

# Embracing Change with Software Licensing

State of Software Monetization Report 2022



## Offering diverse software delivery options is key to improved customer experience.



**74%** of companies surveyed expect an increase in delivery of software as a service in the next 12-24 months

### Over 50%

of respondents want to take a hybrid approach: keeping their on premise architecture while leveraging some of the benefits of the cloud



**66%** of ISV and IDV respondents expect to see an increase in their software delivered as a 'hybrid' application, part on premise and part via the cloud in the next 12-24 months

## Software misuse is causing revenue loss and vendors worry the trend will continue.



**90%** say revenue is directly impacted by licensing agreement violations



**90%** are worried that their software might be stolen, tampered with, or copied



**82%** agree that methods of handling misuse can significantly impact their businesses

## SaaS delivery has doubled with increased demand for subscription-based software.

**30%**



**2014:** 30% of respondents cited SaaS as their preferred software delivery method

**65%**



**2021:** 65% of ISVs and IDVs are delivering software to their customers as a service via the cloud

**49%**



**Today:** 49% of vendors surveyed currently deliver software as a hybrid application

## Covid-19 may be fading, but the software licensing challenges linger.

Exacerbated by the COVID-19 pandemic, software vendors are facing a multitude of new challenges.

**43%**



of vendors experience challenges caused by inflexible licensing that does not meet their business needs

**37%**



find it difficult to support remote workers

**40%**



of vendors are having difficulty licensing across multiple devices

**40%**



are having issues with different deployment environments

## Done right, software monetization provides valuable insights on customer usage.

### What data are vendors relying on?



**43%**

look at features users search for

**41%**

are interested in the most/least popular products

**41%**

want to know what features are most/least often used

Download the full report to get the rest of the story.

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