



ANYTHING BUT STANDARD

BRAND STANDARDS \\ MAY 2018

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A brand is the most important asset of any company. Products can come and go. Strategies can change, and executives eventually turn over. But our brand is our reputation.

The companies that we all admire — think Apple, Google, Amazon — have built their brands through ruthless consistency and are a reflection of the core values of the company. This level of consistency is the responsibility of everyone in the organization. We all have a part to play in building and sustaining our best asset.

The Marketing team created these Branding Guidelines with that in mind — to help each one of us achieve that level of consistency, to enforce our brand in everything we do. To ensure we represent our great company in every customer interaction, every sales presentation, every document.

I am asking you to keep it handy, and internalize why we have them. And reach out to Marketing with any questions.

We can build a strong brand or admire one from a distance, we make that choice every single day.

Jim Ryan, CEO

Our brand can't exist on its own.
It needs allies.

PARTNERS TO HELP *PROTECT IT*
STEWARDS TO *STAND BEHIND IT*
ROCK STARS TO *RALLY AROUND IT*

Our brand needs: **YOU**

HOW WE ROLL



What are our values?

This is our brand brought to life. Our essence as a company. It's the high bar we set for ourselves each and every day.

CANDOR
PASSION
PROFESSIONALISM
KEEP SCORE
CELEBRATE SUCCESS
GIVE BACK

CANDOR

**THE TRUTH DOESN'T SHUT YOU
DOWN, IT WAKES YOU UP.
WE TELL IT LIKE IT IS AT ALL TIMES!**



PASSION

WE CHOOSE TO BE HERE,
BECAUSE WE BELIEVE IT MATTERS.

PROFESSIONALISM

**AS PROFESSIONALS,
WE STRIVE TO BE BETTER
THAN THE PERSON
WE WERE YESTERDAY.**



KEEP

WE HOLD OURSELVES PUBLICLY
ACCOUNTABLE IN EVERYTHING WE DO.

SCORE

CELEBRATE SUCCESS

A close-up photograph of two beer bottles held in a person's hand. One bottle is dark and the other is light-colored. The background is a blurred, warm-toned city skyline at sunset or sunrise, with lights reflecting on the water.

BUILD COMRADERY AND CELEBRATE SUCCESSES BOTH LARGE AND SMALL.



GIVE BACK

**WE CARE ABOUT THE
WORLD AROUND US.
IT'S IN OUR DNA.**

BRAND BASICS

HOW WE SPEAK



What's brand voice?

Brand voice is our brand put into words.
It's the verbal expression of our brand's personality.
To put it simply, it's how we sound.

SIMPLE

*Forget long, rambling sentences. **We get to the point quickly.***

APPROACHABLE

*Forget the stuffy corporate speech. **We are down-to-earth.***

ENERGETIC

*Forget dry, lifeless content. **We are passionate and inspired.***

AUTHENTIC

*Forget pretending to be something we're not. **We are the genuine article.***

AUTHORITATIVE

*Forget sounding like experts. **We show our expertise.***

Brand voice basics

Don't think of these as rules. Think of them as suggestions on how to best craft our brand voice.

- Keep words, sentences and paragraphs short
- Think outside the box — avoid jargon and overused words
- Ask yourself, "Would someone I met on an elevator get my point?"
- When in doubt, make one sentence into two
- Remember these four words: **ALWAYS USE ACTIVE VOICE** (see page 17)
- Conversational = contractions (won't vs. will not)
- If you have a good reason... break the rules

What's our writing style?

When it comes to content, details matter. Crafting the right messaging means paying attention to the little things.

Abbreviations and acronyms

Spell out an acronym the first time you use it unless it is very common (HTML, ROI). After that, feel free to use the short version.

Active voice

Avoid sentences when the subject has the action done to it. It's called **passive voice**.

Example: The man was bitten by the dog.

Instead, make sure the subject of your sentence does the action. That's **active voice**.

Example: The dog bit the man.

Capitalization

WE DON'T NEED TO SHOUT TO TELL OUR STORY. All caps is great **in moderation**.

Stick with sentence case (capitalizing the first letter of the first word) whenever possible.

Periods

In body copy, use periods at the end of sentences. In bullet copy, do not use periods.

Pronouns

Avoid gender-specific pronouns unless appropriate. Use "we/us/our" pronouns when possible. Never use "one" as a pronoun.

Em dashes

Use them sparingly to signify a break in sentence flow or in place of commas to set off lists.

FROM THIS

Flexera Software helps application producers and enterprises increase application usage and the value they derive from their software.

TO THIS

Flexera's reimagining the way software is bought, sold, managed and secured.

Too formal,
not approachable

FROM THIS

Software Licensing for Creating New Revenue Streams

FlexNet Licensing empowers application producers to combat software piracy and increase revenues by easily enabling new pricing, packaging and software licensing and activation models.

It supports the full software licensing spectrum, from strict enforcement to usage-based trust but verify, and enables software protection, monetization and compliance of on-premises, SaaS, cloud, virtualized and embedded applications.

Long, heavy words and
overly complicated

Approachable

TO THIS

Profit While You Protect Your IP

You want to make the most money from your software while knowing that people paying for it are the ones actually using it. FlexNet Licensing makes that happen. Start with flexible monetization options or ramp up to subscription or usage-based models. You control how much or how little enforcement you want. Make money, protect your IP and keep customers happy. Take a punch at piracy with FlexNet Licensing.

Too dense and
not easy to read

Simple and
to the point

Energetic
and playful

HOW WE LOOK



The Flexera logo

The Flexera logo anchors our visual identity. Consistent usage across all communications strengthens market recognition.

The Flexera wordmark is our primary logo and should be used in all communications. Both positive and reversed versions of the logo are available.



POSITIVE
For use on white or light-colored backgrounds



REVERSED
For use on black or dark-colored backgrounds

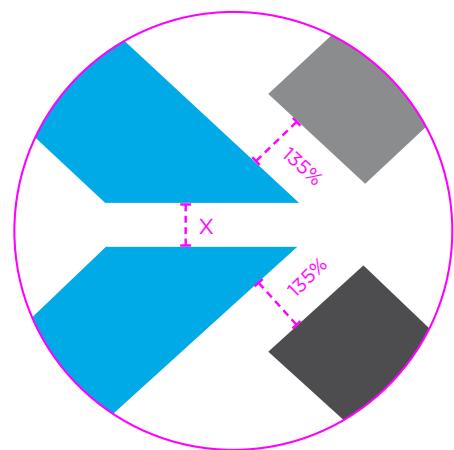


Always use the provided artwork for logos. Never attempt to scan, redraw or typeset them in any way.

Secondary logo

In addition to the primary logo, a vertical brandmark is available to add flexibility for displaying logos on varying communications. It can be used when a more vertical space is required (i.e., email signatures, promotional items). Our secondary logo is made up of two parts: the “X” symbol and the Flexera wordmark. Both positive and reversed versions of the brandmark are available.

Note: At this time, the “X” symbol may NOT be used as a separated element (see next page for more info).



To ensure you're using the correct logo, the distance between the gray and blue segments is equal to 135% of the blue segment distance (X).



Always use the provided artwork for logos. Never attempt to scan, redraw or typeset them in any way.



“X” symbol

FlexeraTM

Wordmark



POSITIVE



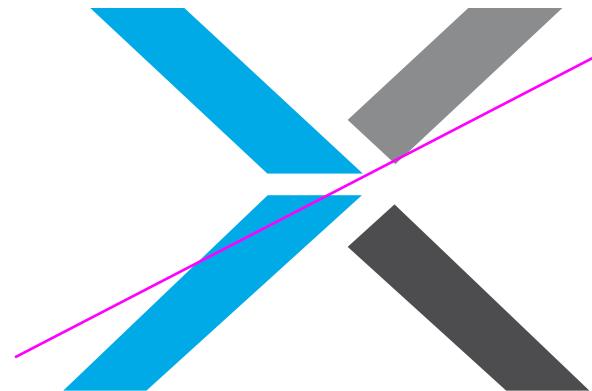
REVERSED

“X” SYMBOL

At this time, the “X” symbol may NOT be used as a separated element to represent Flexera. We need to build brand awareness in our identity before we can use it alone. Break this rule ONLY in rare situations when the space is severely limited such as an avatar, favicon or small promotional materials. In those cases, the primary logo, wordmark or company name MUST also be visible nearby.

BACKGROUND SCREENS

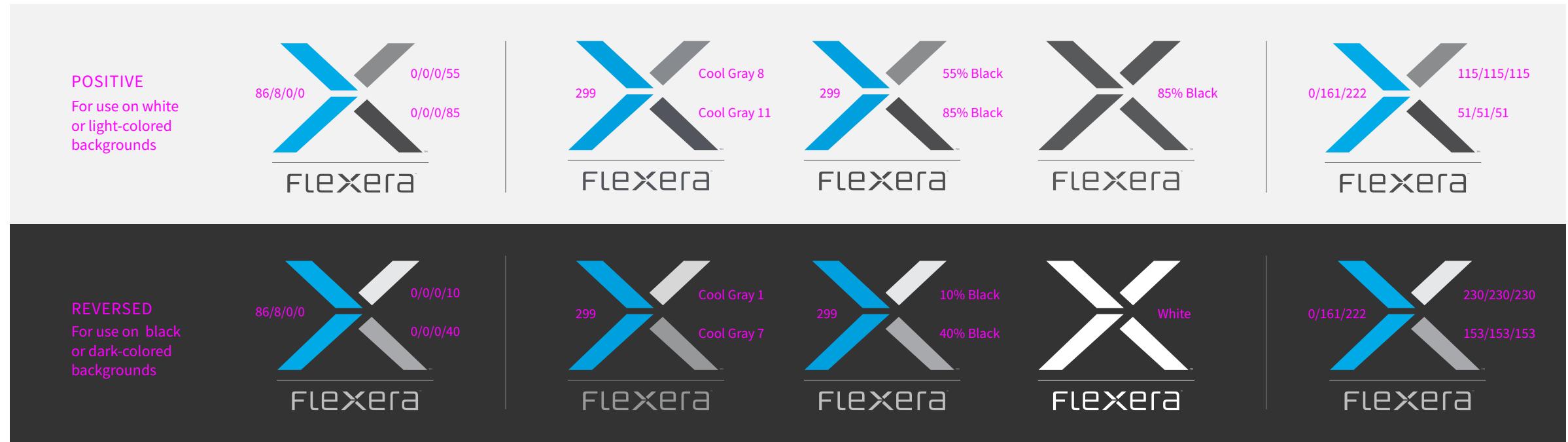
The “X” symbol may be used as a graphic element to add visual interest to a background. This treatment is only permitted for use on Flexera stationery and PowerPoint presentations. The “X” must always appear subtle (6–10% opacity).



Logo color formats

All Flexera logos are available in a variety of colors for both print and digital environments.

- Use **4-color (process)** logos for the majority of Flexera's print communications. When in doubt, start here.
- Use **spot (3-, 2- and 1-color)** logos only for specialty screen printing, promotional items and stitched apparel
- Use **1-color** logos only when print production is limited to a single color — **do not use 1-color logos in digital communications**
- Use **RGB** logos on all digital communications (PowerPoint, email, website, etc.)



4-Color (Process)

3-Color (Spot)

2-Color (Spot)

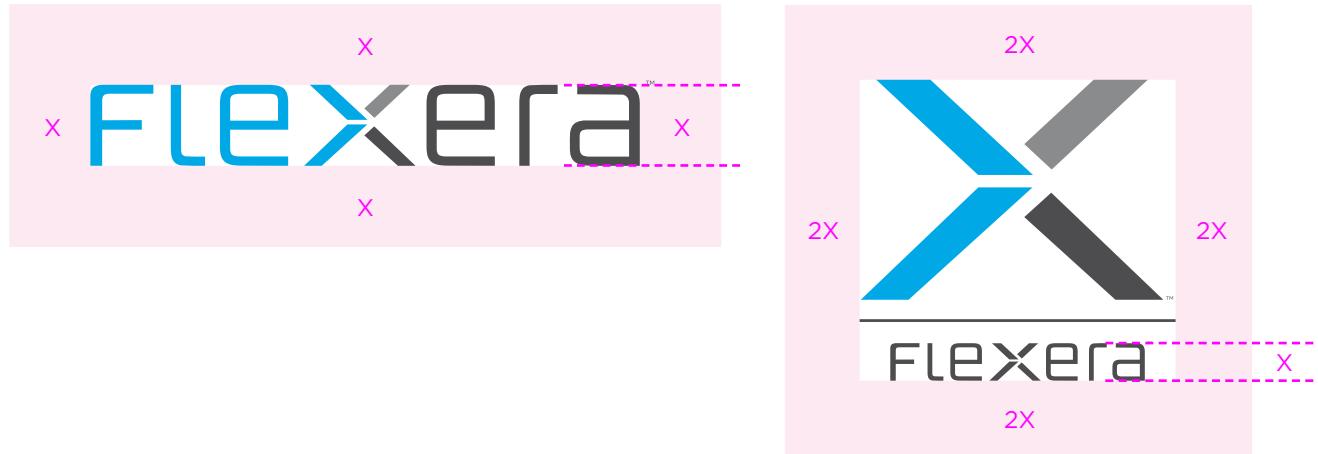
1-Color (Spot)

RGB (Digital)

CLEAR SPACE

To preserve the integrity of the Flexera logo, a minimum amount of space is required around all edges to separate it from other graphics and copy (with the exception of sub-branded names).

- Flexera wordmark: the height of the “A” defines the clear space
- Flexera primary logo: the clear space is defined as **2 times** the height of the “A” in the wordmark



MINIMUM SIZES

To ensure legibility, minimum sizes of logo reproduction have been established. Logos may not appear smaller than shown in the examples here. Logos should only appear at minimum size when absolutely necessary. Larger logos are preferable.

Note: Minimum sizes shown do not apply to **stitching** on apparel.
In those cases, the minimum width of the wordmark is **1"**.



Minimum sizes:
Print: 1/2" (.5") width of wordmark
Digital: 36 pixels at 72 dpi width of wordmark

DON'T DO THIS!



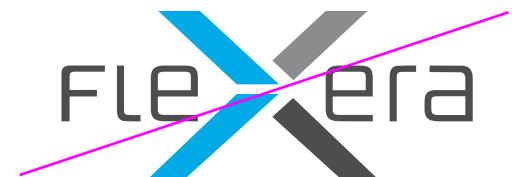
Do not change any colors



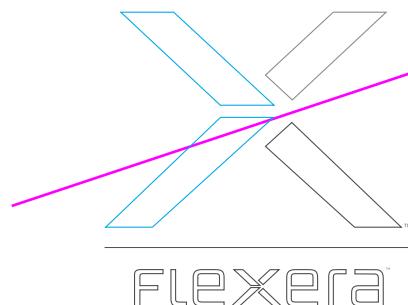
Do not stretch, skew or distort



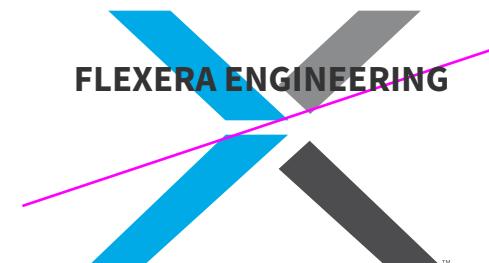
Do not rotate



Do not rearrange or modify the element proportions



Do not outline any part of the logo



Do not place text or other graphic elements on top of any logos

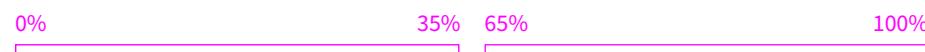


Do not modify the wordmark colors.
The Flexera wordmark always appears gray when used with the "X" symbol.

Logo legibility

To make sure the Flexera logo remains legible, place it on solid color fields which provide clear visibility of all characters, or on photos with simple, uniform colors or textures. Avoid placing the logo on complex photos or patterns. If needed, place the logo within a solid, colored box over the background.

When deciding whether to use the positive or reversed version of the logo, use the tint values specified below as a guide.

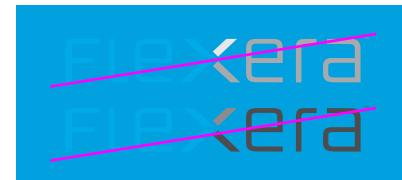


Positive logo



Reversed logo

ON SOLID COLOR FIELDS



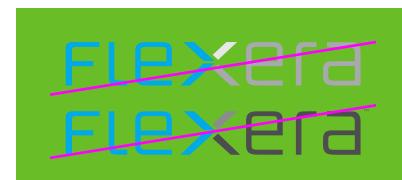
PMS 299



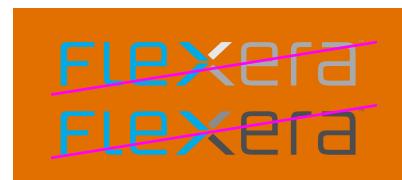
PMS 2945



PMS Cool Gray 8



PMS 368



PMS 152



PMS 7405

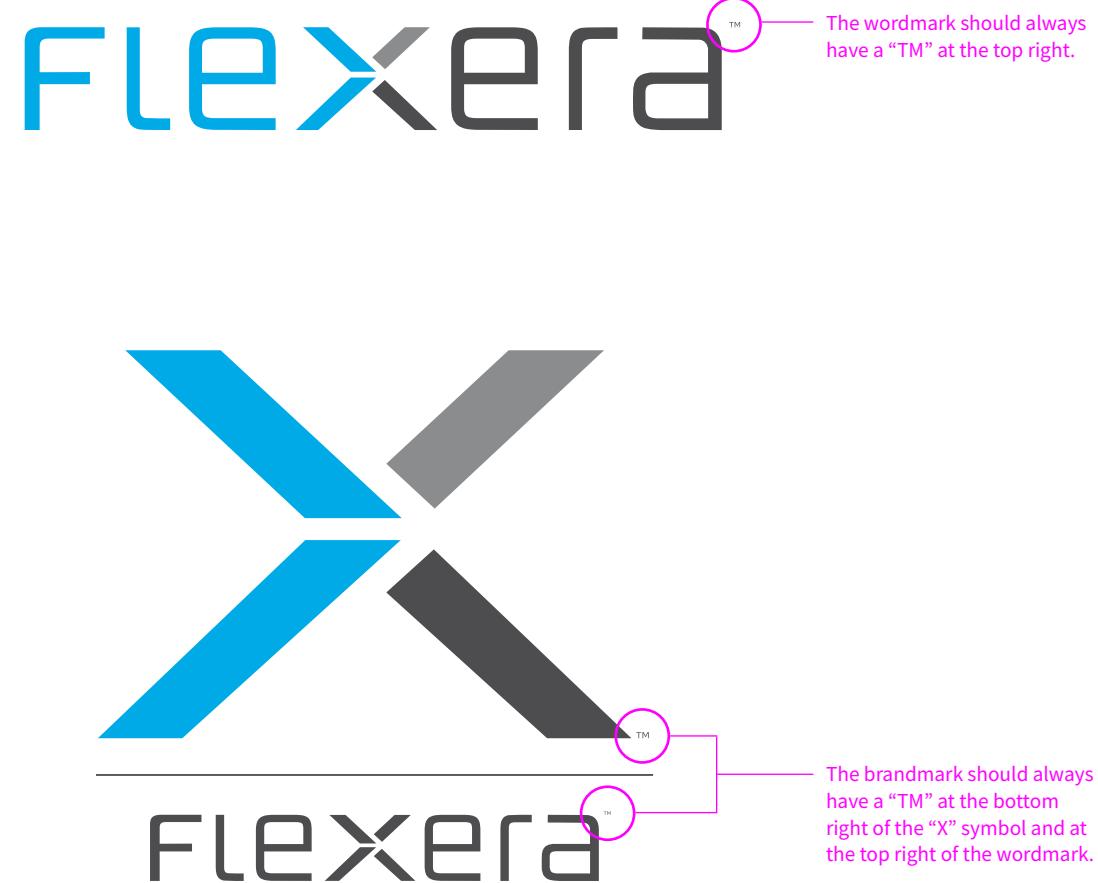
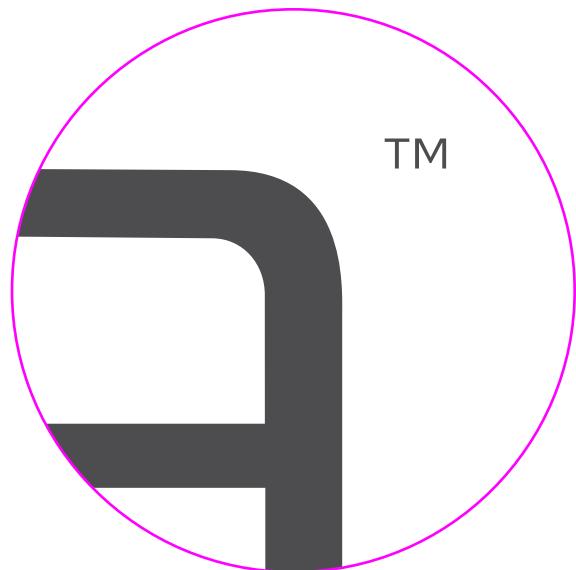
ON PHOTOGRAPHY



Do not place the logo on high-contrasting backgrounds and NEVER place imagery on top of logos.

