drive consistency and scale as Adobe adopts new business models and drives innovation through its operational processes.

Simon-Kucher & Partners is a global management consulting firm with 760 employees in 29 offices worldwide. The company focus is on strategy, marketing, pricing and sales. Founded in 1985, the firm has 30 years of experience and is regarded as the world’s leading pricing advisor.

Joshua Bloom, Partner

Joshua Bloom is a Partner at Simon-Kucher & Partners in San Francisco and specializes in marketing, pricing, and sales. He has spent the last decade at Simon-Kucher & Partners advising companies of all sizes on topics as varied as B2B pricing, bundling, target pricing, and sales excellence. Joshua holds a degree in Economics from Yale University and an MBA in Strategic Management and Finance from the University of Chicago.
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Netgear (NASDAQ: NTGR) Inc. designs, develops and markets networking products for home users and small businesses worldwide.

Kalpesh Mehta
Director Business Systems

Churchill Downs Inc. (NASDAQ: CHDN) owns racetracks and simulcast-wagering operations in Kentucky, Illinois, Florida and Louisiana and has an interest in various racing service companies. The history of Churchill Downs is traces back more than 100 years.

Ken Waln
VP Product Development

Kalpesh is a senior Business Systems professional with an extensive background ERP and other complex systems delivery. Kalpesh has a deep track record in managing, directing and influencing strategic business process improvement initiatives involving cross-functional project teams, enterprise systems, and global organizations. Prior to Netgear, Kalpesh held senior level positions with companies such as OSI Consulting and Tata.

Ken Waln is Vice President of Product Development for Churchill Downs Interactive, which operates TwinSpires.com, the official advance-deposit wagering service for Churchill Downs Incorporated and its family of racetracks, as well as for the Kentucky Derby and Kentucky Oaks. He is responsible for all software development for TwinSpires.com and Brisnet.com. Ken joined Churchill Downs as Chief Software Architect in 2012 and was promoted to VP in 2014. Prior to joining Churchill Downs, he was Director of Software Development at Daintree Systems and worked with several startup companies in Silicon Valley. He was a founder of Edify Corporation and held various positions from 1990 to 2008 including Chief technology Officer and Vice President of Engineering. Ken holds a Masters Degree in Electrical Engineering from Stanford University and a Bachelor’s Degree from The University of California, Davis.
COMPUANIES AND SPEAKERS PRESENTING AT THE CONFERENCE

Based in Austin, TX, goTransverse is a supplier of cloud-based Billing-as-a-Service and revenue automation solutions.

Mike Murphy
Chief Business Officer
Mike Murphy is a finance executive with 20-years of experience in managing the back office to drive global revenue. Most recently, he was the Vice President of Finance and Operations for Genesys, a large enterprise software company, where he led the transition to the subscription economy. Prior to that, he served as the Chief Financial Officer of the Americas Enterprise Business Unit for Alcatel-Lucent. Murphy will be responsible for goTransverse’s finance and revenue streams as well as helping customers bring new lines of business to market.

Founded in 1998, Monexa provides timely, transparent, innovative and customer friendly billing solutions that enable organizations to react quickly to market changes while transforming billing into a positive experience for their customers.

William Schonbrun
Chief Customer Officer
William has over 20 years in technology, management consulting and marketing services. At Monexa, William has overall responsibility for all customer-facing activities including sales, marketing, channels and professional services. William started his career over 20 years ago focusing on ERP at the management-consulting firm BDO Seidman; then spent time in senior roles with Delano Technology Corporation, Antarctica Systems, Inc. a Business Intelligence firm founded by Tim Bray, the co-author of XML. Prior to Monexa, William served as the EVP of Global Client Development at Blast Radius, a strategic digital marketing agency, now wholly owned by WPP. While at Blast, William was responsible for securing global brands and leading the customer engagements with key, global brands like Yahoo!, Apple and United Airlines.
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Solutions from Ethoca allow credit/debit card issuers and retailers to operate a collaborative business network that helps manage impact of credit fraud. Founded in 2005, Ethoca is headquartered in Toronto and has offices in Austin, London and Dublin.

