

Presentation Title

Subtitle



Joshua Bloom

Partner at Simon-Kucher & Partners .

SIMON • KUCHER & PARTNERS
Strategy & Marketing Consultants



 Join the Conversation: #LLUS13 @LicensingLive

Agenda

- Cloud Adoption Trends
- The Enterprise End-User – The Evolved Expectation
- Challenges Presented by the ‘Evolved Expectation’
- Translating Expectations into Business Requirements

SIMON ♦ KUCHER & PARTNERS

Strategy & Marketing Consultants



Join the Conversation: #LLUS13 @LicensingLive