Trademarks

A trademark is how we ensure other companies or people aren't using our name, our products or our ideas. It protects us from competitors and strengthens our brand. A trademark is one of the few business assets that can last forever and gain value over time.



VISUAL ELEMENTS



Color

Our primary brand colors are **blue** and **gray**. The formulas are shown in their various forms for print and digital display. In addition to the three primary colors, a secondary accent color palette introduces a bright, fresh set of options.

USAGE

- Blue and Gray are the foundation of our palette and should be used prominently throughout all communications
- 100% black should be used for printed body text and when 85% black is not dark enough or provide adequate contrast. In digital environments, RGB: 51/51/51 and HEX: 333 should be used at all times.
- **Secondary colors** should be used sparingly; they can act as pops of color to help create hierarchy and emphasis

PMS 2945
RGB 0/84/159
CMYK 100/52/2/12
HEX 00549F

PMS 368
RGB 105/190/40
CMYK 63/0/97/0
HEX 69BE28

PMS 7405
RGB 236/194/0
CMYK 0/11/97/0
HEX ECC200

PMS 152
RGB 255/112/0
CMYK 0/62/100/0
HEX E17000

PMS 299
RGB 0/161/222
CMYK 86/8/0/0
HEX 00A1DE

PMS Cool Gray 11
RGB 51/51/51
CMYK 0/0/0/85
HEX 333

PMS Cool Gray 8
RGB 115/115/115
CMYK 0/0/0/55
HEX 737373

PMS Warm Gray 2
RGB 213/210/202
CMYK 4/5/7/10
HEX DFD2CA

Primary typeface

Source Sans Pro is Flexera's primary typeface. It was created primarily for user interfaces and draws inspiration from 20th-century American gothic typeface designs. Source Sans is modern, flexible, easy to read and is suitable for most communications.

To download Source Sans Pro, go to **Rebrand Central**.



Source Sans Pro

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 ! @ # \$ %

SECONDARY TYPEFACE

Calibri is Flexera's secondary typeface. Use Calibri in digital communications like emails and PowerPoint presentations, or when Source Sans Pro is not available.

Calibri

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 ! @ # \$ %

To download Calibri, go to **Rebrand Central**.

Source Sans Pro Extra Light	<i>Italic</i>
Source Sans Pro Light	<i>Italic</i>
Source Sans Pro Regular	<i>Italic</i>
Source Sans Pro Semibold	<i>Italic</i>
Source Sans Pro Bold	<i>Italic</i>
Source Sans Pro Black	<i>Italic</i>

Typography

Typography is an essential tool for bringing our brand voice to life. Consistent type treatments will help bring unity to all our varying touchpoints.

Outlined text

Outlined text should be used sparingly. It's a great way to add visual interest to pages that are primarily text-based with very little copy (i.e., page dividers).

Bleeding type off pages

Running large text off the edges of the page adds energy to your layout. Be sure the first letter is always partially cut off so it looks intentional.

Highlighting text in a color

Add emphasis to key text by utilizing an alternate color. Be sure to limit highlighted text to three instances per section/page. Any more and it loses its effectiveness.

All caps

All caps is a great way to add emphasis to headlines and callouts, but it only works in *moderation*. Stick with sentence case (capitalizing the first letter of the first word) most of the time.

Photography

Imagery gives us a great opportunity to create an emotional connection in our communications. It allows us to engage with our audience and express Flexera's personality traits:

- **SIMPLE**
- **APPROACHABLE**
- **ENERGETIC**
- **AUTHENTIC**
- **AUTHORITATIVE**

IMAGE LIBRARY

An image library has been developed to express our unique voice and personality. To keep our brand consistent, use the images in our library, located at **Rebrand Central**.





NON-PORTRAIT PHOTOGRAPHY

Portrait imagery may not always be appropriate in all Flexera communications. In those cases, metaphoric imagery can be used which helps support the product narrative.

IMAGE LIBRARY

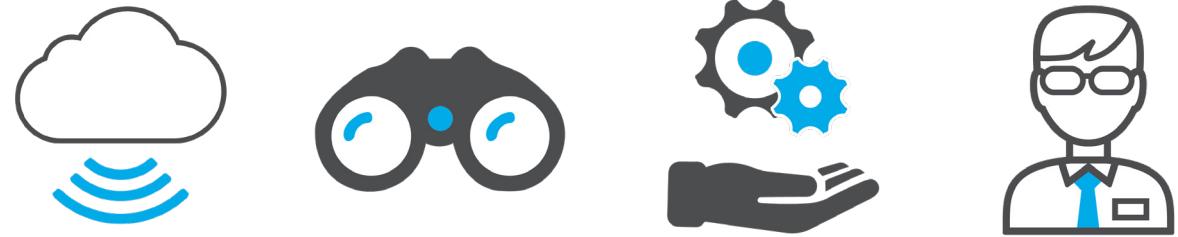
An image library has been developed to express our unique voice and personality. To keep our brand consistent, use the images in our library, located at **Rebrand Central**.



Iconography

Proprietary icons have been created with a fresh, modern feel to give us a consistent and ownable brand look. The icons take into account smaller digital screens and responsive design that necessitate simpler icons.

- Use icons sparingly. A few icons will carry meaning. Too many icons have no meaning and just add clutter.
- To ensure proper legibility, icons have been created for display on light- and dark-colored backgrounds
- When multiple icons appear in the same area, they should appear at the same size and evenly spaced
- Icons can be accessed at **Rebrand Central**
- Always use the artwork provided, do not attempt to redraw or modify the icons in any way



TWO-COLOR POSITIVE: For use on white or light-colored backgrounds



TWO-COLOR REVERSED: For use on black or dark-colored backgrounds

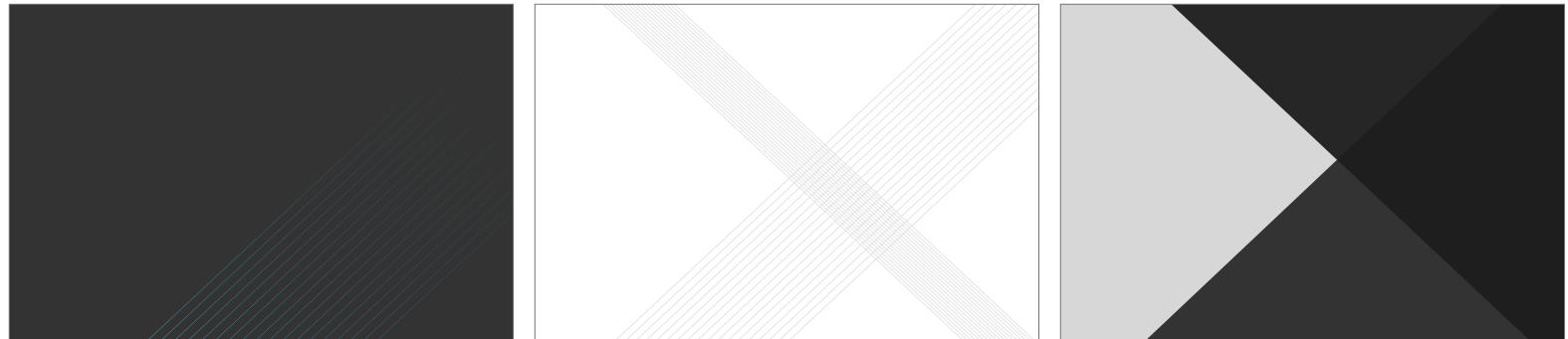
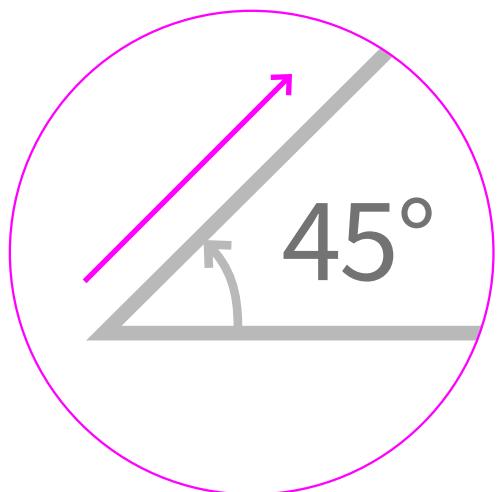


ONE-COLOR LINEAR: For use on PowerPoint presentations and tradeshow signage only

Graphic elements

The angled “X” of our brandmark informs our distinctive shape language. The angle is 45°. Use this angle to create graphic elements that not only enhance visual appeal, but layer a branded, ownable visual appearance into otherwise ordinary stock imagery. When possible, position diagonal to draw eye movement in a northeast direction.

To the right are examples of graphic elements which reflect the flexibility of our shape language.



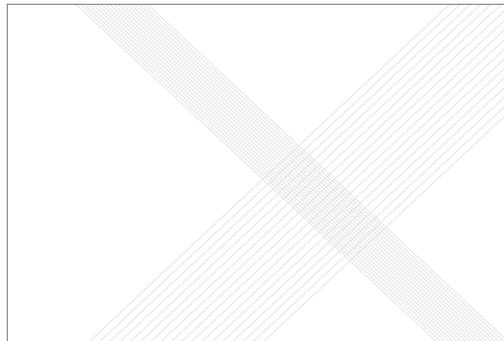
1. GRADATED LINE PATTERNS

- Can act as a design element behind images or to create a background pattern over solid color fields
- Rules must always appear BEHIND people
- All accent colors can be used, but opacity should always fade to 0% on one end



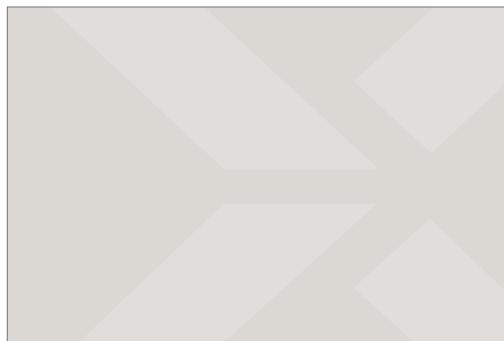
4. DIAGONAL DIVIDER RULES

- Can be used to separate imagery from copy areas
- Use of diagonal rules helps create eye movement and energy within layouts
- All accent colors can be used for divider rules



2. OVERLAPPING LINE PATTERNS

- Can be used to brand images or act as a graphic accent on solid color fields
- Rules must always appear BEHIND people
- Rules must appear at 10% opacity



5. BRANDMARK (FOR USE ON POWERPOINT AND STATIONERY ONLY)

- The Flexera brandmark can be used as a subtle graphic element on solid color fields
- Screened brandmark may only appear at 6% opacity
- Ensure the arrow negative space is always visible

Charts and graphs

When creating charts and graphs, utilize screens of color to separate and/or highlight information. Light gray frames can also be used to call attention to areas of importance. Do not use accent colors for frames since they tend to overpower the information.

FLEXNET CODE AWARE		FLEXNET CODE INSIGHT	
Limited to OSS discovery in Java, RPM and NuGet software packages		No limitations. Find all evidence of open source software in your code	
✓		✓	
✓		✓	
✓		✓	
✓		✓	
Minimal		Multiple, Detailed reports	

Color screens

FLEXNET CODE AWARE		FLEXNET CODE INSIGHT	
Limited to OSS discovery in Java, RPM and NuGet software packages		No limitations. Find all evidence of open source software in your code	
✓		✓	
✓		✓	
✓		✓	
✓		✓	
Minimal		Multiple, Detailed reports	

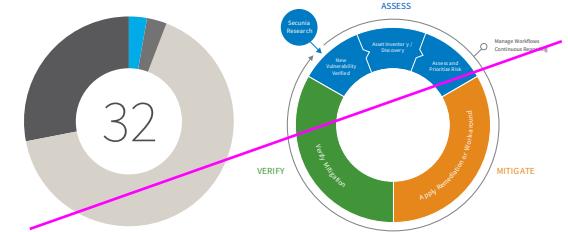
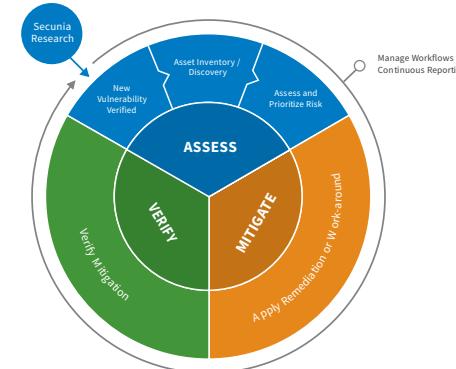
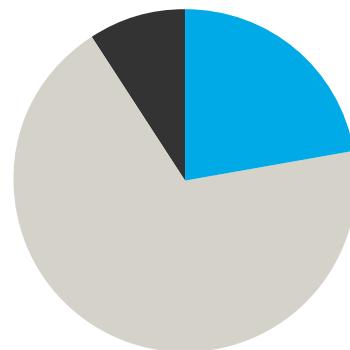
Color frame

FLEXNET CODE AWARE		FLEXNET CODE INSIGHT	
Limited to OSS discovery in Java, RPM and NuGet software packages		No limitations. Find all evidence of open source software in your code	
✓		✓	
✓		✓	
✓		✓	
✓		✓	
Minimal		Multiple, Detailed reports	

Do not use accent colors to frame charts.

PIE CHARTS

Always use complete circles when creating pie charts.
See examples at right.



Do not use open circles or “donut” shapes in pie charts.



CO- PARTNER + ACQUISITION BRANDING

Logo lock-ups

When looking to promote a merger or acquisition, a visual treatment has been established for linking logos in both vertical and horizontal orientations.

When creating logo lock-ups, the Flexera logo must always appear equal or slightly larger than the partner logo.



Vertical lock-up



Horizontal lock-up

MARKETING TEMPLATES



Stationery

A full suite of branded stationery is available. Any mailed communications should use the Flexera stationery whenever possible.

International versions of our stationery are also available. Go to **Rebrand Central** to view all available options.



Business card front



Business card back



#10 envelope



Letterhead

300 Park Boulevard
Suite 500
Itasca, IL 60143
Phone: 847.466.4000
www.flexera.com

Data sheets

These two-sided pieces offer a high-level overview of our product offerings, utilizing diagrams and more in-depth content.

FLEXERA DATA SHEET

FlexNet Manager Platform

Comprehensive IT Asset Management and Desktop License Optimization Solution

BENEFITS TO YOUR ORGANIZATION:

- Know What You Have — discovery, inventory, application recognition across multiple platforms
- Maintain continuous software license compliance to minimize audit risk
- Reconcile license purchases with software installations and usage to have visibility and control
- Automate and optimize entitlement based desktop software license management to enable the reduction of license, maintenance and audit costs
- Proactively manage contracts and renewals to “buy only what you need”
- Automate license management to reduce manual effort and improve operational efficiency

Software is one of the major items on IT expense budgets. Industry analysts estimate that software license and maintenance fees represent 20 to 35% of total enterprise IT spend.

Not only are desktop and server applications from major vendors—Adobe®, IBM®, Microsoft®, Oracle®, SAP®, Symantec™ and VMware—strategic to businesses, they also represent the vast majority of an enterprise's software spend.

“Our annual true-up with one of our key software vendors in 2011 was the proof point for our revamped ITAM program and investment in FlexNet Manager Suite. The zero dollar true-up cost, in sharp contrast to the millions of dollars paid each year previously, erased all doubts about the program.”

LUIS PELUFFO JOHANSEN
—GLOBAL HEAD OF IT PURCHASES & ASSETS, A.P. MØLLER MÆRSK

//CODiE//
2014 SMA CODE WINNER

servicenow
SERVICE TECHNOLOGY PARTNER

Microsoft Partner
IT Software Management

DATA SHEET

You can adjust the depth and breadth of your analysis and gain visibility on your product. A quick scan gives help you prioritize issues based on a high-level overview. Trigger deep scans where necessary to create a detailed and complete analysis.

Identify Open Source Security Vulnerabilities and Manage Risk
Identify open source components associated with the open source in your applications and get alerts when new vulnerabilities affecting you are reported. Analyze security risks within projects with easy-to-use dashboards and reports. FlexNet Code Insight includes a robust framework supporting multiple data sources for vulnerability data, including NVD and advisories from Secunia Research at Flexera.

Policies
Automate the review of commonly used components based on your company license policy. Developers can submit code for review, managers can review and submit for review. Developers also have access to usage guidance after a component is approved for use, or remediation notes if the component is rejected.

Seamlessly Integrated into Your Development Lifecycle
Integrate open source scanning into your DevOps environment using FlexNet Code Insight's plugins for Jenkins, Docker, Gradiate, Apache Ant, Maven, Maven, Gradle, and Gulp. This allows you to scan your code and identify dependencies from the build environment.

