Software vendors are losing revenue due to rigid licensing and delivery options

ISVs can’t meet expectations

- 83% of enterprise respondents said that flexible software packaging and accessibility across multiple devices are extremely important to them.

Almost half of ISV respondents admit that they find it difficult to be flexible with their software licensing and to support their software on multiple devices.

ISVs face software monetization challenges

- Only one in ten ISVs intelligent device manufacturers don’t have any licensing operations challenges.

Top back office issues included:
- 87%: Time and cost spent on non-product related development
- 82%: Time and cost spent on non-compliant with a software agreement
- 48%: Time and cost spent on non-compliant with a software agreement

Licensing compliance remains a concern

- Almost half of enterprise respondents admit to being non-compliant with a software agreement.

Entire software users are frustrated

- Nine out of ten enterprises experience challenges with their software licenses.

Commercial software monetization solutions are worth implementing

- Of the enterprise users who had implemented a commercial software monetization solution, two-thirds were up and running in less than six months.

Software vendors could improve their service for the following:

- 83%: Clarity when it comes to audits
- 80%: Usage tracking
- 77%: License enablement
- 75%: Pricing models
- 74%: Stop sharing
- 72%: Stop headaches
- 67%: Stop manual monitoring

Access to the detailed global and regional findings:
www5.safenet-inc.com/software-monetization-trends-lp

Additional information about Gemalto’s software monetization solutions:
www.gemalto.com/software-monetization