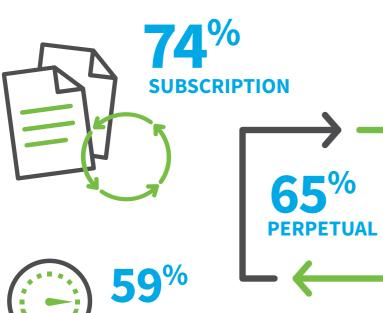


NAVIGATE the COMPLEX WORLD of Software Monetization and Pricing

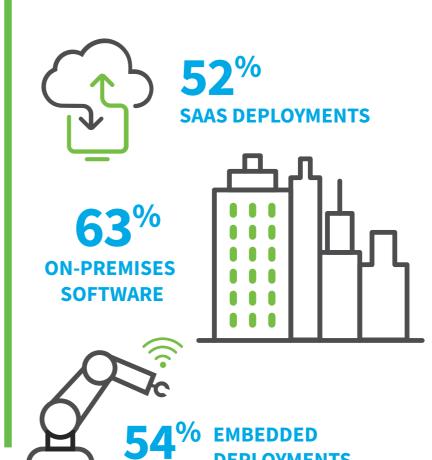
Source: Flexera Monetization Monitor: Monetization Models and Pricing, 2019

TODAY

MONETIZATION MODELS



DEPLOYMENT MODELS



Note: Total exceeds 100% due to respondents selecting all that apply.

TOMORROW

MONETIZATION MODEL MIX

48% of companies see growth in subscription/term monetization models;

expect growth in usage-based models

MODEL

HYBRID DEPLOYMENT

Over next 3 years, expect to see an increase in SaaS deployments;

46% see on-premises increasing

35% of companies expect the use of perpetual to decline

43%



24% of companies expect a decline on-premises deployments

COMPLEX NEEDS

DRIVE FLEXIBLE MODELS

SUBSCRIPTIONS ARE NOT ONLY FOR SAAS

of companies that identified subscription as their dominant MONETIZATION

model use on-premises as their primary **DEPLOYMENT** model.



PRICE & VALUE



ENCOUNTER BARRIERS

TOPBARRIERS **CUSTOMER ACCEPTANCE** LACK OF CUSTOMER **USAGE INSIGHTS**

TOP DRIVERS FOR SHIFTING STRATEGIES

REVENUE

THE FUTURE BELONGS TO

THOSE WHO ADAPT

NEW PRICING FOR SOFTWARE-DRIVEN

NEW TRENDS SUCH AS



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