Comprehensive scan
Detailed code analysis to match to third-party components from multiple sources to easily identify copy-paste code

SECURITY VULNERABILITY EXPOSURE

LICENSE EXPOSURE

INVENTORY PRIORITY

INVENTORY REVIEW STATUS

JAVA: .java, .jdl, .jpp, .groovy

JAVASCRIPT: .js, .as, .ts

LUA: .lua

VBScript: .vbs, .vhd, .vbsl

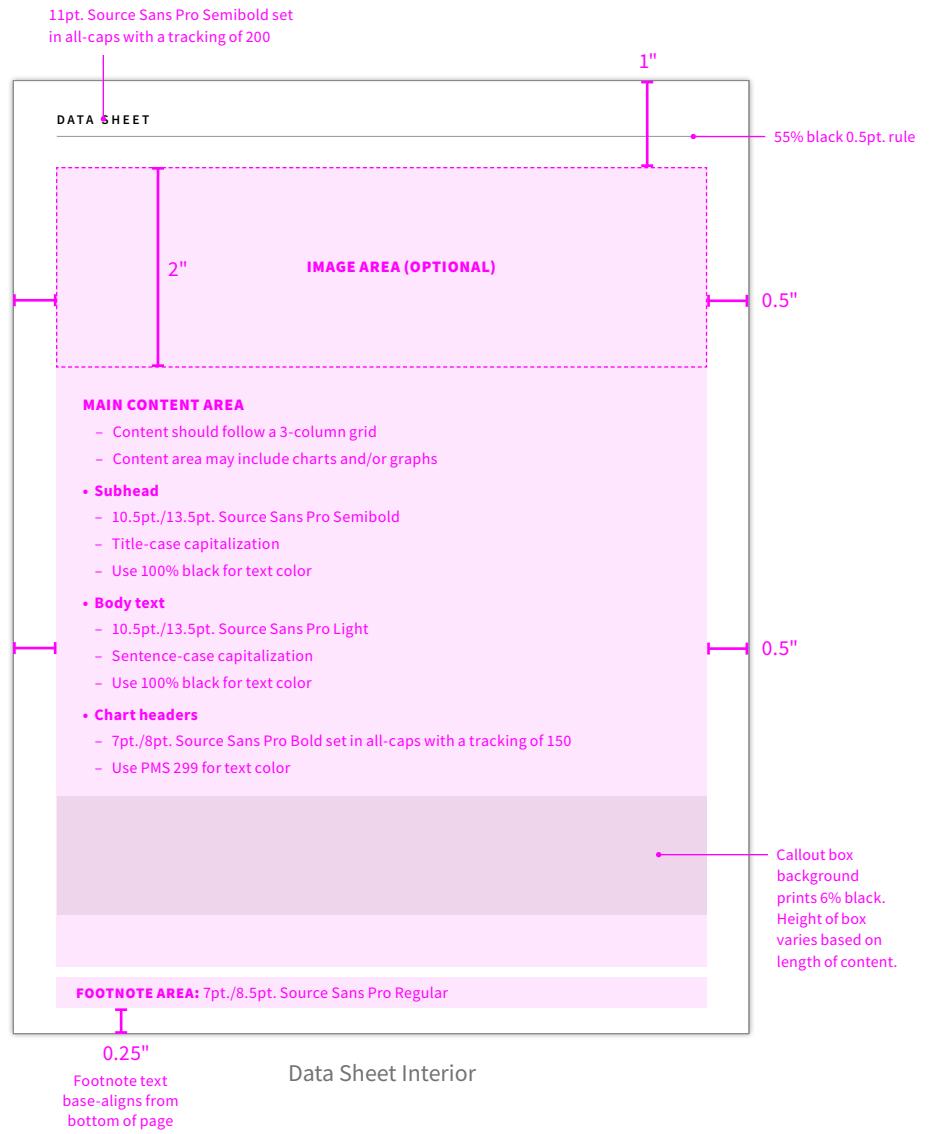
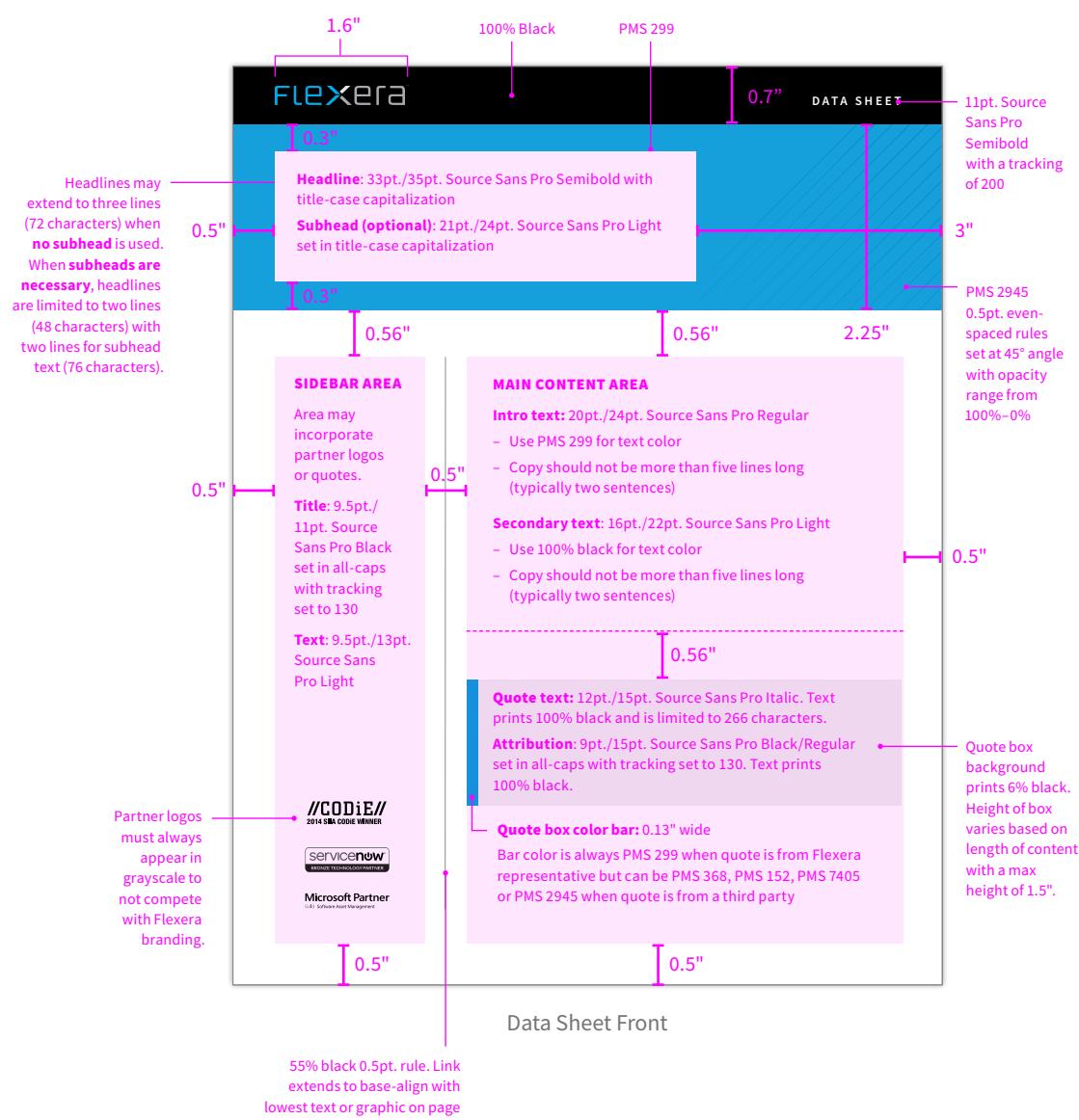
VISUAL BASIC: .bas, .vb

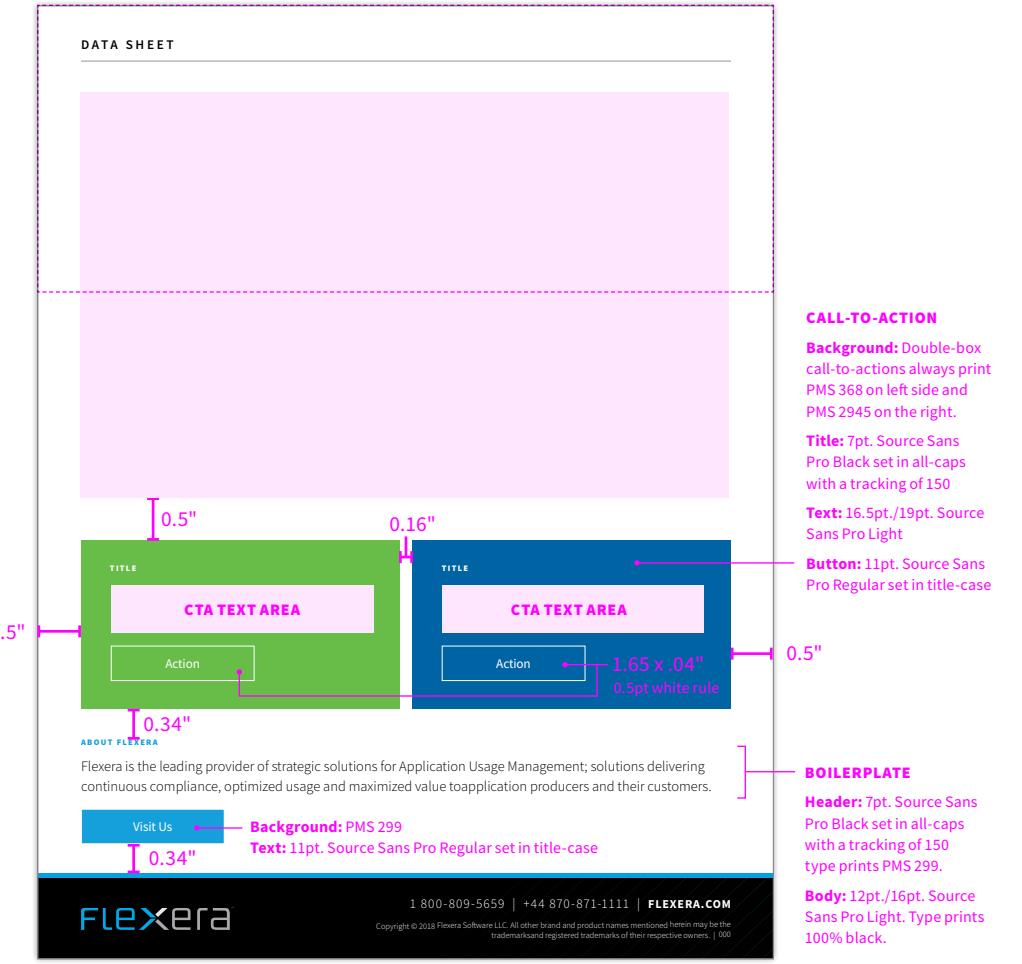
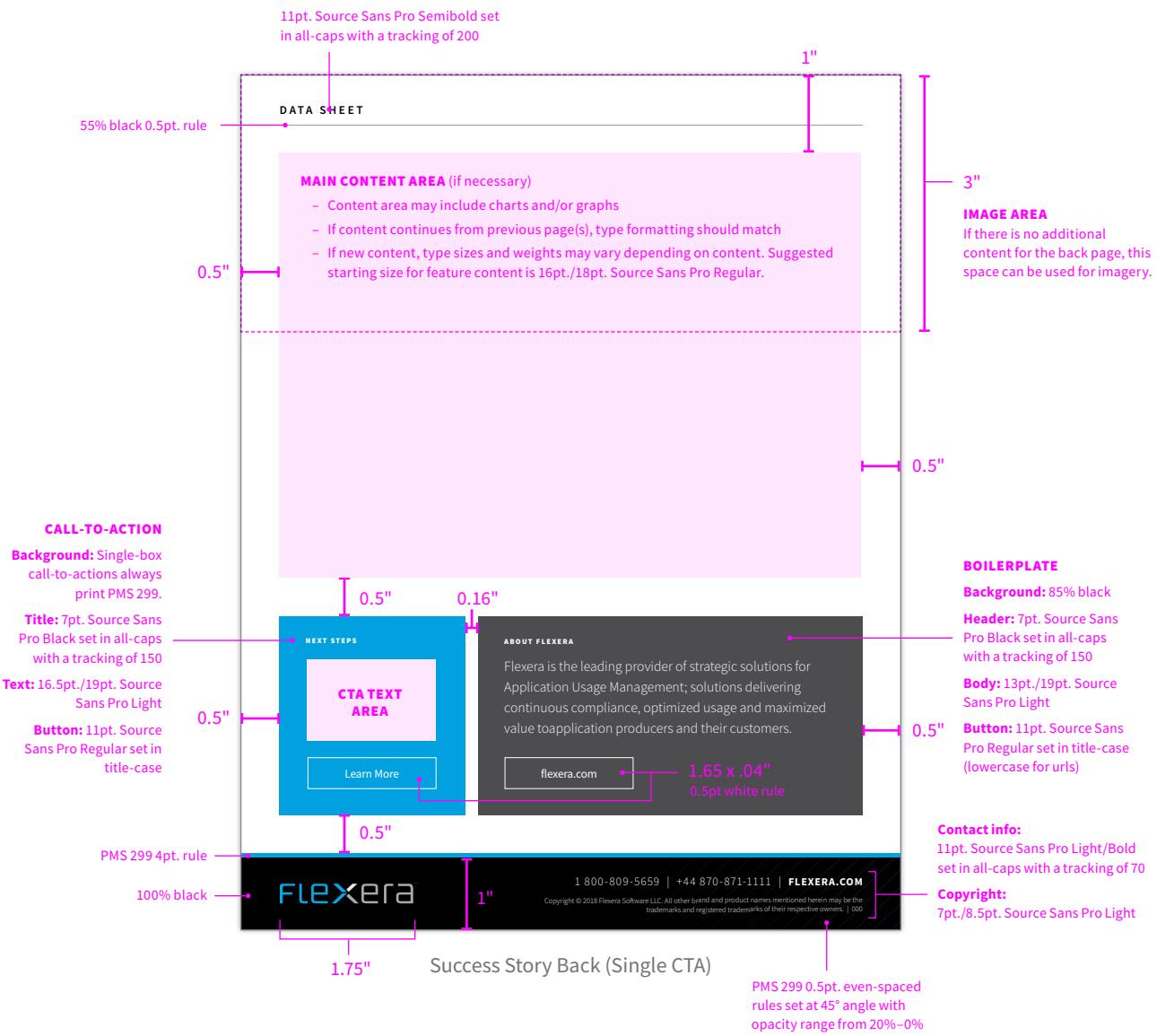
NEXT STEPS
Visit FlexNet Producer Suite to learn more about these products.

ABOUT FLEXERA
Flexera is the leading provider of strategic solutions for Application Usage Management; solutions delivering continuous compliance, optimized usage and maximized value to application producers and their customers.

Learn More

flexera.com





Success Story

Success stories allow us to highlight a customer's specific challenge and the solution provided by Flexera.

FLEXERA SUCCESS STORY

Differentiating Security Hardware Licensing and Entitlement

CPU TECH

As a leading provider of anti-tamper processor solutions for the military, government and commercial sectors, CPU Tech produces the Acalis® family of secure processors that protect software and systems from reverse engineering.



CHALLENGE

- Reduce high manufacturing costs
- Efficiently manage licenses and product lifecycle
- Apply to both offline and web-based environments



SOLUTION

- CPU Tech implemented FlexNet Producer Suite for Intelligent Device Manufacturers from Flexera
- Enabled CPU Tech to license several different "subscription licenses" from the same secure hardware
- Managed the licenses and entitlements over the life of the product



BENEFITS

- FlexNet Producer Suite for Intelligent Device Manufacturers enabled CPU Tech to reduce manufacturing costs
- Manufactured a single version of their hardware
- Embedded software and licensing to offer different capabilities

"We needed a solution that enables a solid revenue model without expanding our manufacturing costs. With Flexera Software we can now easily upgrade and downgrade our customers without deploying additional hardware as well as offer them licensing and pricing models based on roles and features."

RYAN KENNY, —TITLE, CPU TECH

SUCCESS STORY

IN SUMMARY

Kenny summarizes, "Flexible software licensing and entitlement management allows for cost reduction and revenue models that matches customer needs and processes. In the past, much of what were security "rules" to be enforced through audit are now enforced by licensing and entitlement management."

FEATURES TO SUBSCRIPTION LICENSES IN ACALIS SENTRY	FULL	ASSEMBLY CREATION	MANUFACTURING	STATIC
FEATURES & SUBSCRIPTIONS	✓	✓	✓	✓
PRODUCT ACTIVATION	✓	✓	✓	✓
LICENSING	✓	✓	✓	✓
FIELD UPGRADE	✓	✓	✓	✓
TAMPER AND ACTIVITY LOG	✓	✓	✓	✓
DEVICE SANITIZATION	✓	✓	✓	✓
ACCESS CONFIGURATION	✓	—	—	—
SECURITY CONFIGURATION	✓	—	—	—
ASSEMBLY CREATION	✓	✓	✓	✓
ASSEMBLY UPGRADE	✓	✓	✓	✓
TARGET ACTIVITY LOG RETRIEVAL	✓	✓	✓	✓
MANUFACTURING PROCESS	✓	✓	✓	—

NEXT STEPS

Visit FlexNet Producer Suite for Intelligent Device Manufacturers.

[Learn More](#)

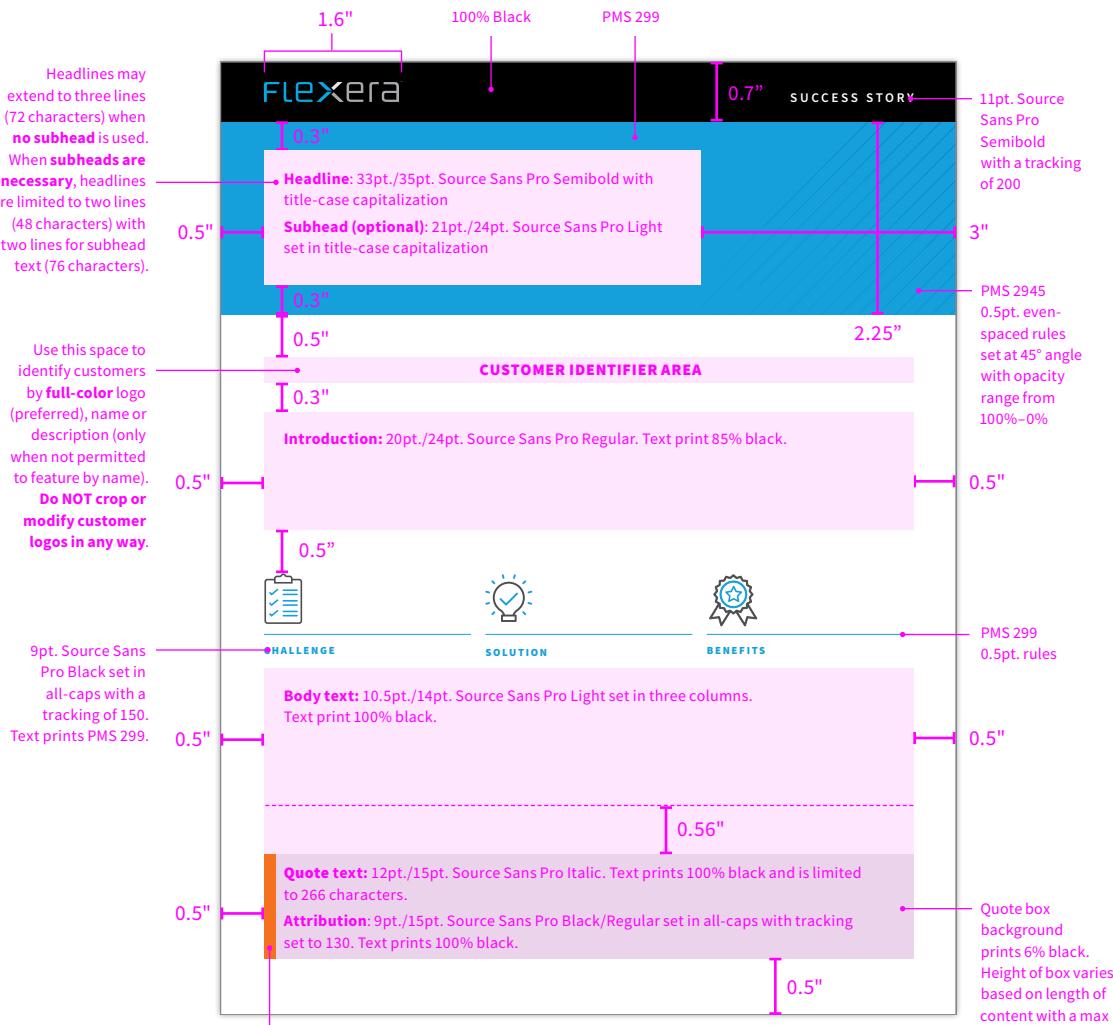
ABOUT FLEXERA

Flexera is the leading provider of strategic solutions for Application Usage Management; solutions delivering continuous compliance, optimized usage and maximized value to application producers and their customers.

