THE STATE OF Software Monetization

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
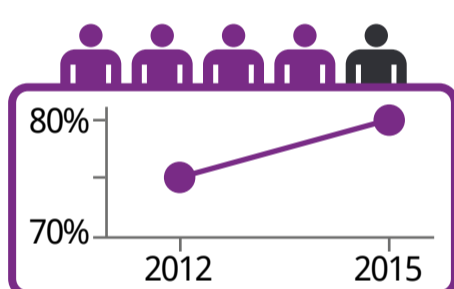
Top back office issues included:

87% Cost of renewing and managing licenses

83% Time spent renewing and managing licenses

82% Time and cost spent on non-product related development

68% Limited visibility into how products are being used

LICENSING COMPLIANCE REMAINS A CONCERN

Four-fifths of ISV respondents worry about unlicensed software use, up from about three-quarters in 2012

80%
70%
2012   2015

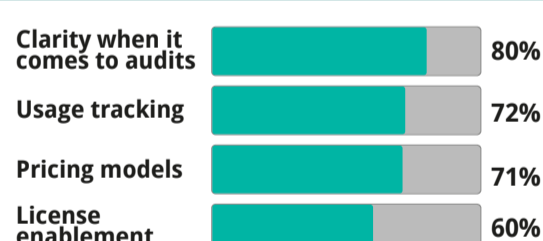**48%** Almost half of enterprise respondents admit to being non-compliant with a software agreement

ENTERPRISE SOFTWARE USERS ARE FRUSTRATED

Software vendors could improve their service for the following:

Clarity when it comes to audits	80%
Usage tracking	72%
Pricing models	71%
License enablement	60%

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.**

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Download the State of Software Monetization report:
http://bit.ly/1WEHMP2

Access to the detailed global and regional findings:
http://gemalto.com/software-monetization-trends/

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

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