FLEX FORWARD

Flex Forward is an elective commercial initiative that provides customers a path forward to the V-FLEX licensing model from legacy 5/10/25-pack, Enterprise Server, and Enterprise Site licensing models.

Program Benefits

- Ability to manage and renew Subscription Renewals through the Software Portal
- V-FLEX model provides volume-based discounting on Subscription licenses
- Flexible deployment allows for segregation of ThinManager servers dictated by architecture requirements, not licensing model
- Standardize current implementations with future purchases on a consistent model
- Allows for discounted purchase of V-FLEX licensing at time of execution
- Provides relief from price adjustments to many Enterprise Site and Enterprise Server customers on Software Maintenance Renewals
- Election to Flex Forward to Subscription eliminates backpay for out of support contracts
- Cost advantage – Annual costs are ~ 2.5% lower than perpetual renewals
- To learn more visit https://partners.thinmanager.com/ or contact your local ThinManager representative

Benefits of Flex Forward to Subscription over Flex Forward to Perpetual

Benefit	FF to Perpetual	FF to Subscription
Cost	V-FLEX	V-FLEX discounted
Backpay	Yes	No

Advantages of V-FLEX Licensing

- Central management of ThinManager client connections.
- Use across multiple facilities—no limitations on the number of locations, networks and servers
- Ability to purchase and add additional licenses only when and where they are needed with volume discount pricing
- Access to a license server portal for creating and distributing licenses for use

Prerequisites and Requirements

- Licenses will be delivered through the Software Portal and will be for FactoryTalk Activation
- Licenses converted to V-FLEX are intended to be used by the same locations/sites where the licenses are currently deployed
- Subscription is required to execute the commercial program and extends the functionality of software, support, and service of the system 1-year from the date of execution.

ThinManager Elective Option: Flex Forward

- All existing licenses included in the trade-in program will be 'deactivated' and will no longer be acceptable for use nor will they be eligible for support

Commercial Program Mechanics

In order to execute the program, the following information will be important to understand:

- Which locations/sites are interested in participating in the program
- Existing licensing at each site including Product License numbers
- Number of desired terminals at each site (for Enterprise Site/Server customers)

Once this information is collected, Contact insidesales@thinmanager.com to generate an eCommerce quote.

Subscription mechanics

Subscriptions require annual renewal to continue using full functionality of software and access to support. There is a 30-day grace period following expiration, and following 30 days software will have limited functionality*.

* Limited functionality on an expired subscription license restricts design time activities but allows terminals to boot firmware and deliver content to a device, user or location

For more information, please visit Software Maintenance & Support Program Guide (rockwellautomation.com)

Credits and Costs Explained

Flex Forward to Subscription option eliminates any amount owed on licenses that are out of support, regardless of the time out of support. Subscription license costs are calculated based on the total number of terminals that are requested as a part of the commercial program. The consolidated renewal of the licenses that are issued upon execution is what sets the program in motion for a given customer and will extend support for one year from the date of execution.

At execution of the elective option, additional terminals may be purchased and can be used for additional sites that currently do not use ThinManager. Those terminals may be purchased within the price band which would be achieved by the total number of terminals requested through the program.

For example:
If 3 Enterprise Servers were traded in for 300 terminals for 3 sites, and a new 4th site required an additional 50 terminals, those new terminals can be purchased in the 250-499 terminal count price band.

Program Duration and Timing

ThinManager Elective Option: Flex Forward

The elective Flex Forward option can be executed anytime during the renewal cycle, however in many scenarios it will make most sense to execute at the time of renewal. Architectural changes or other factors may require the program to be initiated between renewal cycles.

Program Duration

The commercial offering is elective and may be exercised for as long as the product management team from ThinManager deems the program is appropriate. It is the intent of the product management team to allow the commercial program to run starting in September 2021 to allow for customers to exercise the elective option at the time of a renewal.

Important Dates

In order to better align all customer pricing with the new V-FLEX model and to continue to offer support of legacy activations, price adjustments will take effect on the Software Maintenance Renewals (SMR) associated with Enterprise Server and Enterprise Site licenses. The timing of the adjustments will coincide with Rockwell Automation's Annual Price Adjustments (APA).

<div align="center">List Price Adjustments for Software Maintenance</div>

Product	Description	FY20 to FY21 Global List Price % Increase	FY21 to FY22 Global List Price % Increase*
9542-TMSVR-SMR	SMR Server 8x5 Maint.	37.93%	2.50%
9542-TMSTE-SMR	SMR Site 8x5 Maint.	37.93%	2.50%
9542-TMSVR-247-SMR	SMR Server 24x7 Maint.	37.93%	2.50%
9542-TMSTE-247-SMR	SMR Site 24x7 Maint.	37.93%	2.50%

*Enterprise Site and Server list price increased 2.5% versus originally planned 33.3% in FY22

ThinManager Elective Option: Flex Forward

FAQs

1. **I have licenses that are 1 year, 3 years, and 5 or more years out of support. Do I have to pay anything on these to Flex Forward to Subscription?**
No. With the new Flex Forward to Subscription option, all out of support licenses are forgiven and you will be purchasing the V-FLEX licenses as subscriptions. This is different from our Flex Forward to Perpetual license commercial program, where backpay on expired licenses is required.

2. **What if I have pre-XLi or XLi licensing. Can I still Flex Forward even though V-FLEX licenses are XLr only?**
Yes. There will be no additional charge beyond the standard commercial program.

3. **What if I have Mirrored licensing? Can I still Flex Forward even through V-FLEX licenses are offered only Standard or Redundant?**
Yes. If a customer owns Mirrored or Full Redundancy, they will be converted to the V-FLEX Redundancy Companion license.

4. **What if I have TMA style licenses? Can I Flex Forward to TMA?**
All your existing licenses will be converted to FactoryTalk Activation (FTA) style licensing.

5. **Can I prorate support to a date that aligns with my other contracts?**
Yes.

6. **Can I apply the program to cover sites that are not currently using ThinManager when trading in an Enterprise Server, Enterprise Site, or 5,10,25-pack License?**
No. The program is not intended for splitting an Enterprise Server, Enterprise Site or 5, 10, 25-pack license from one facility to other facilities. The program does, however, promote segmentation of ThinManager servers architecturally for security or other plant level network initiatives.

7. **Can I trade in Enterprise Server or Enterprise Site licenses for Non-Redundant V-FLEX?**
No. Since Redundancy was included with Enterprise Server and Enterprise Site, Redundancy is also included in this commercial program.

8. **Do I have to trade in all my licenses at once to get the volume discount?**
Yes. Volume discount pricing will be realized when the volume of V-FLEX licenses that are to be distributed as part of the program is calculated. Subscription renewal costs also assume volume is met on renewal.