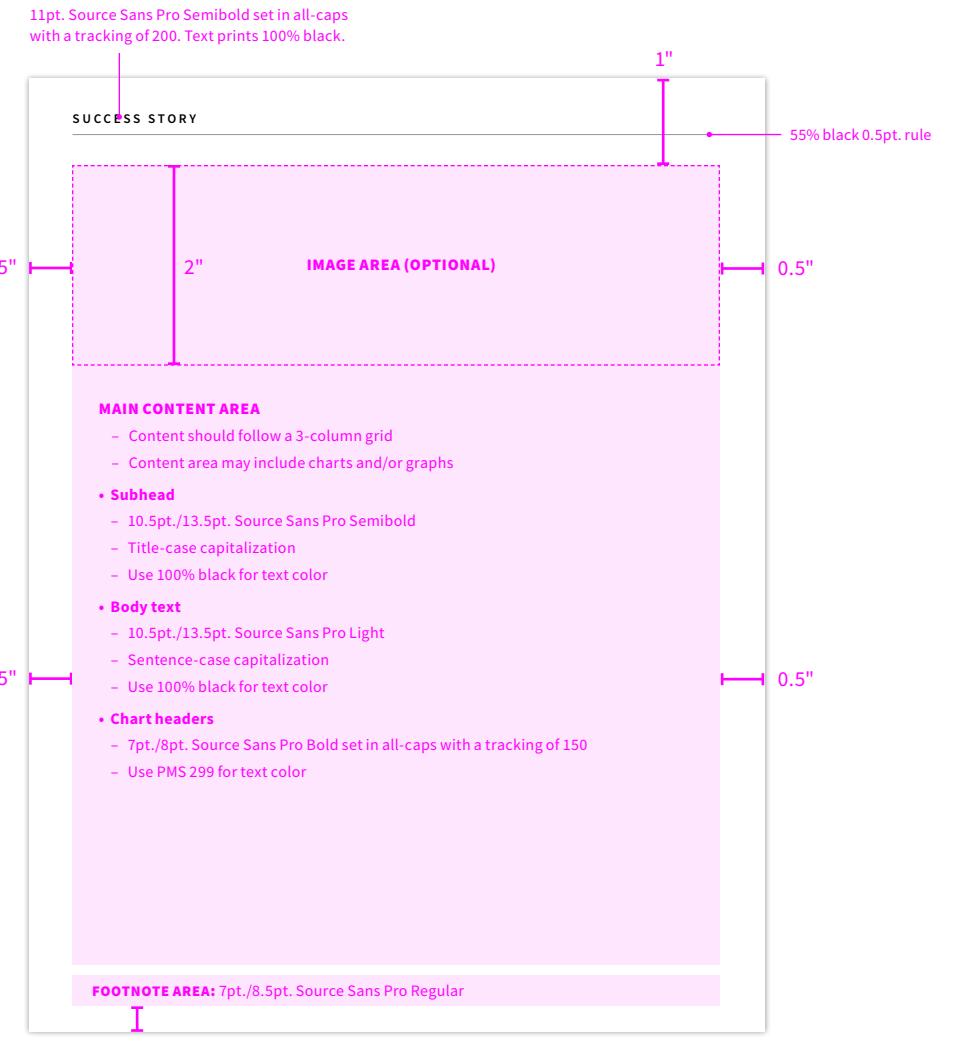
flexera.com

FLEXERA 1 800-809-5659 | +44 870-871-1111 | FLEXERA.COM

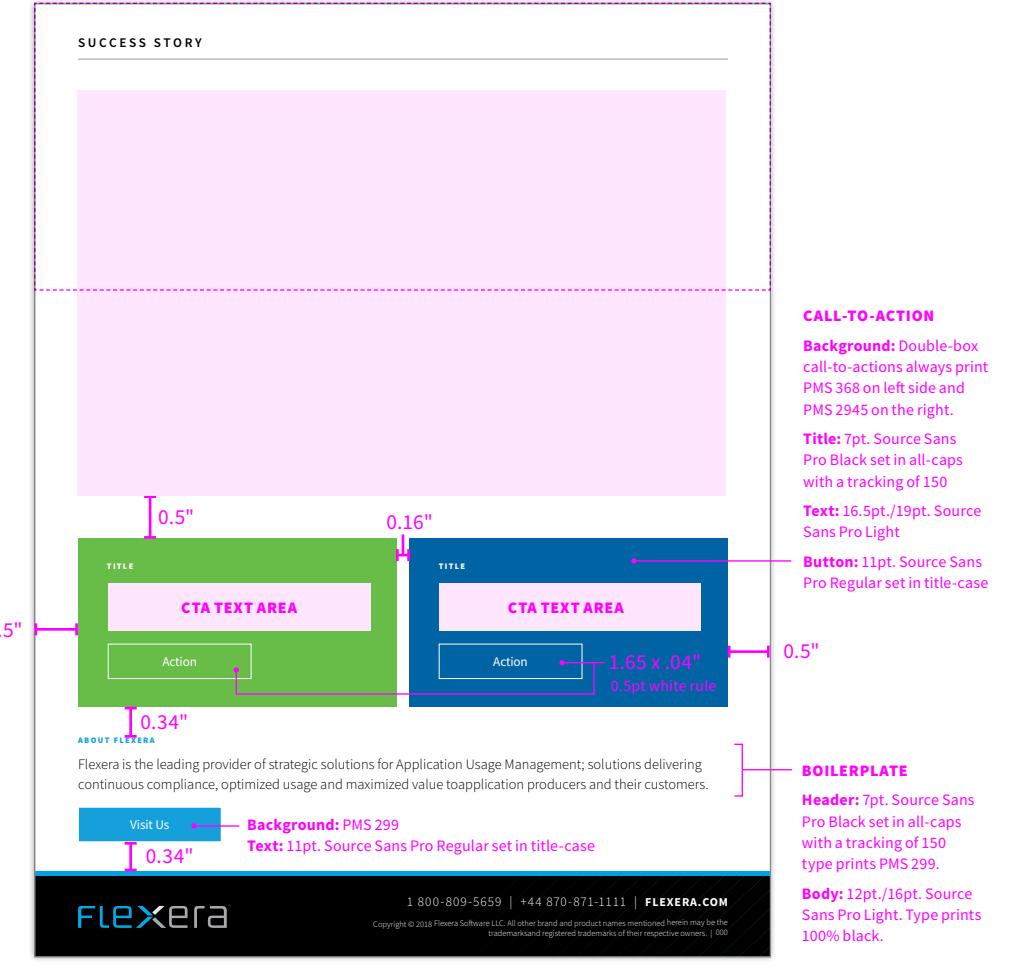
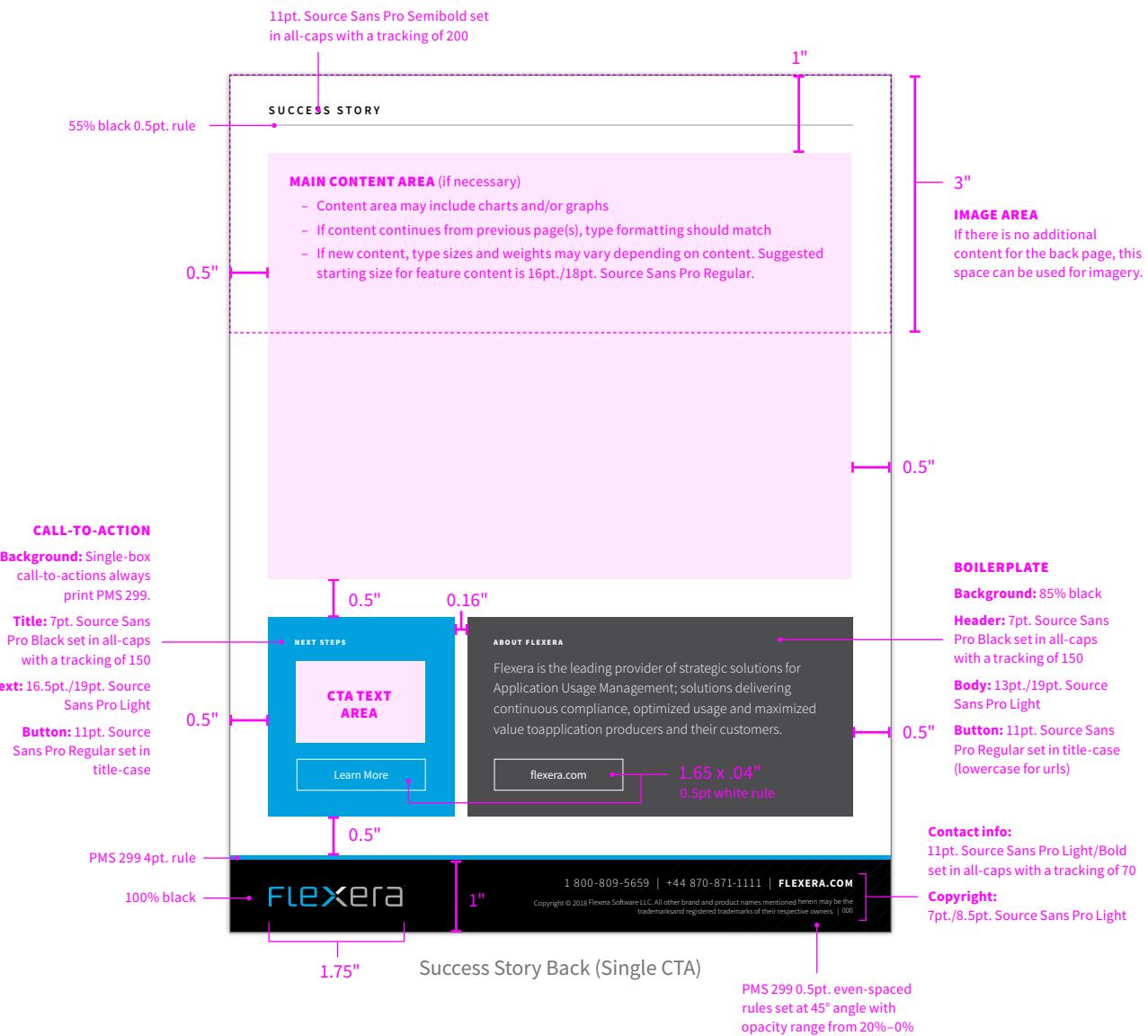
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Success Story Front



Success Story Interior



Success Story Back (Double CTA)

White Papers

These in-depth, longer-form marketing pieces detail a specific problem and solution. Two cover templates are available (see below).



A



B



WHITE PAPER

Executive Summary

Airlines keep the planes in their fleets in tip-top shape. Failure to do so would be incredibly risky. So airlines execute preflight checks just before takeoff. In addition, they periodically perform in-depth inspections such as electronically scanning critical engine and fuselage parts for signs of wear.

The airline's attention to thoroughness has ensured air travel safety to amazing levels. And it provides a great lesson for enterprises like yours. A strategy that includes preflight checks and regular inspections can keep the applications in your portfolio running reliably and securely.

Just what is that strategy include? The first part

When you consider the widespread security vulnerabilities, the massively interwoven application dependencies, the diversity of deployment environments, and the potential device takeover of mobile apps, keeping your applications safe is a mind-boggling job. Traditional, manual approaches are no longer practical.

Flexera App Risk Module combined with Flexera AdminStudio®

FLEXERA // KEEPING YOUR APPLICATION FLEET FLYING RISK FREE

Operational Dangers

Then there's operational risk. You're ready to deploy an application. Are you sure it's going to work reliably when you deploy it? Is it going to play nice with all the other applications in the target environment? Will it be able to hook into the target operating platform, whether it's Windows 10, Linux, or other? And it must have access to all the other applications and services it depends on as well as access to specific versions of those applications.

Versions are especially complicated with Java. There are hundreds of versions of Java. Deploying an application in an environment that isn't running the required version of Java can wreak havoc. The application may break. Security may

be jeopardized. Updating applications for security reasons could break Java-dependent applications. In addition, some applications can introduce more Java versions side-by-side.

Malicious Mobile Apps

Mobile apps take risk to a new level. They can commandeer a device's microphone, camera, and GPS mechanism, access contact lists, and take over other device resources. This capability can be used by malicious actors as guidance to a destination or dialing by name rather than by number. But bad actors can use the capability for malicious purposes such as surreptitiously spying on users and tracking their locations, and grabbing their private information.

Going from Risky to Risk Free

The increasing level of risk has certainly gotten the attention of IT people, as a recent Flexera 2017 Survey of AdminStudio customers reveals. Respondents identified their major concerns and ranked their concern levels on a scale of 1 to 5 where 5 is extremely concerned. Table 1 shows that, for most respondents, security vulnerabilities, updates and software dependencies were at the top of the list.

Table 1

AREA OF CONCERN	PERCENT OF RESPONDENTS	AVERAGE LEVEL OF CONCERN
SECURITY VULNERABILITIES/UPDATES	80%	4
SOFTWARE DEPENDENCIES	82%	4

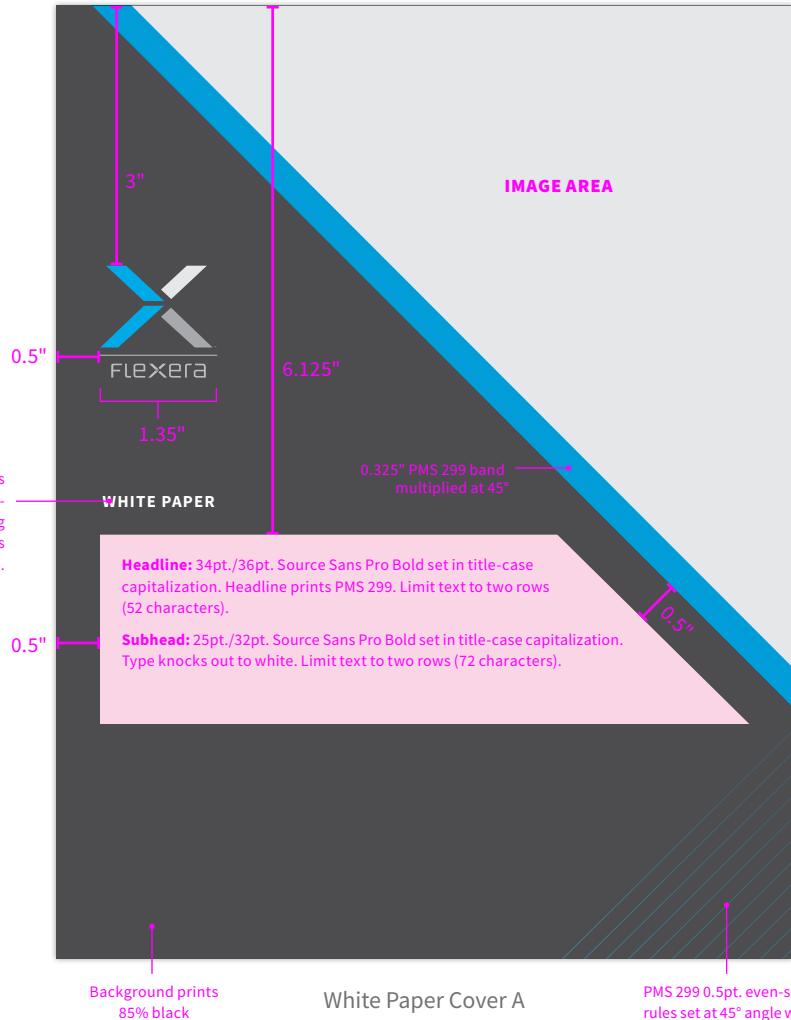
In many organizations, the enterprise software release management (ESRM) process for evaluating application risk factors is mostly human driven, ad hoc, and manual. Plus, it's typically fragmented across teams. For example, the security team may assess security vulnerability risks while the desktop engineering team identifies operational risks. And these teams are probably using spreadsheets and email to track risk info and communicate it across teams.

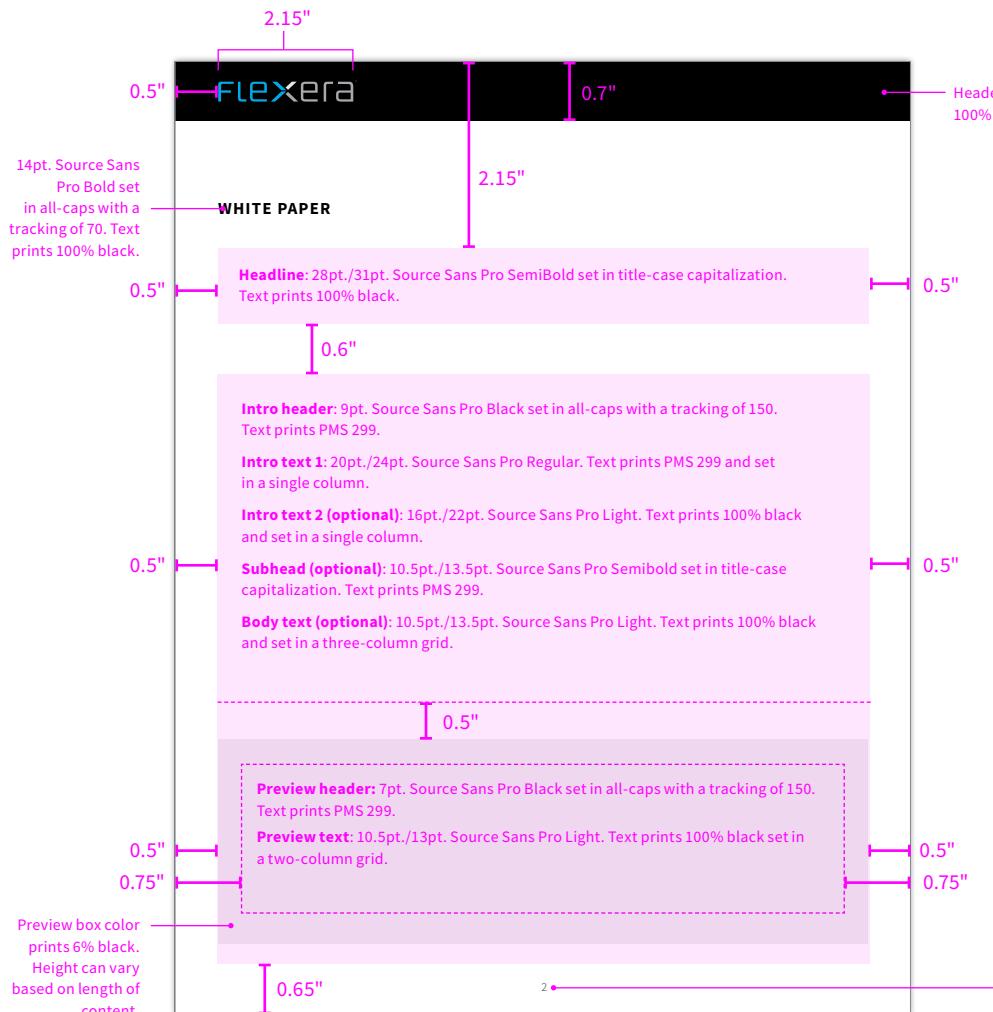
The shortcomings are many:

- Manual processes are error prone, resulting in gaps and inaccuracies in risk data
- Manual efforts consume valuable time and resources, slowing application release and dragging down staff productivity
- Fragmented processes are nearly impossible to track and provide only a disjointed view of risk elements
 - There is no clear audit trail for risk assessment
 - There is no centralized view of overall enterprise risk profile

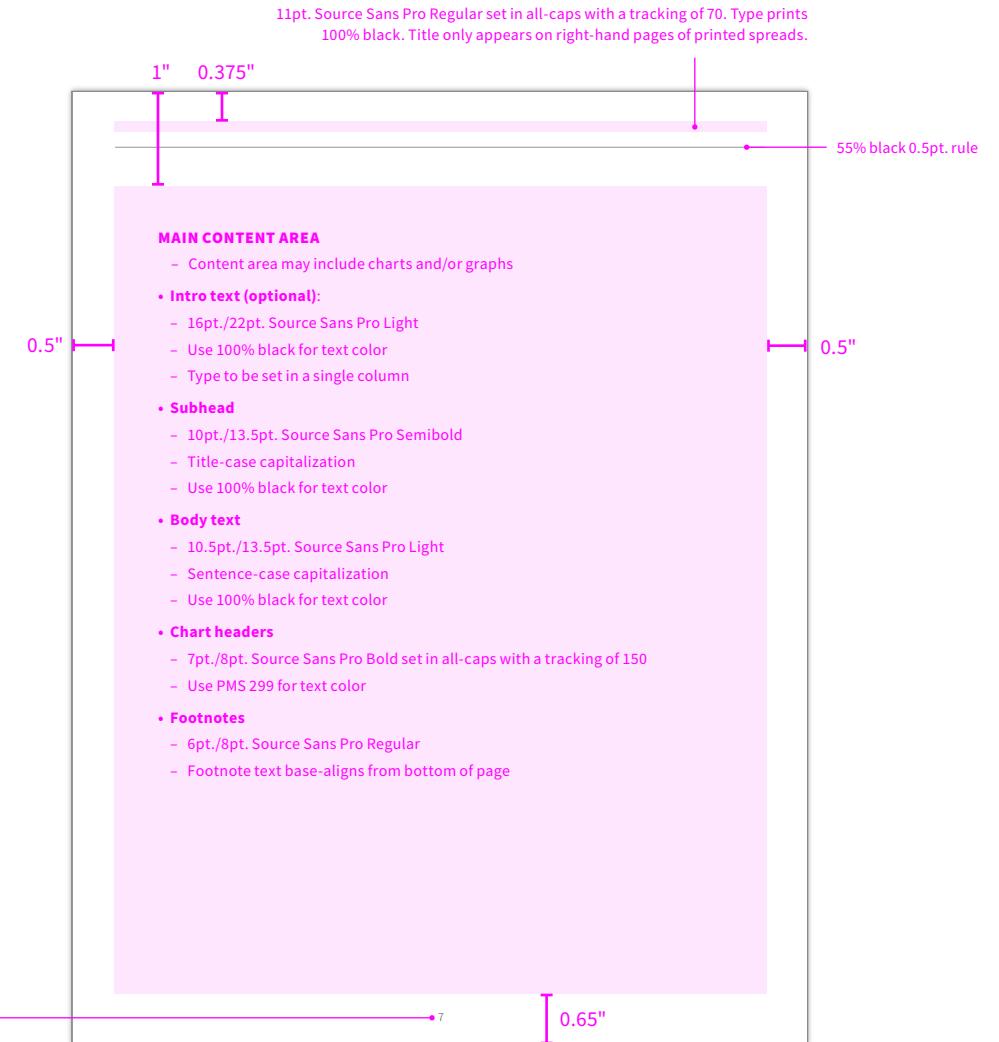
As a result, you and other team members may be making application deployment decisions based on incomplete, fragmented, and possibly erroneous information. That leaves the door wide open to unwanted consequences.

49

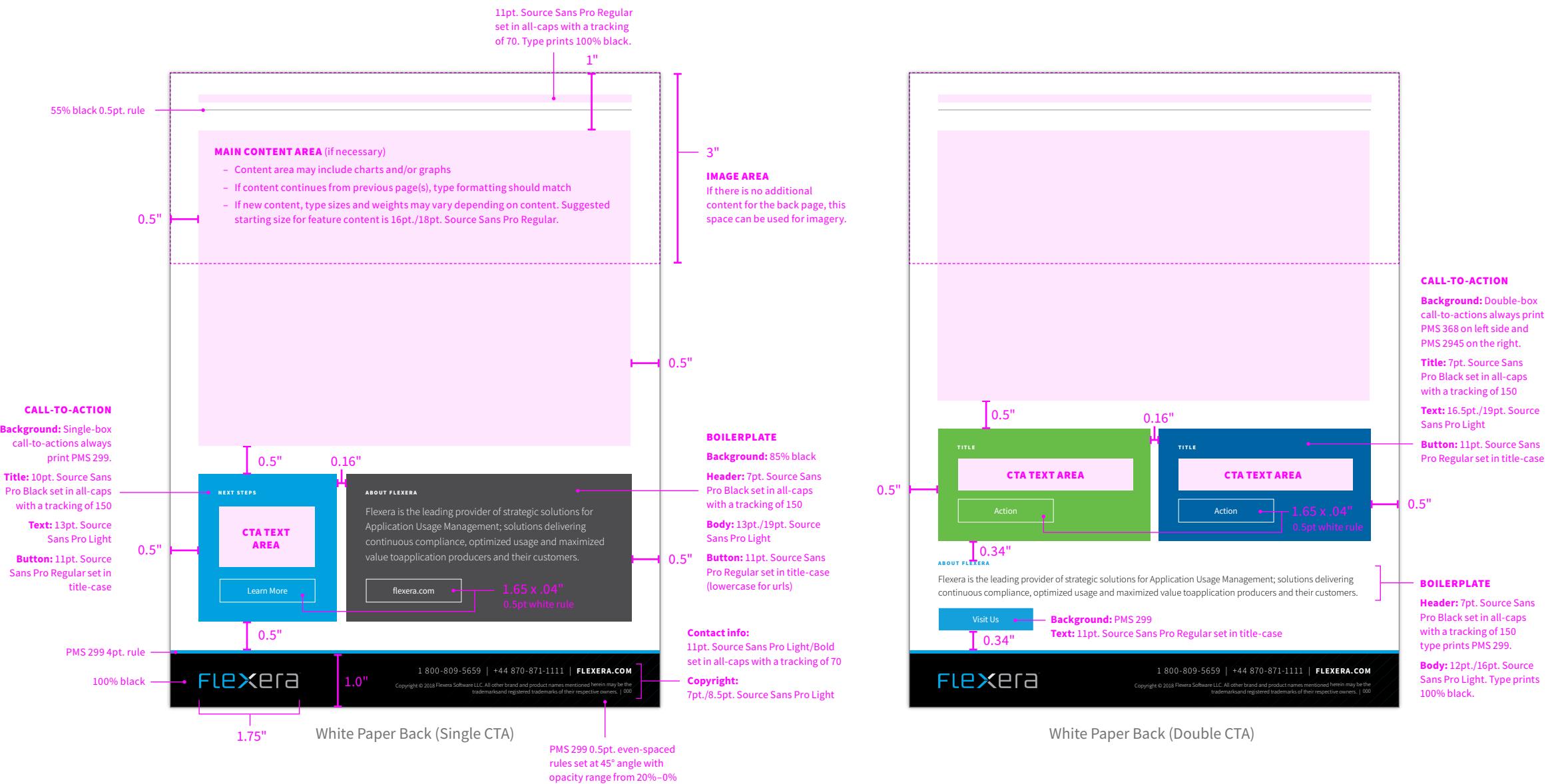




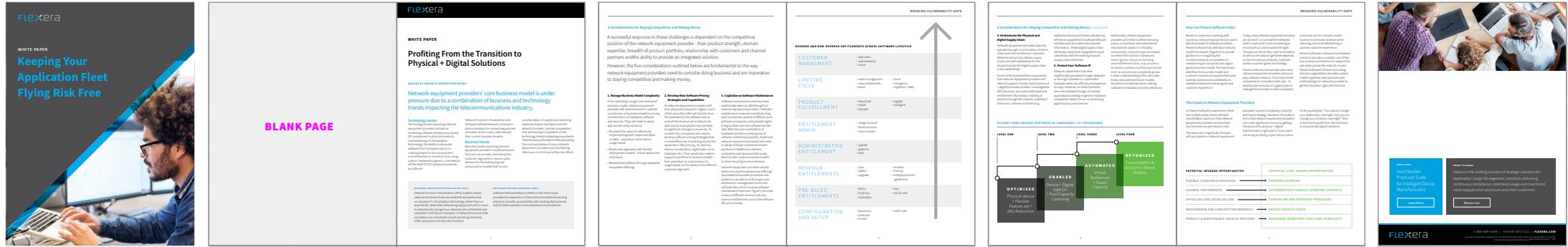
White Paper Introduction Page



White Paper Interior



PAGINATION



Sample layout for five pages of body content (inside front cover blank)



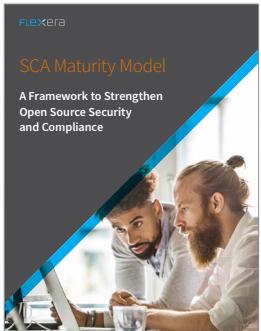
Sample layout for four pages of body content (inside front and back covers blank)

E-books

E-books are PDF versions of long-form printed pieces featuring live links and search functionality. Two cover templates are available (see below).



A



B



FLEXERA \\\ SCA MATURITY MODEL



Open Source Software (OSS) offers tremendous benefits in speeding up product development and quality. In fact, today more than 50% of applications use open source software.

As the value increases, so has the spotlight on the need for a process. Flexera's Software Composition Analysis helps you understand your current state and identify mature areas of your organization.

- Where to start
- A benchmark for comparison
- Process maturity and business value
- Specific improvements that matter

FLEXERA \\\ SCA MATURITY MODEL

The model consists of four levels of maturity for security and license compliance. It applies to all industries.

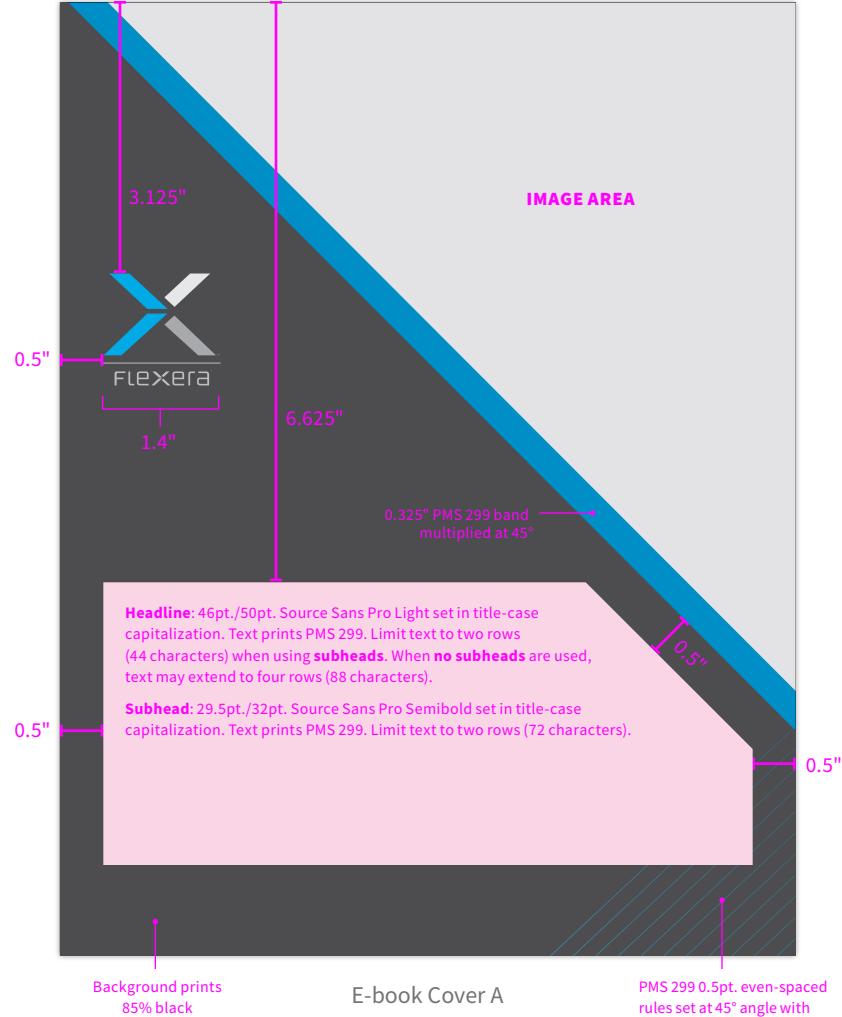
PROCESS MATURITY AND BUSINESS VALUE	KEY SOFTWARE COMPOSITION ANALYSIS BUSINESS PROCESSES
Optimized LEVEL: 4	Are we optimized for growth, scalability and digital transformation?
Automated LEVEL: 3	Have we automated processes for scale and best user experience?
Enabled LEVEL: 2	Are we using standard vulnerability management, OSS compliance and obligation management processes across all products?
Reactive LEVEL: 1	Are our applications secure, compliant and centrally managing obligations?

KEY SOFTWARE COMPOSITION ANALYSIS BUSINESS PROCESSES

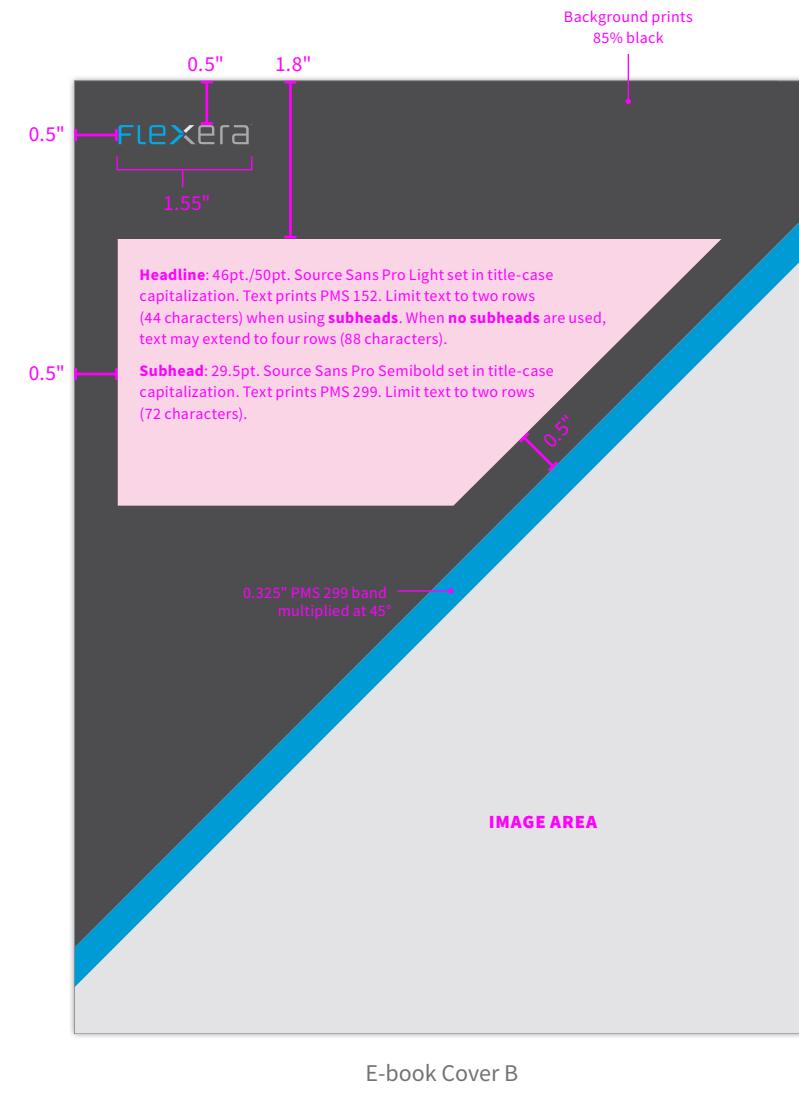
Vulnerability Management > License Management > Obligation Management > Component Management

The model assesses business processes in these dimensions of Software Composition Analysis.

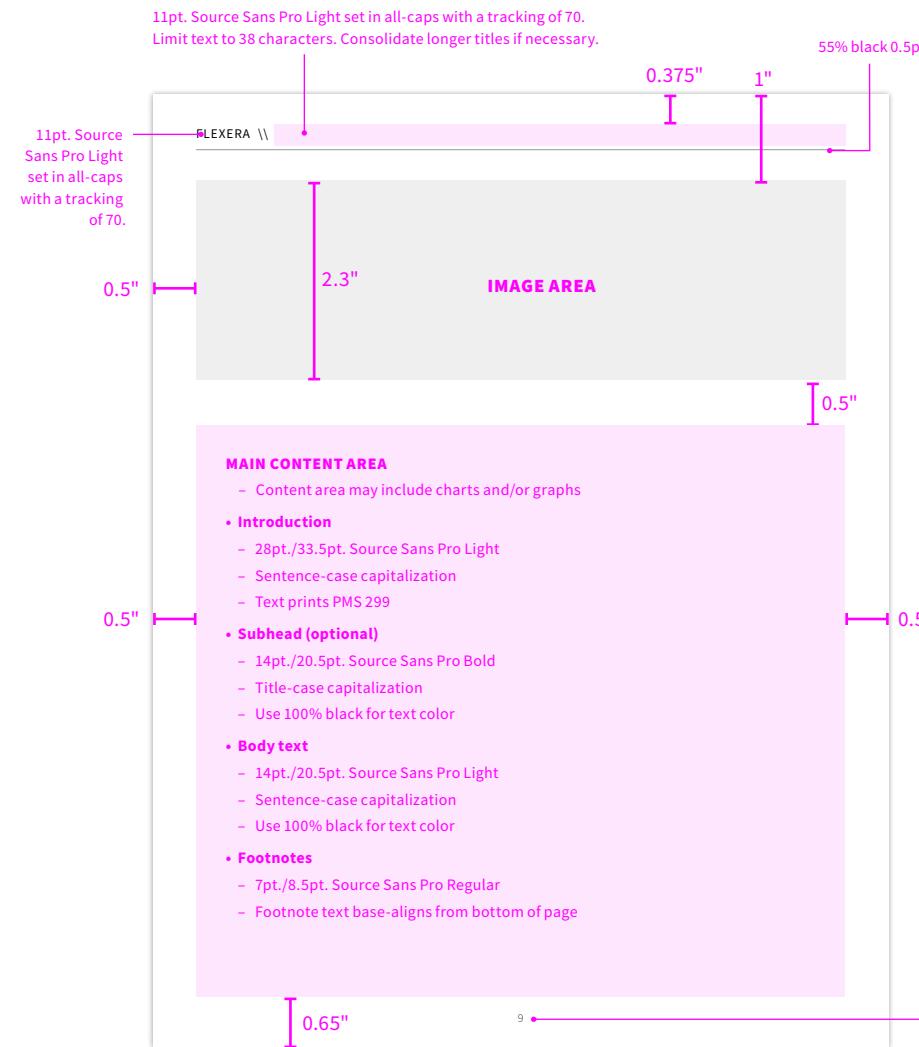
VULNERABILITY MANAGEMENT	LICENSE MANAGEMENT	OBLIGATION MANAGEMENT	COMPONENT MANAGEMENT
To prevent security defects due to third party component usage	To manage open source license dependencies and reduce the impact of legal risk	To manage obligations related to the use of open source software, based on associated licenses and company policies	To manage components and dependencies into how or what components are used, and include this insight in usage and product roadmap decisions



