



# Safe Software Rebranding

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# Agenda

Why rebrand?

What is the rebrand?

What does this mean for us all?

What does it mean for Locus?

Safe Software

When you give  
data life, it makes  
life better

# Why Rebrand?

- Times change, taste changes
- Brand awareness
- Setting expectations
- Entering into the integration market (FME as a platform)
- FME has been a tool for geospatial communities but...
  - It is much more powerful than just spatial
  - It can compete with integration competition

# Safe Software & Gartner

Safe Software has been named a Customers' Choice in the January 2023 Gartner® Peer Insights™ 'Voice of the Customer' for Data Integration Tools.

## Safe Software



# Logo



Safe Software



FME:



 LOCUS

# Attitude

- Human First
- Go Beyond
- Say it. Do it.
- Act with Integrity
- Have fun

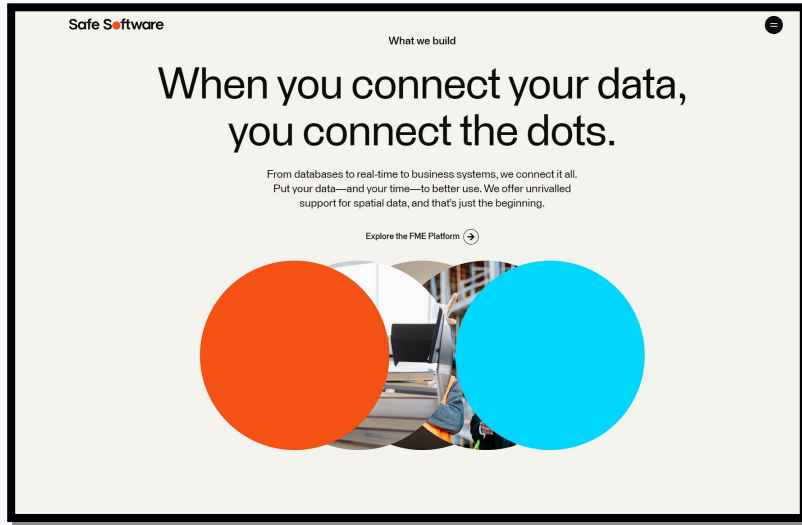
Bring Life to your data

Safe Software

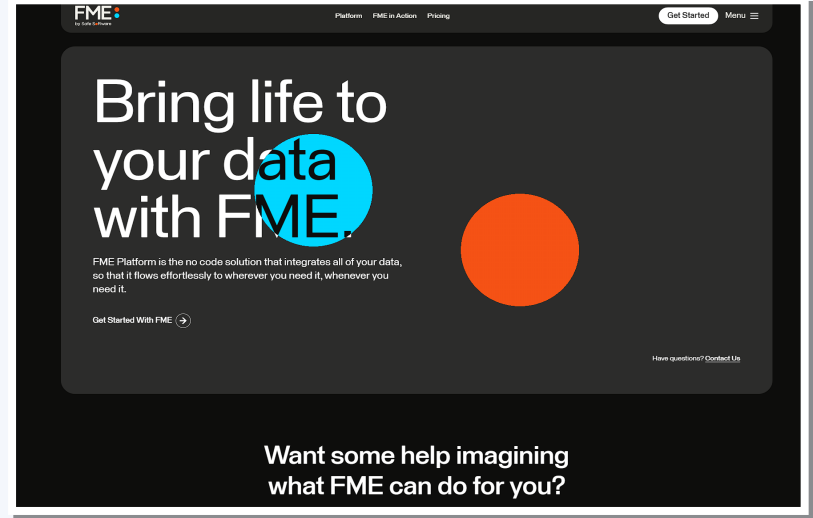
We're people  
who help other  
people better  
understand and  
use their data to  
find new  
solutions

# Website(s)

[www.safe.com](http://www.safe.com)



[www.fme.safe.com](http://www.fme.safe.com)