Delvin Fletcher, Chief Information Officer, leads Ethoca’s global IT systems, processes and infrastructure. He has more than 30 years of experience in consulting, IT leadership and operations including three successful CIO roles with high growth entrepreneurial companies along with extensive consulting and interim CIO leadership assignments. Delvin began his early career with almost a decade of management consulting with KPMG in strategy, operations and IT. He holds a B.A.Sc. in Industrial Engineering from the University of Toronto and has earned both the P.E. and CMC (Certified Management Consultant) professional designations.

With offices in 27 countries Meltwater online intelligence platform analyzes billions of digital documents daily to extract precise, timely business insights that help more than 20,000 companies understand their markets, engage their customers, and master the new social business environment.

Rick Bradley is responsible for Meltwater information technology operations including ERP, Customer Relationship Management Application, Infrastructure Networks and IT Support for this Global SaaS provider of Marketing and Public Relations Software. He joined Meltwater in 2012 and, as IT Sr. Director rapidly built a global IT organization and was a driving force behind Implementation of a Scalable, Integrated Global Finance Business System on Net-suite One World to standardize global business processes. Previously, Bradley was Director of IT for Gilead Sciences, Plastic Logic and Electronic Arts. He holds a BA from the University of Delaware and MA from New York University.
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NetSuite (NYSE: N) is the world's leading provider of cloud-based business management software.

John Peacock
Software Industry Vertical Product Manager

John has worked with ERP systems for over 15 years, and is currently responsible for NetSuite product strategy related to the Software Industry. This includes ensuring that user stories support the most appropriate customer requirements and that the various features within the Suite continue to function seamlessly as each individual feature evolves. Prior to this role he worked in various capacities for 7 years in NetSuite Professional Services, most recently as Practice Manager for the team focused on recurring billing. John holds a BS in Computer Engineering and an MBA from Santa Clara University.

Founded in 2004, SimpleSignal has now grown into the leading SaaS provider of cloud-based voice, video, mobility and collaboration services that integrate directly into business workflow. Today, SimpleSignal (a Vonage company) serves more than 2,000 businesses with more than 60,000 endpoints around the world.

Dave Gilbert, CEO

Dave Gilbert is CEO and Founder of SimpleSignal. In 2004, Gilbert's vision to create a disruptive communications service provider attracted a team of telecom industry veterans to develop and engineer one of the first Cloud Communications platforms designed from the ground up specifically for SMB's. Since that time he has inspired his team to excel in the areas of Unified Communication and customer satisfaction. This dedication to innovation and excellence has taken SimpleSignal from startup to serving tens of thousands of satisfied business customers in all 50 States and three Countries. Gilbert has become known in the industry as the "Big Cheese" and is a blogger, thought leader and frequent speaker at cloud-based Unified Communications industry events.
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Andrew Dailey
Managing Director
MGI Research

Andrew Dailey is a Managing Director of MGI Research. Mr. Dailey has over twenty years of diversified technology and financial services experience. Prior to MGI Research, Dailey was a partner at the Jetstream Group, a management consulting firm advising Fortune 500 CIOs on software procurement negotiations, enterprise applications strategies and outsourcing/offshoring strategies. In this role, Mr. Dailey advised clients such as British Petroleum, Applied Materials, JPMorgan Chase, McDonald's, McKesson, Nissan, Sun Microsystems, and Tetra Pak. Prior to that, Mr. Dailey was the Senior Vice President of Marketing for Baan Company. Mr. Dailey spent eight years at Gartner Group, where he co-founded the Software Asset Management practice, and launched the ERP and supply chain management advisory businesses in Europe. Mr. Dailey is the author of numerous industry research papers and has lectured at the University of Chicago Graduate School of Business, UCLA's Anderson School of Management, and The Charles University, Prague. Mr. Dailey is currently the Lead Director for Project Bandaloop, a San Francisco-based aerial dance company. A four-time NCAA All-American in tennis, Mr. Dailey holds a BA degree from Swarthmore College.