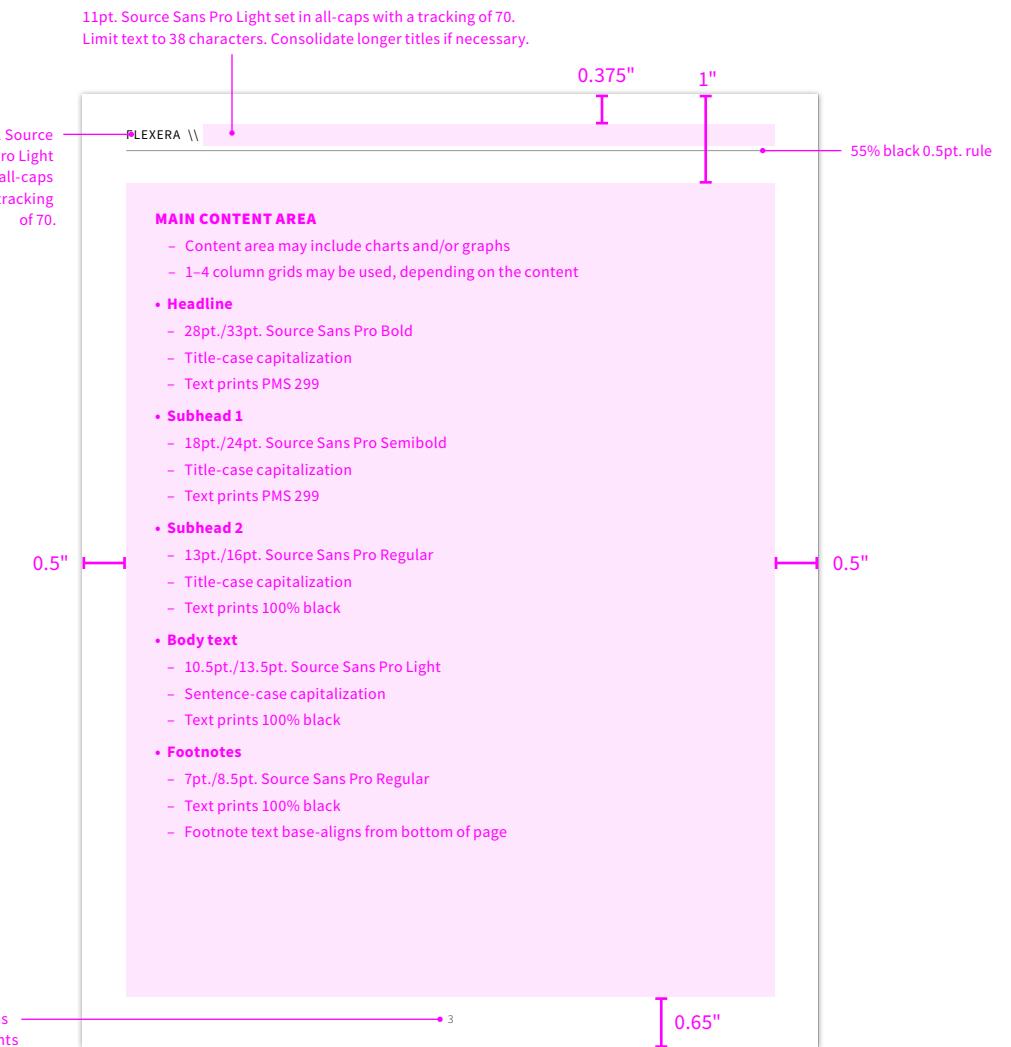
E-book Cover A



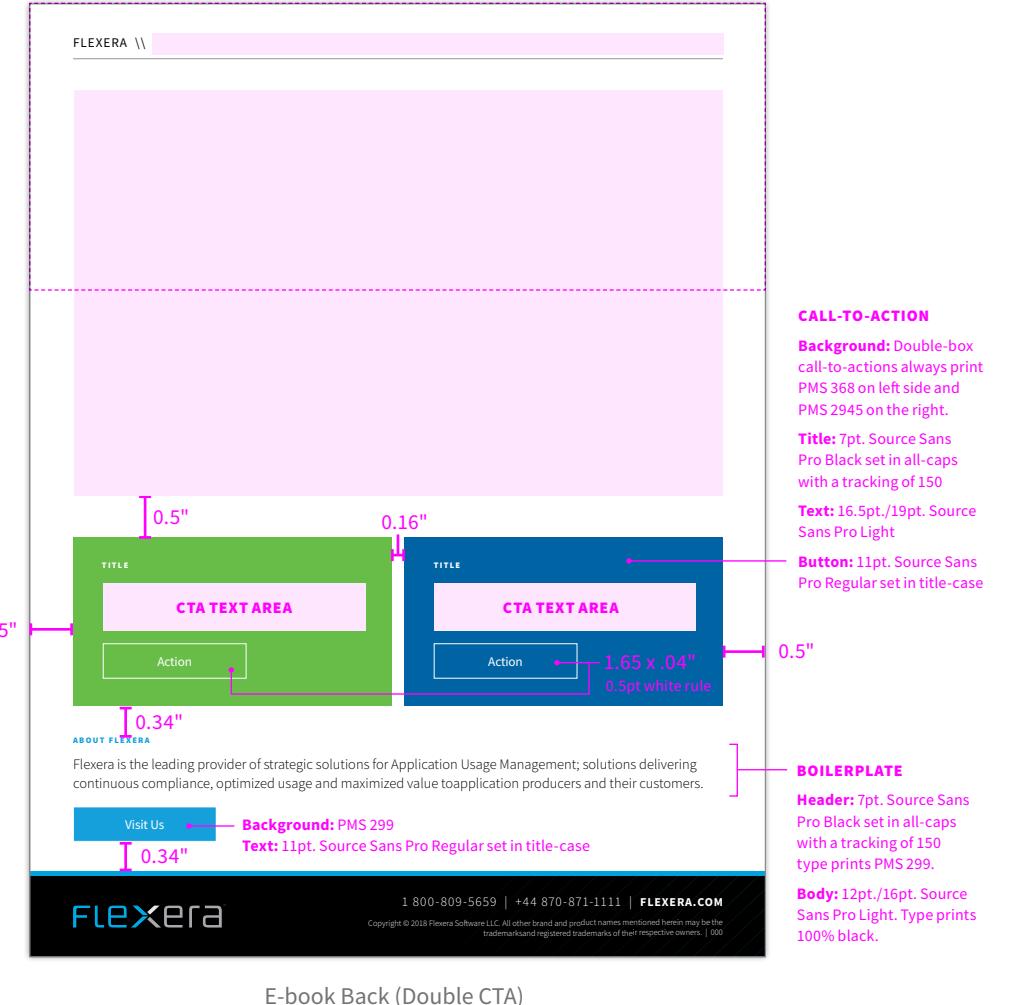
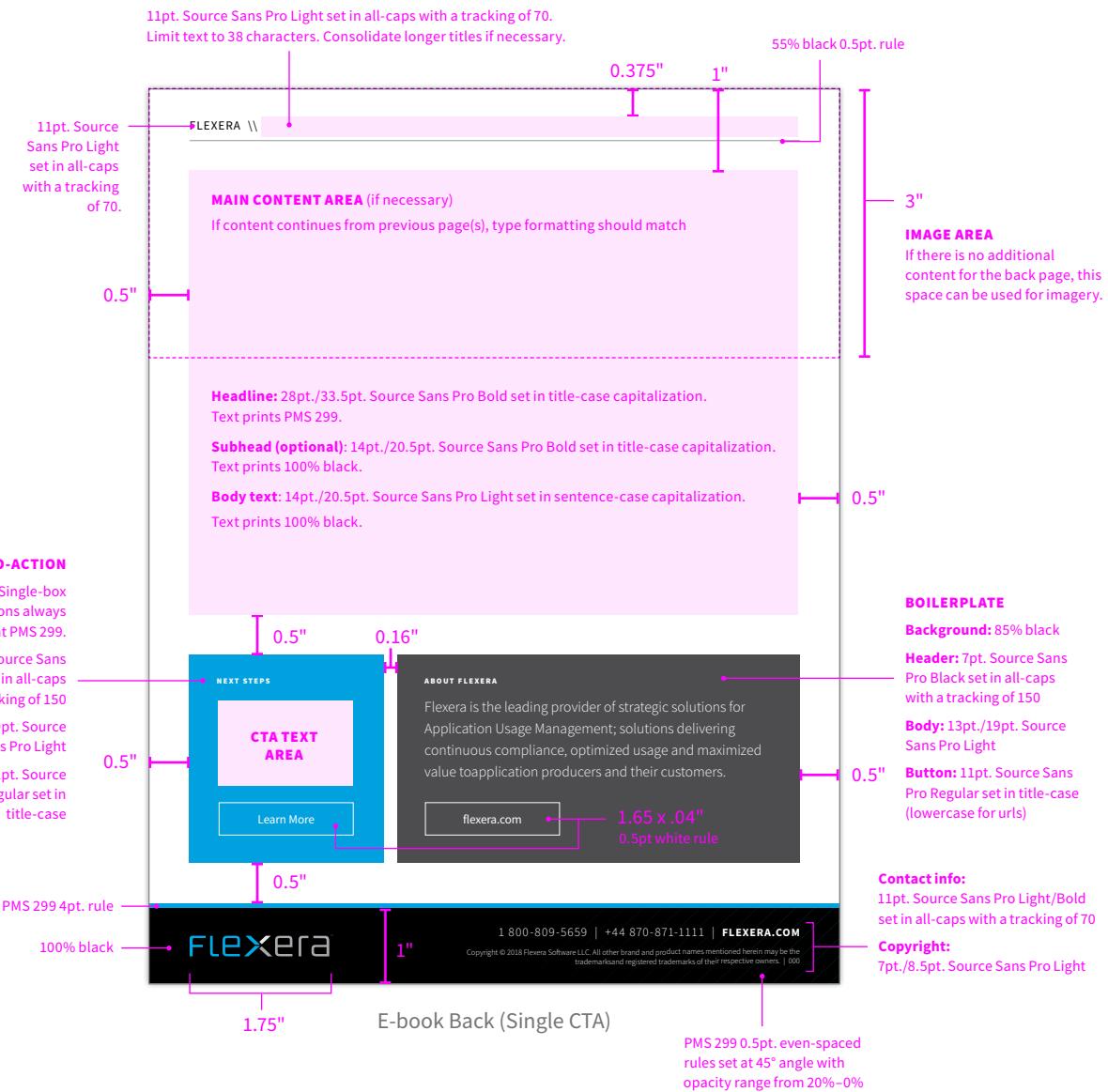
E-book Cover B



E-book Introduction Page



E-book Interior



Flyer

Flyers are typically two-sided and used to promote our products and services.

10 WAYS
To Improve Security
Compliance With Data
Privacy Regulations

**Rapid Technology Advances Have Brought New Challenges
For the Protection of Personal Data.**

Every organization must have a comprehensive approach to privacy management and document how they collect, process, and store personal data. But too many companies still fall down on the security fundamentals. New regulations make the cost of failure far greater than it has ever been. If these regulations feel like a burden, look at them as an opportunity to employ basic security measures that may be missing.

According to Forrester Research, the top external intrusion method hackers use to gain access to data is through vulnerabilities in software. And Gartner says that "Through 2020, 99% of vulnerabilities exploited will continue to be ones known by security and IT professionals for at least one year."¹ The Heartbleed vulnerability was first reported in 2014. Yet, even today many companies still use the Open SSL component that was the target of that attack. Apache Struts² went unpatched at Equifax for months before it was exploited to steal millions of personal records.

As an IT Operations or Security Professional, you can protect your organization from hacks like these.

WORRIED ABOUT GDPR? WE GOT THIS.
WHICH REGULATIONS DOES FLEXERA HELP YOUR BUSINESS COMPLY WITH?

GDPR*	61%
PCI**	31%
HIPAA***	12%

*General Data Protection Regulation
**Payment Card Industry (PCI) Data Security Standard
***Health Insurance Portability and Accountability Act (HIPAA)

Source: TechValidate survey of 51 users of Security and Software management

Front

10 WAYS TO IMPROVE SECURITY COMPLIANCE

- 01 Enforce corporate policies using an enterprise app store
- 02 Uninstall software that is end of life (EOL) — before the vendor stops support
- 03 Only deploy new software that is free from known vulnerabilities
- 04 Run vulnerability assessment against all systems frequently
- 05 Prioritize and remediate the most critical security vulnerabilities first
- 06 Prioritize and remediate the most critical security vulnerabilities first
- 07 Maintain an accurate inventory of software assets
- 08 Know what open source software (OSS) is used in all internally developed apps
- 09 Remove local administrator rights from employee devices
- 10 Share data between systems and collaborate

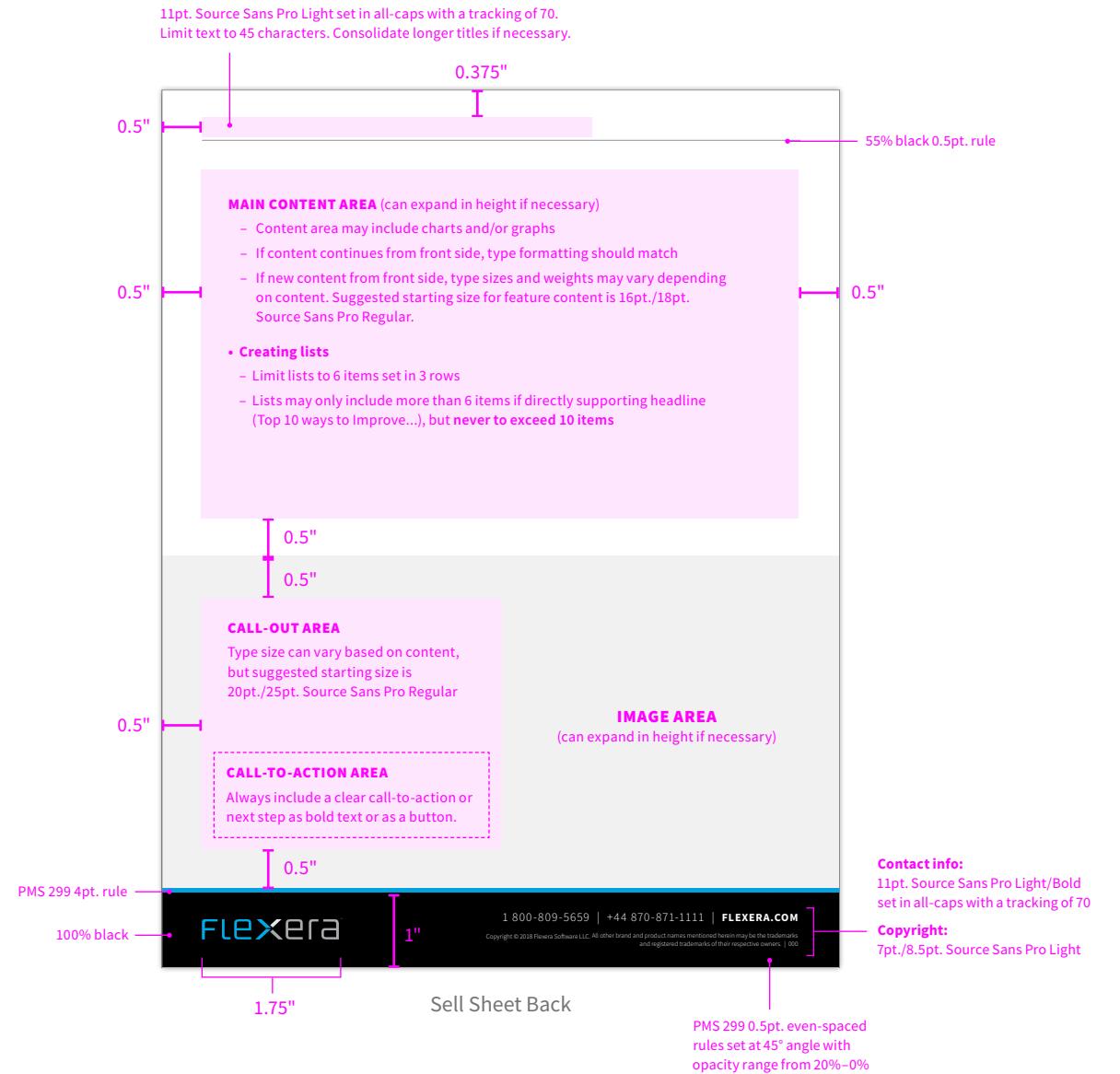
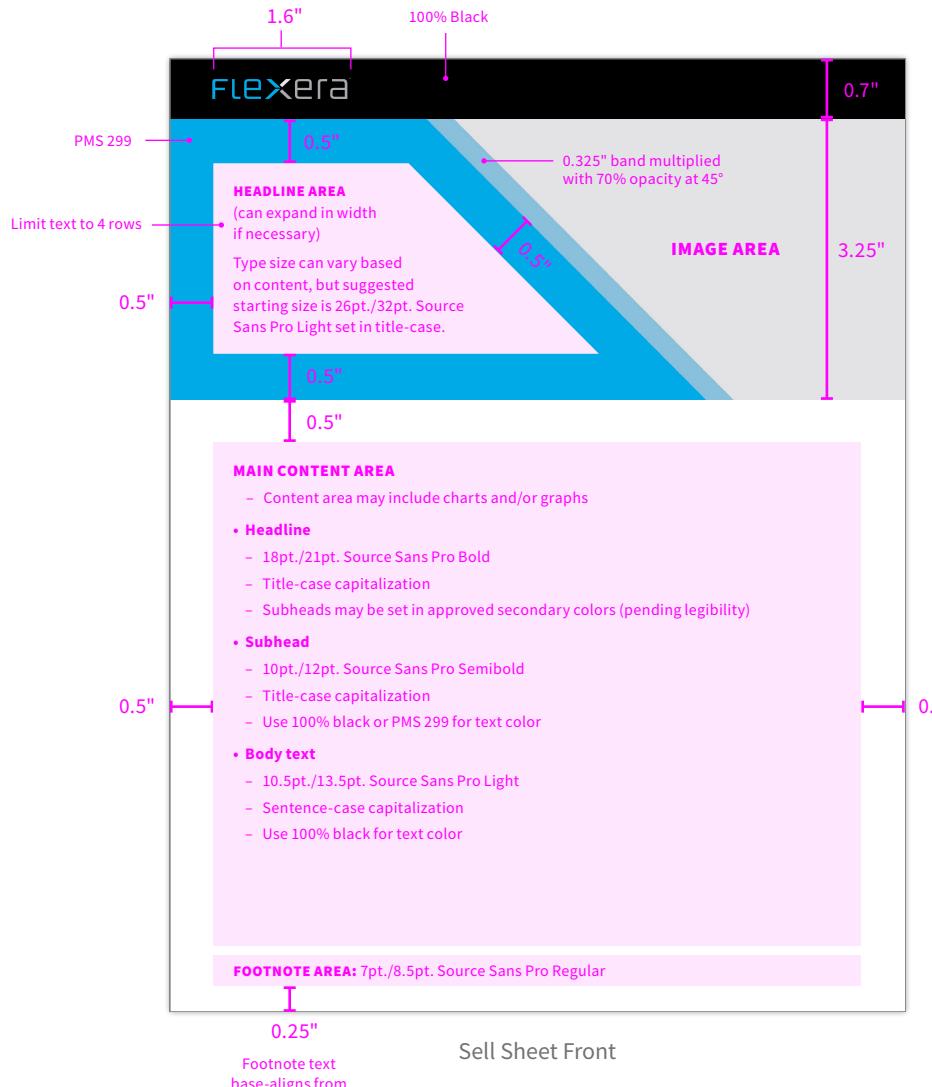
Poorly implemented and documented IT Operations' processes are a roadblock to complying with the security requirements of GDPR and other regulatory compliance mandates.

