

**eSOL Joins Flexera Software's  
Licensing, Entitlement & Compliance Management Alliance Partner Program**

*eSOL to License and Market FlexNet Embedded and FlexNet Operations Solutions in Japan*

**Schaumburg, Ill and Tokyo, Japan. – Mar. 29, 2011 -** [Flexera Software](#), the leading provider of strategic solutions for Application Usage Management for application producers and their customers, and [eSOL Co., Ltd](#), a leading Japanese embedded software developer, today announced that eSOL has joined Flexera Software's Licensing, Entitlement & Compliance Management [Alliance Partner](#) program.

Flexera Software cultivates partnerships and alliances with top software producers, high-tech and embedded manufacturers and service providers to deliver solutions and service offerings that combine leading technology and expertise. Founded in 1975, eSOL is a premier Japanese independent vendor of products and services, focused on Automotive OEM and parts suppliers, and electronics device manufacturer markets.

As an Alliance Partner, eSOL will license and market Flexera Software's [FlexNet Embedded](#)® and [FlexNet Operations](#)® solutions and services in Japan. FlexNet Embedded is the only product enabling flexible software-based configuration of capability and capacity across a broad range of high-tech and embedded devices, including those requiring a small footprint client. FlexNet Operations provides software producers, high-tech and embedded manufacturers a comprehensive and proven entitlement management system, supporting rapid product configuration, multiple license key generators, and a self service portal. FlexNet Embedded and FlexNet Operations will enable eSOL's customers to provision tailored, industry-specific high-tech and embedded devices, such as entertainment and information systems for automobiles, as well as smart building and security devices for the building industry, and manage entitlements to those solutions. eSOL will provide the frontline support and integration services, and integrate and sublicense FlexNet Embedded to its embedded operating system "[eT-Kernel](#)" in addition to providing FlexNet Embedded to other operating systems already supported by FlexNet Embedded.

"We welcome eSOL as the newest member of our growing, global roster of strategic alliance partners," said Timothy Boudreau, vice president of strategic alliances at Flexera Software. "eSOL understand the needs of high-tech and embedded manufacturers in Japan and are expert in tailoring solutions to meet their licensing and entitlement needs."

Driving the need for Flexera Software's solutions in Japan are declines in the average price of embedded system manufacturers' products in the face of diversifying requirements, which presents the need for more tailored solutions. These market pressures are pushing manufacturers to move beyond exclusively monetizing the embedded devices and shift toward continuous revenue streams through services, utilizing the device as their service platform.

“FlexNet Embedded and FlexNet Operations empower manufacturers’ to embed complex and versatile functionality into their products, while reducing manufacturing costs and time-to-market through shortened product cycles,” Bob Nobuyuki Ueyama, executive vice president of eSOL. “In light of these market trends we anticipate strong demand for these solutions in Japan and look forward to working with Flexera Software to meet that demand with creative solutions.”

### **Resources:**

Learn more about Flexera Software’s Alliance Partner Program

<http://www.flexerasoftware.com/partners.htm>

Learn more about Flexera Software’s Entitlement & Compliance Management products

<http://www.flexerasoftware.com/products/software-licensing-entitlement-management.htm>

Licensing & Entitlement Management White Papers

<http://www.flexerasoftware.com/resources/whitepapers.htm#flexnet-operations>

Solutions for High-Tech Manufacturers

<http://www.flexerasoftware.com/solutions/industry/high-tech-manufacturers.htm>

Learn more about eSOL’s embedded operating system eT-Kernel

<http://www.esol.co.jp/english/embedded/et-kernel.html>

### **About Flexera Software**

Flexera Software 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 Software is trusted by more than 80,000 customers that depend on our comprehensive solutions- from installation and licensing, entitlement and compliance management to application readiness and enterprise license optimization - to strategically manage application usage and achieve breakthrough results realized only through the systems-level approach we provide. Flexera Software is a privately-held company and an investment of private equity firm Thoma Bravo, LLC. For more information, please go to: [www.flexerasoftware.com](http://www.flexerasoftware.com).

### **About eSOL**

eSOL is a leading embedded software developer that enables customers to accelerate development of applications based on high-end embedded processors including multi-core. Our advanced, scalable, multi-profiled real-time operating systems are tightly integrated with development tools and middleware components to create flexible development platforms used by OEMs and ODMs worldwide in competitive vertical markets such as automotive, consumer electronics, industrial and medical equipment and

aerospace. Founded in 1975, eSOL is based in Tokyo, Japan. eSOL is partly financed by ARM. For more information, please visit [www.esol.co.jp](http://www.esol.co.jp)

**For more information, contact:**

Eastwick Communications  
(650) 480-4054  
[flexerasoftware@eastwick.com](mailto:flexerasoftware@eastwick.com)

Flexera Software, Inc.  
John Lipsey  
(323)-662-0399  
[jlipsey@flexerasoftware.com](mailto:jlipsey@flexerasoftware.com)

Flexera Software G.K.  
Maki Watanabe  
+81-3-4360-8290  
[mwatanabe@flexerasoftware.com](mailto:mwatanabe@flexerasoftware.com)

eSOL Co., Ltd.  
Corporation Communication Center  
+81-3-5365-1560  
[esol-marketing@esol.co.jp](mailto:esol-marketing@esol.co.jp)

\*All third-party trademarks are the property of their respective owners.