Igor Stenmark
Managing Director
MGI Research

Igor Stenmark is a Managing Director of MGI Research. Mr. Stenmark's background encompasses nearly 30 years in entrepreneurial, strategic, investment and executive roles in the technology industry. Prior to co-founding MGI Research, Igor was in private practice as a strategist and counsel advising technology industry investors and executives, helping enter new markets, optimize positioning, create value and achieve liquidity. Between 1992 and 2001 Mr. Stenmark served as the Head of Gartner's Enterprise Systems Research Group. Prior to Gartner, Mr. Stenmark was the co-founder of Spectrum Concepts Software (acquired by Legent/CA) where he led held key executive positions in product development, corporate development, international sales and marketing. During the mid-80s, Mr. Stenmark worked as a communications software consultant in the energy industry and acted as a lead developer and project manager of several international projects at Mobil (now ExxonMobil). Mr. Stenmark holds Bachelor degrees in Electrical Engineering and Computer Science from Cooper Union School of Engineering and New York University respectively.

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Jim Mendelson
Managing Director
MGI Research

Jim Mendelson is a Managing Director of MGI Research. Prior to co-founding MGI Research with Messrs. Stenmark and Dailey, Jim was a leading Wall Street enterprise software analyst. Starting out on Wall Street in the late 1970s, Jim has covered a broad range of software companies in a variety of different information technology sectors. Jim was the lead enterprise software analyst at firms such as Morgan Stanley, Soundview Technology Group, Charles Schwab and Lazard. During his career as an analyst on Wall Street, Jim was highly ranked by Institutional Investor, as well as by Reuters and Greenwich Research polls. Jim has a Bachelor’s Degree in Economics and English from Bucknell University, and an MBA in Finance from New York University.
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Aria Systems delivers an enterprise-grade recurring revenue management solution so businesses can grow new revenue streams and optimize the lifetime value of their customer relationships. Industry leaders like Pitney Bowes, Experian, AAA NCNU, VMWare, Hoot Suite and many others have chosen Aria to grow their recurring revenue business. Learn more about us at www.ariasystems.com.

DIAMOND Sponsor

Founded in 1998, Monexa is in the business of helping organizations drive results and reduce complexity through smarter enterprise billing. Monexa provides more timely, transparent, innovative and customer friendly billing solutions that enable organizations to react quickly to market changes while transforming billing into a positive experience for their customers.

DIAMOND Sponsor

Headquartered in Waldorf, Germany, with locations in more than 130 countries, SAP SE (NYSE: SAP) is the world leader in enterprise software and software-related services. SAP Billing and Revenue Innovation Management (BRIM), provides high-volume customers with a real-time billing capability integrated with financial modules and real-time analytics and simulation.
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Fusebill simplifies subscription and billing management by automating manual accounting workflows and financial processes. The cloud-based platform gives companies the freedom to grow their businesses, the flexibility to capitalize on new product opportunities, and the agility to maintain a competitive edge.

SILVER Sponsor
NetSuite (NYSE: N), is the world's leading provider of cloud-based business management software. NetSuite helps companies manage core business processes with a single, fully integrated system covering ERP/financials, CRM, ecommerce, inventory and more.

SILVER Sponsor
LogiSense offers a broad portfolio of licensed and/or Software-as-a-Service (SaaS)-based Rating, Billing and OSS products and solutions, empowering its customers to design, build, deploy, manage, and monetize their own solutions. Based in Cambridge, Ontario, LogiSense was founded in 1998, is privately held and has customers in over 20 countries.

SILVER Sponsor
Comverse is a leading global provider of true carrier-grade cloud-based or in-network monetization and revenue management software solutions. The company’s product portfolio includes managed BSS and Policy, Enterprise and Cloud Billing, and Digital Services, as well as a Managed Services offering. Comverse’s customer base spans more than 125 countries with solutions successfully delivered to over 450 communication service providers and enterprises serving more than two billion subscribers. Comverse’s solutions are available in a variety of delivery models, including on-site, cloud, hosted/SaaS and managed services.

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SILVER Sponsor  Turnswing is an IT services company focused on helping large enterprises to align supply chain tools with business processes. Turnswing provides its clients with process design, change management, and training around Supply Chain, S&OP, and IBP.

Lunch and Champagne Reception Sponsor  goTransverse offers TRACT® - a cloud-based, internet-scale Billing-as-a-Service and revenue automation platform. Transverse focuses on high-growth technology-oriented mid-market companies or divisions of global enterprises with businesses in cloud solutions, digital entertainment, IoT, M2M, logistics, hosting/managed services. Based in Austin, TX, privately held Transverse is a wholly owned subsidiary of Germany private equity firm Siedentopf KG.
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