[Learn More](#)

FLEXERA

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Back



Proposals

Proposals are our main sales pieces and how we offer our products and services to prospective customers.

Two versions of Flexera proposals are available — one for government and municipal organizations and a second one for general use. Be sure to use the appropriate version.

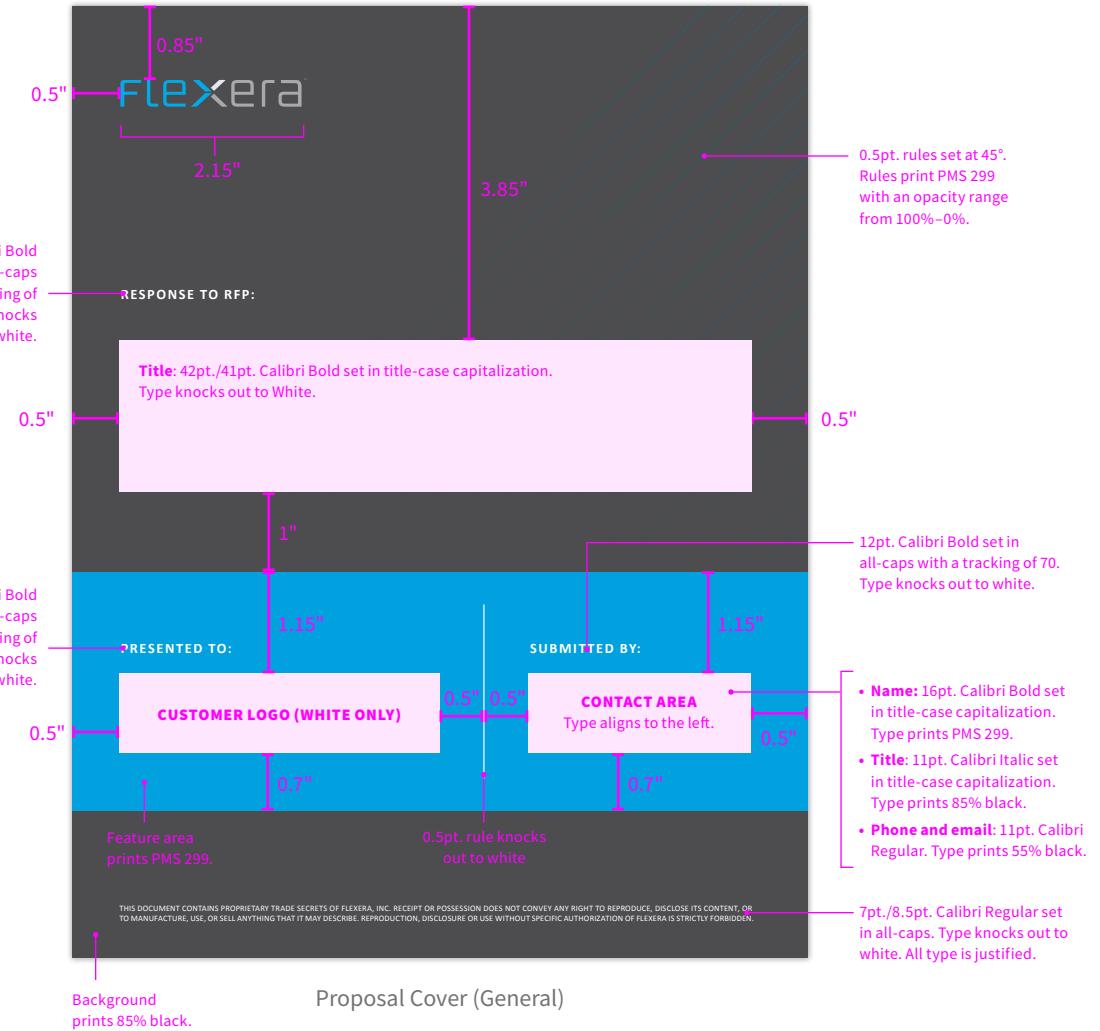
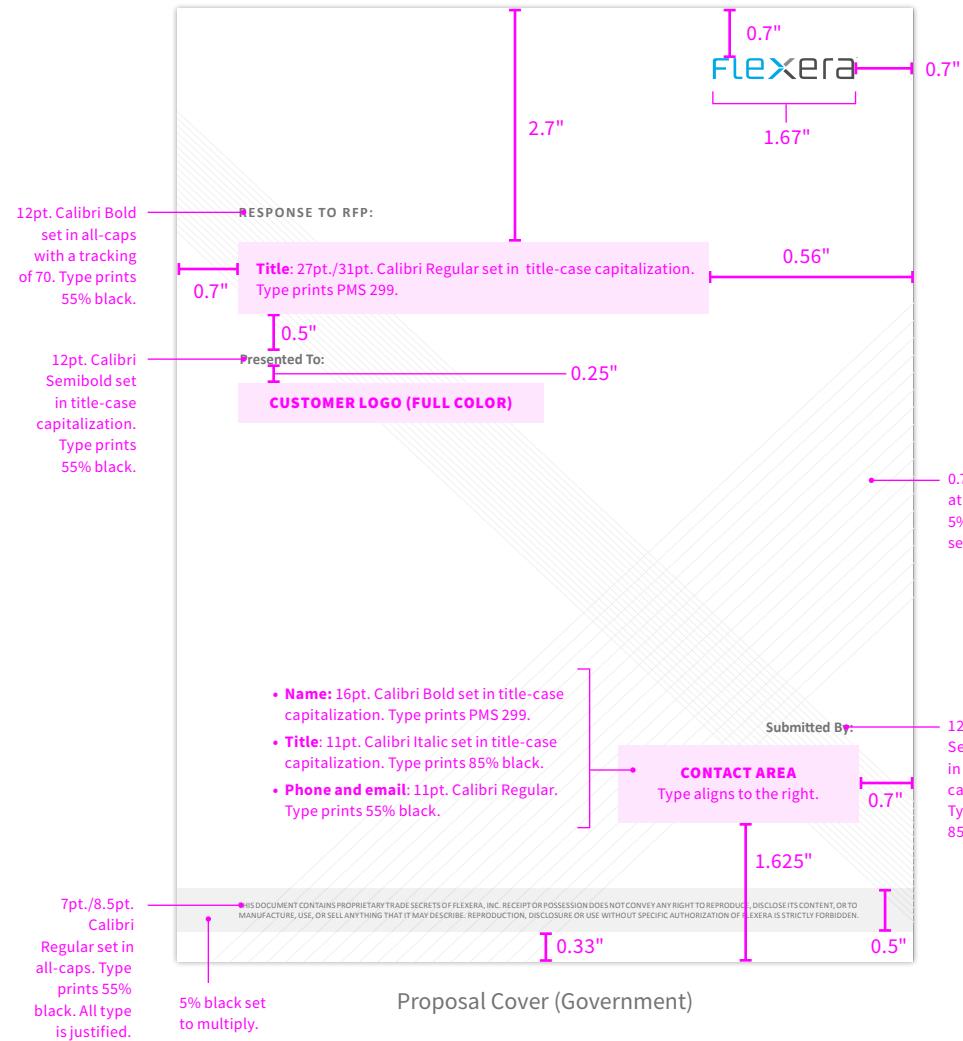


Government RFP Cover

General RFP Cover

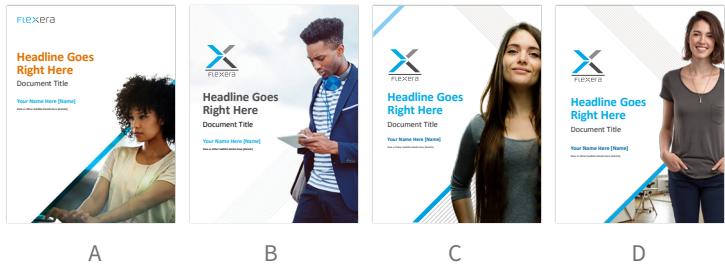


Interior



Word template

Microsoft Word templates are available and allow for a broad spectrum of internal and external communications. There are currently four cover options to select from (see below) with more to be added in the future.



A Microsoft Word document template. The header features the Flexera logo. The main content area has a large orange headline 'Headline Goes Right Here' and a black sub-headline 'Document Title'. Below the headline is a placeholder 'Your Name Here [Name]'. Underneath that is a placeholder 'Date or Other Subtitle Details Here [Details]'. The background of the document features a large, semi-transparent image of a woman with curly hair, wearing a white blouse, working on a laptop. To the right of the document, there is a sidebar with a title 'TITLE' and five levels of nested placeholder text for a hierarchical structure.

TITLE

First Level Heading [Heading 1]

[Body] Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Second Level Heading [Heading 2]

[Body] Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Third Level Heading [Heading 3]

[Body] Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

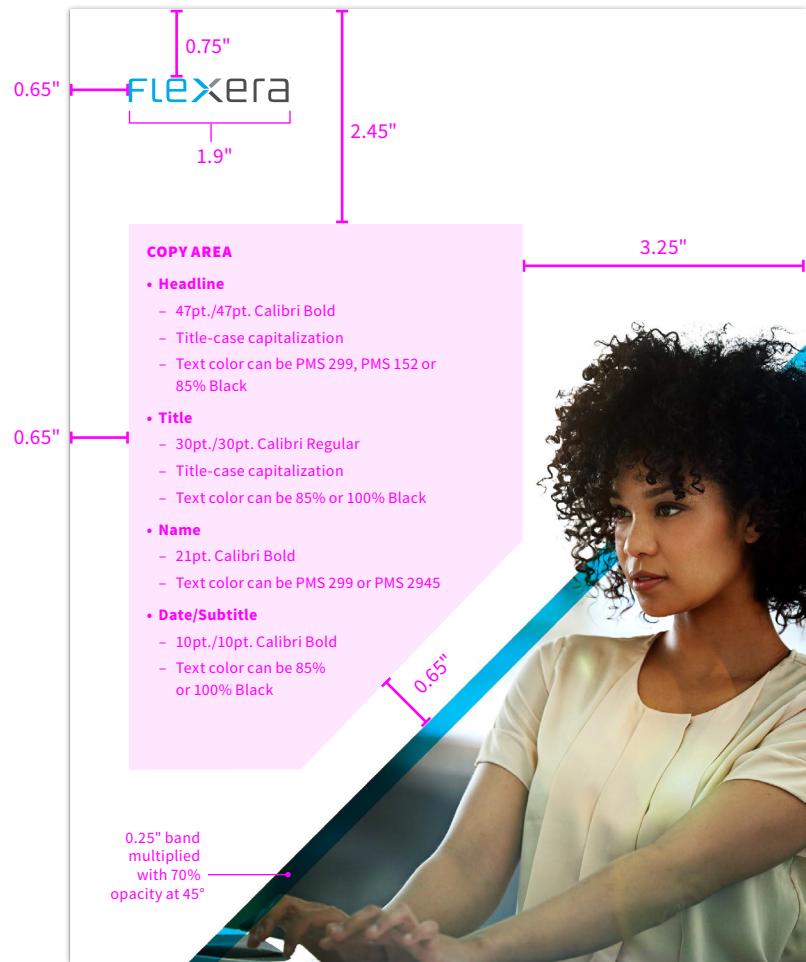
Fourth Level Heading [Heading 4]

[Body] Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

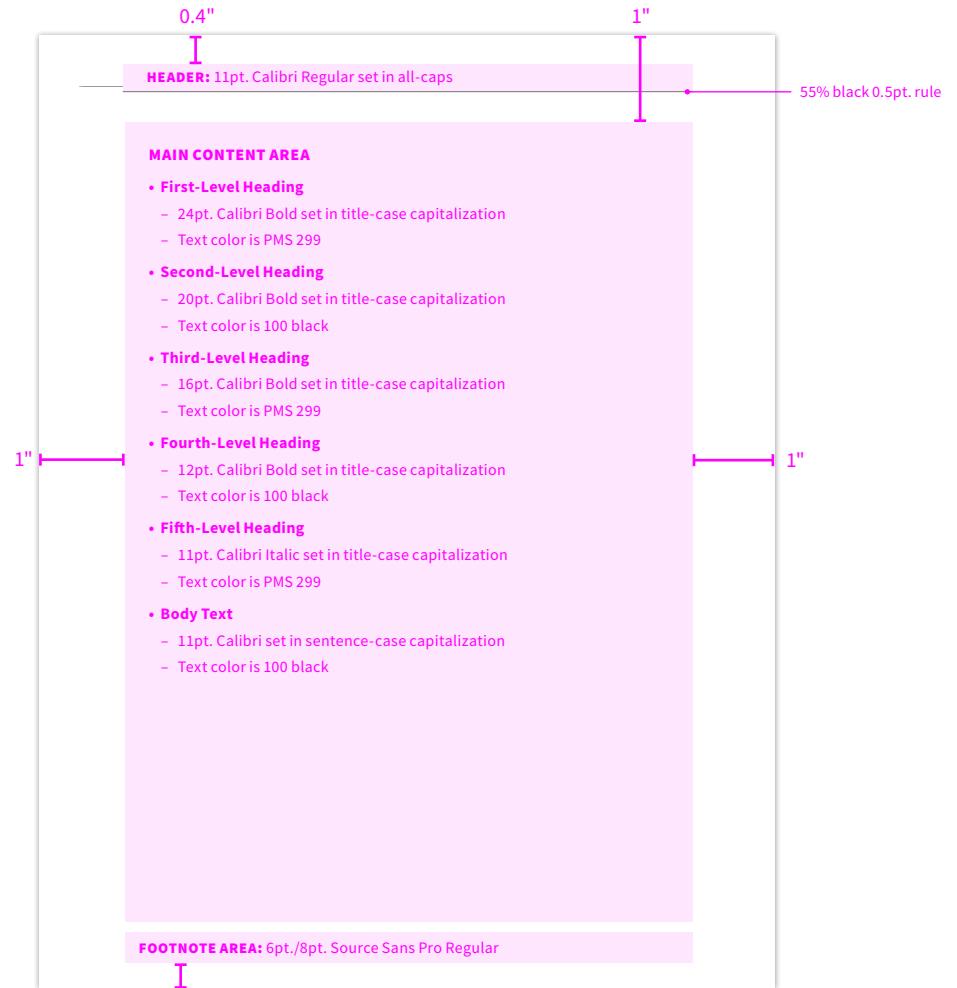
Fifth Level Heading [Heading 5]

[Body] Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

2



Word Doc Sample Cover



Word Doc Interior

Tradeshow environments

It's important to have a strong branded presence at trade shows and other similar events. Signage should always prominently feature the Flexera logo in the top 1/2 of the space to avoid obstructed views. Content on signage should be minimal and evergreen. Instead, digital monitors should be utilized for the majority of all content.



Sample 20' x 10' Booth



Tablecloth



Sample 10' x 10' Booth

PULL-UP BANNERS

Pull-up banners are a cost-effective way to increase awareness of our products and services at events. They are compact in size and only a small amount of floor space is all that is need to make a big impression.

Be sure to always position the Flexera logo in the top 1/4 of the banner to avoid obstructed views.

Two sizes of pull-up banners

31.5" wide x 83" tall

39.25" wide x 83.25" tall

TABLE TOP PULL-UP BANNERS

Pull-up banners are a cost-effective way to increase awareness of our products and services at events. They are compact in size and only a small amount of floor space is all that is need to make a big impression.

Be sure to always position the Flexera logo in the top 1/4 of the banner to avoid obstructed views.

11" wide x 17" tall

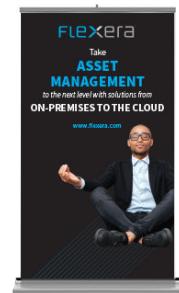
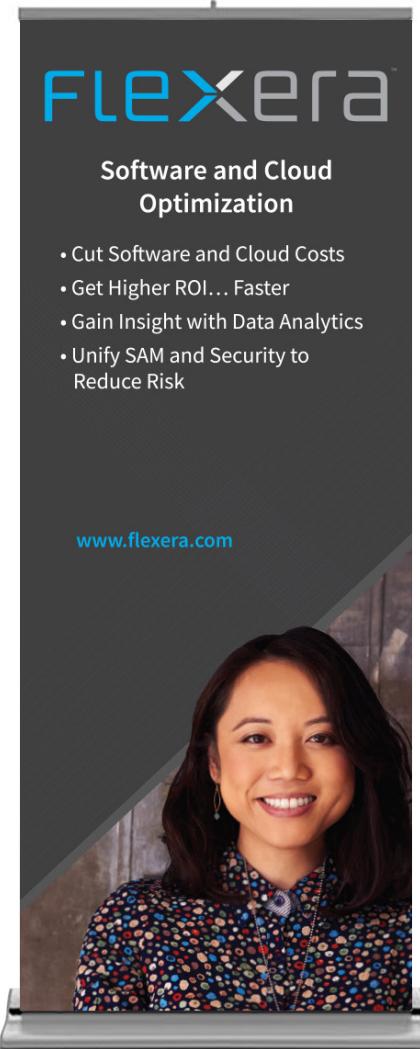


Table Top Pull-up Banner
11" wide x 17" tall



Pull-up Banner
31.5" wide x 83" tall



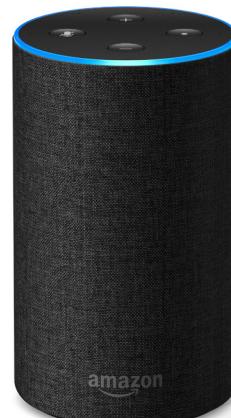
Wide Pull-up Banner
39.25" wide x 83.25" tall

TABLETOP SIGNAGE

Promotions and giveaways are popular materials at tradeshow events. It's important to use bold, attention-getting headlines and to prominently feature the prizes. Additional content should be kept to a minimum.

flexera

Enter the drawing for a
CHANCE TO WIN
this Amazon Echo!



amazon

Reimagine the Way You Manage and
Secure Your Software with Flexera.
Speak to one of our representatives today!
Visit us at Flexera.com

Contest Rules: Entrants must submit their contact details via the Flexera scanner. One entry per person. The Winner will be notified within 2 weeks of the conclusion of the conference. Flexera is solely responsible for deciding the winner. Submitted contact details may be used for Flexera follow-up communications but will not be forwarded to any 3rd parties.

flexera

ENTER TO WIN
an EXECUTIVE KIT



Submit your business card or contact
information to be entered in a raffle to win a
Flexera Executive Kit

**INCLUDES a backpack, wireless headphones, Bluetooth speaker
and more!**

Contest Rules: Entrants must submit their contact details via the Flexera scanner. One entry per person. The Winner will be notified within 2 weeks of the conclusion of the conference. Flexera is solely responsible for deciding the winner. Submitted contact details may be used for Flexera follow-up communications but will not be forwarded to any 3rd parties.