# The artist formally known as...



FME Desktop



FME Form

FME Server



FME Flow

FME Cloud



FME Flow Hosted

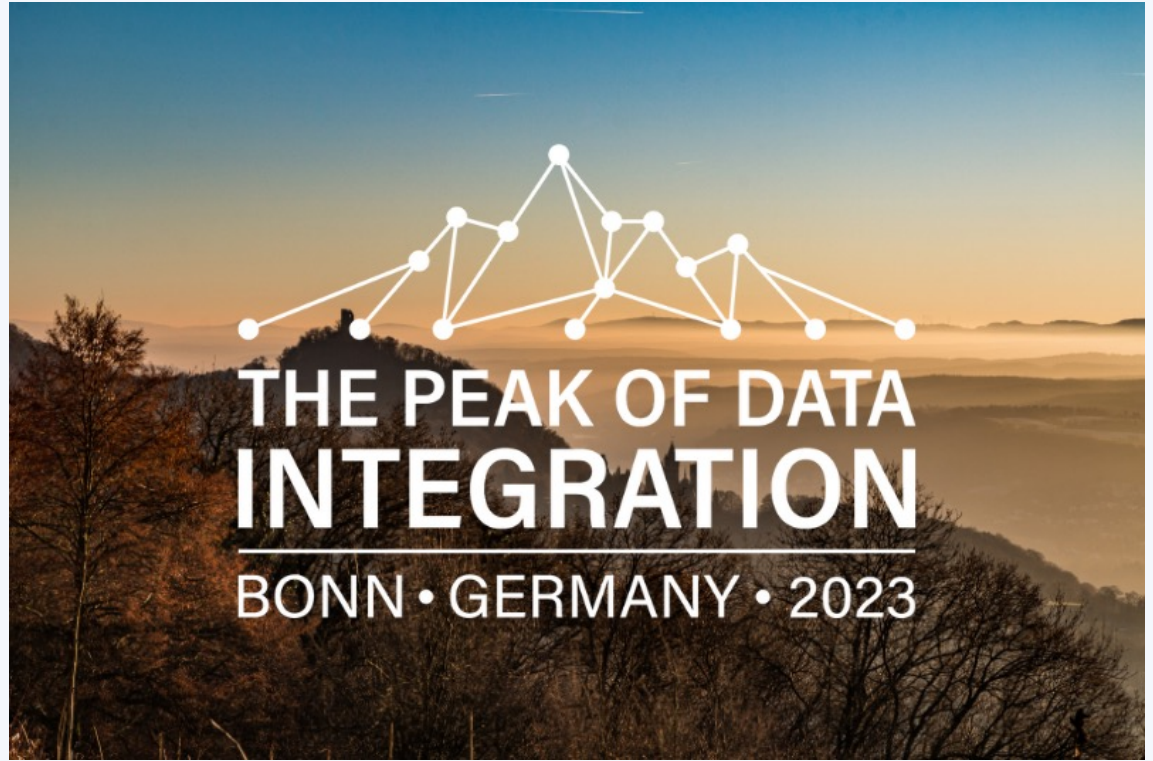


# Zipster & Lizard



# Peak of Data Integration 2023

Safe Software  
con•terra



# Integration is the future

- Existing users can help
- History of geospatial based solutions and users
- Opportunity to push FME well beyond those boundaries
  - Users become our FME champions
- More growth more opportunities for individuals
- Seek jobs
  - 13 FME jobs, all Geospatial
  - 46 Mulesoft jobs

# Competition

- A crowded marketplace
- The FME Platform more than competes
  - Feature/Function
  - Price
- However:
  - Maturity
  - Brand
  - Market penetration



alteryx

denodo

boomi



Informatica™

 LOCUS

# What does this mean for us all?

- You'll have to remember new product names
- New opportunities to work in different industries
- FME pricing changes

# New FME Pricing

- FME pricing changes
  - FME Form | one edition
  - FME Flow
  - FME Flow-Hosted

# What does this mean for Locus?

- Conversations with existing clients
- Exciting opportunities to engage with new clients
- More FME training
- More complimentary training modules i.e. FME Accelerator (and more)
- Locus website update (and other marketing collateral)



Connect with Locus



FME 

Thank you!

[www.locusglobal.com](http://www.locusglobal.com)

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