CERTIFICATE AND LOGO EMBOSSE

Certificates of success are available for completed classes or training. Printed blank certificates and embosser is located in the marketing department, Itasca.



Signature image should be png format.
Prefer hand signed document if possible.
10pt. Calibri Bold All Caps (0,0,0,100)
11pt. Calibri Regular (0,0,0,100)
Up to 4 names maximum
If only 1 name, position is centered



Certificate of Success Template

Email signatures

Emails are one of the main touchpoints with our customers. Consistent email signatures throughout the organizations are vital to maintaining a strong brand.

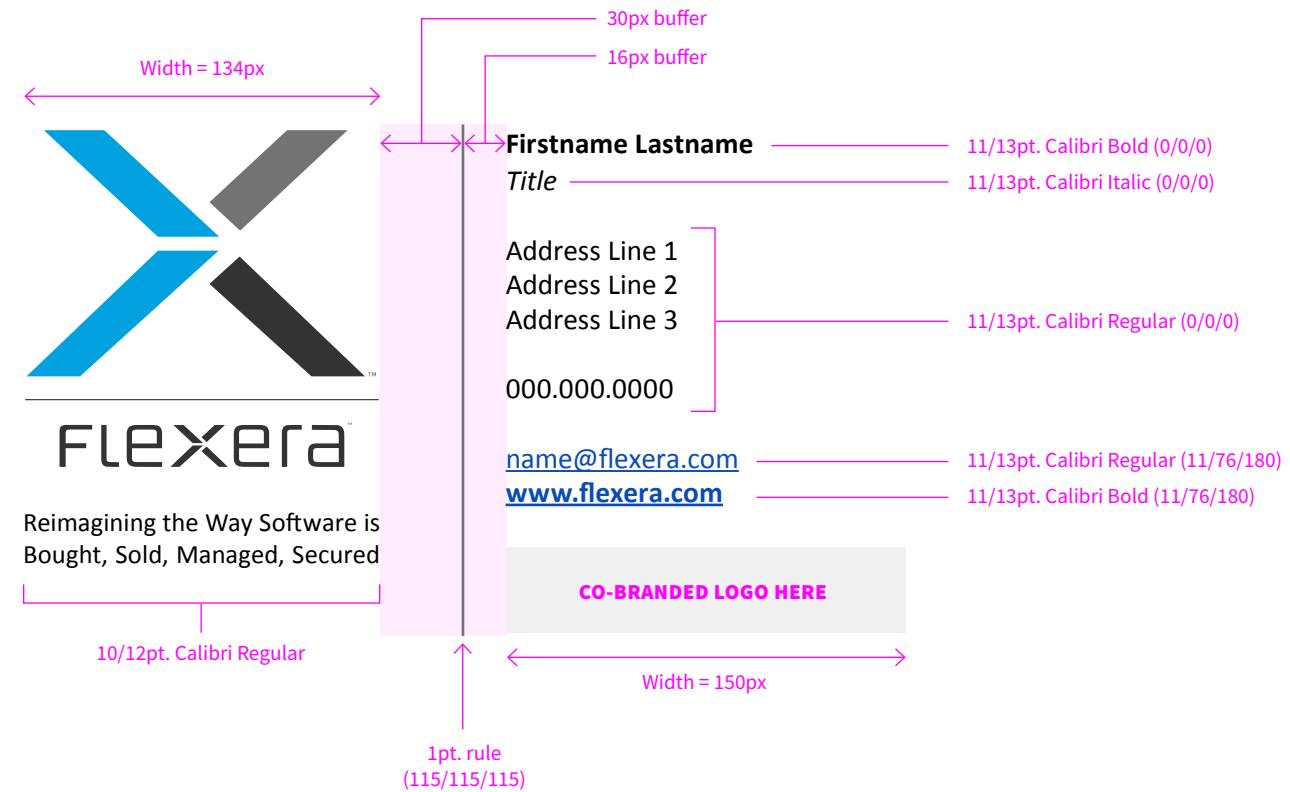


Reimagining the Way Software is
Bought, Sold, Managed, Secured

Jon Hooley
Senior Manager, Graphics Design

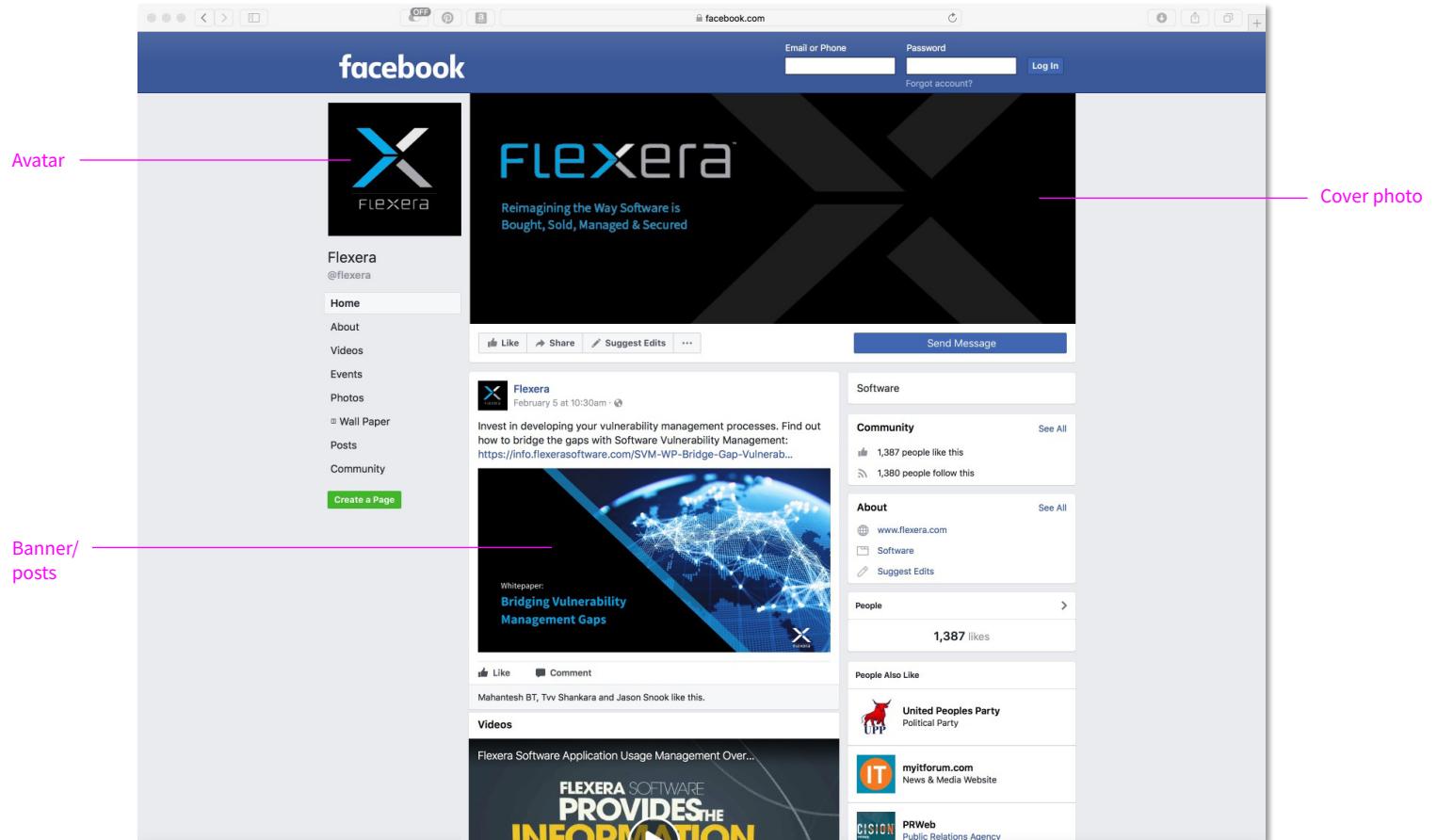
300 Park Blvd, Ste 500
Itasca, IL, 60143
United States

Desk: 847-466-4310
Fax: 847-619-0788
JHooley@Flexera.com
www.flexera.com



Social media

A consistent social media presence is important for building brand recognition. The three most common image areas within social websites are **avatars**, **cover photos** and **banner advertising**. See the next pages for more information in each area.



AVATARS

Profile image shapes vary between circles and squares. Specific versions of the Flexera logo have been created to fit accordingly. Be sure to never have the logo cropped in avatars.



Avatar for square profiles
(Facebook, LinkedIn)



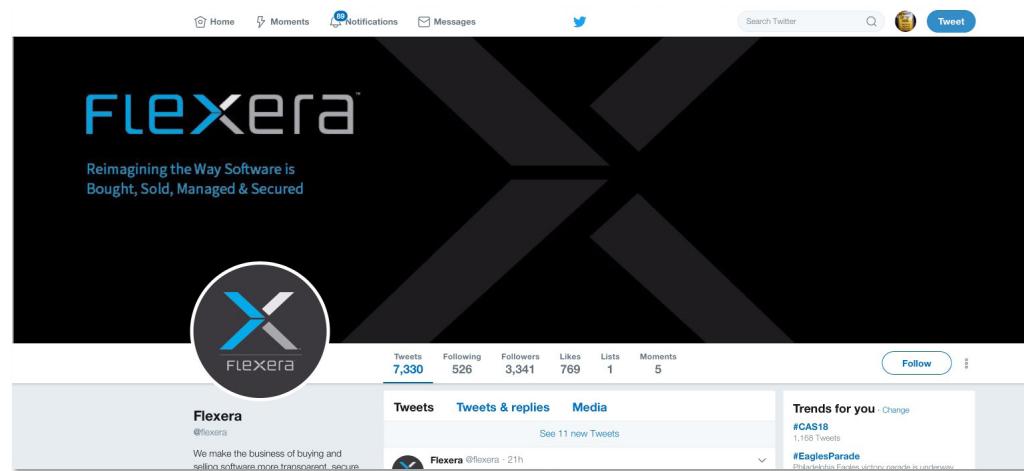
Avatar for circle profiles
(Twitter, YouTube)



The logo should never be cropped
in profile images.

COVER PHOTOS

It's important to lead with a strong, branded cover photo across all social platforms. Cover photos are the largest image on the page and are the first things people see when they view a profile.

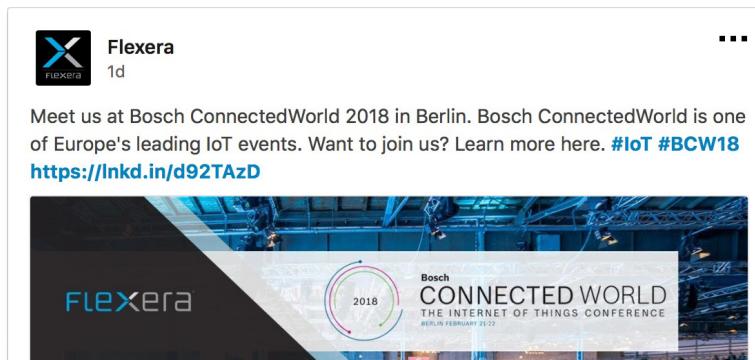


BANNERS

Digital banner ads are one of the principal forms of advertising on the web today and give us the largest opportunity for branded communications to our networks. As a general rule, *less is more*. You want to attract interest without overwhelming your audience with too much information.

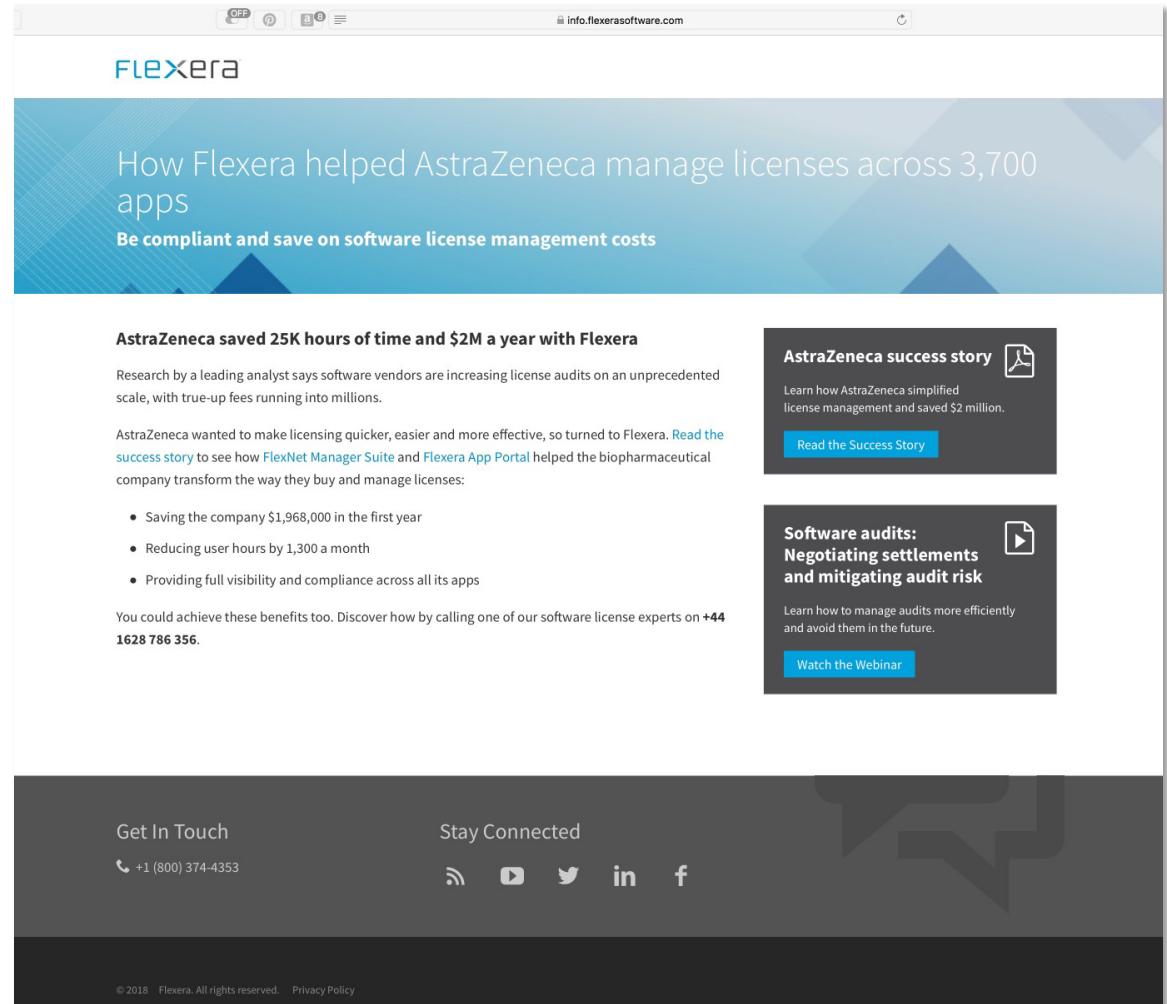
Grab attention with concise copy and eye-catching imagery.
Offer users a value for clicking through, but do so without endless marketing jargon.

Harness the power of a strong call-to-action.
Tell your users what to do or they won't do it. Your call-to-action needs to stand out and express clearly what action must be done. Buttons and text links are simple ways to achieve this.



Landing pages

A landing page is the start of a conversation with a customer. They serve as a great opportunity to talk to a captive audience about your brand. All landing pages are composed of three main sections: **header**, **main body/content** and **footer**.



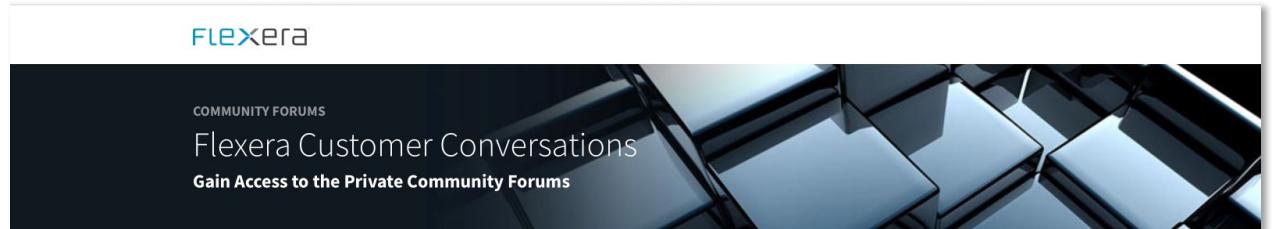
Header

Main body

Footer

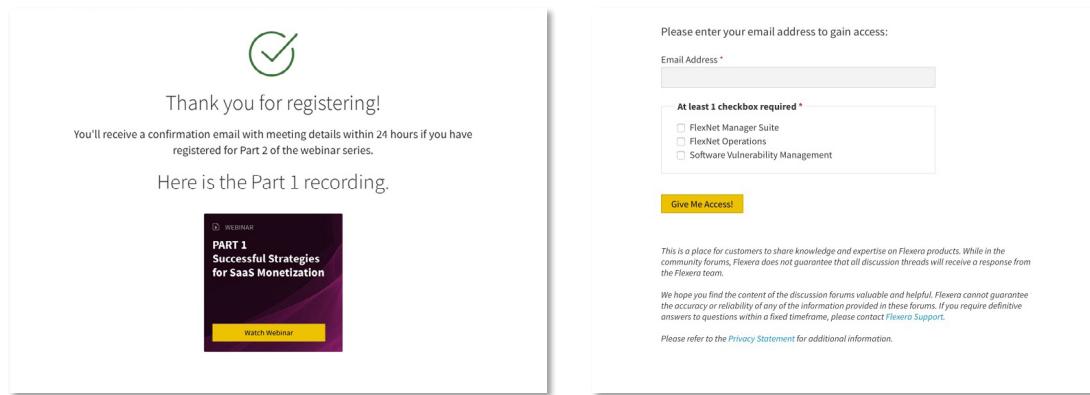
HEADER

- Headers should be set at a max height for all pages
- Titles should also be limited to two lines and the subtitle to one line
- The hero image needs to be Flexera branded with the interest focused on the right half of the page to insure the least amount of overlap with text as possible



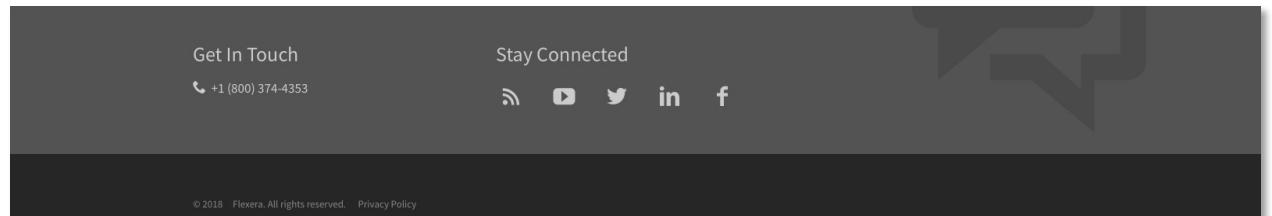
MAIN CONTENT

- Headlines should clearly summarize the purpose of the page and shouldn't exceed 5–6 words
- Content should be short and concise
- Call-to-action must be clear (example: Sign up!)
- All links and CTAs should be the same unique color
- CTAs, buttons and links should all look like they are actionable
- Forms should be broken into clear, actionable sections



FOOTER

- Footers on Flexera sites should always include additional methods for connecting with us
- Always include a contact phone number in the bottom left of the footer, as well as icons/links to all of our social networks



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