

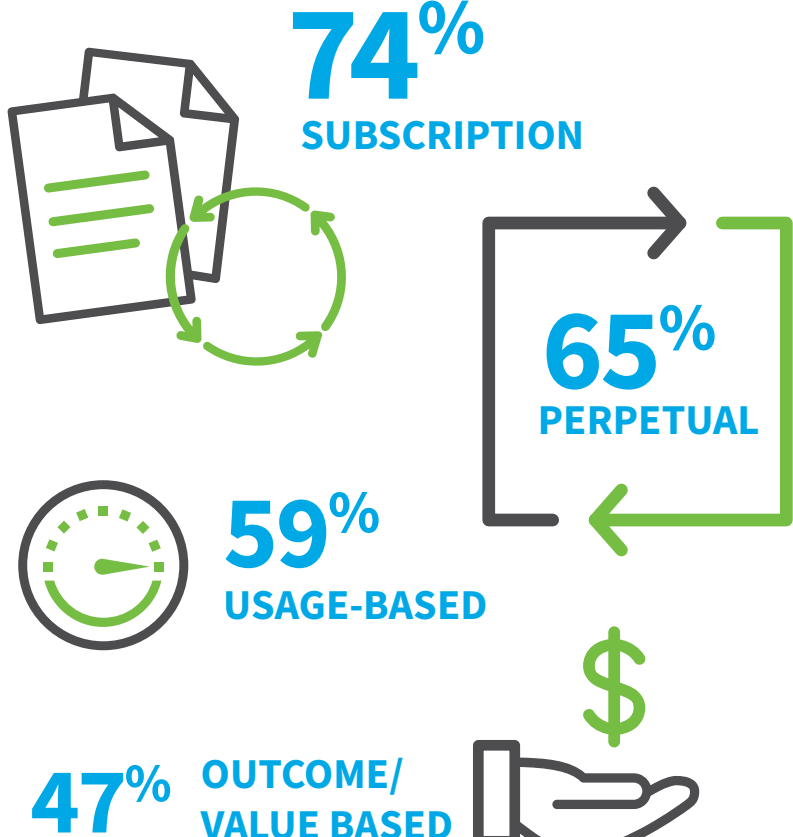


NAVIGATE the COMPLEX WORLD of Software Monetization and Pricing

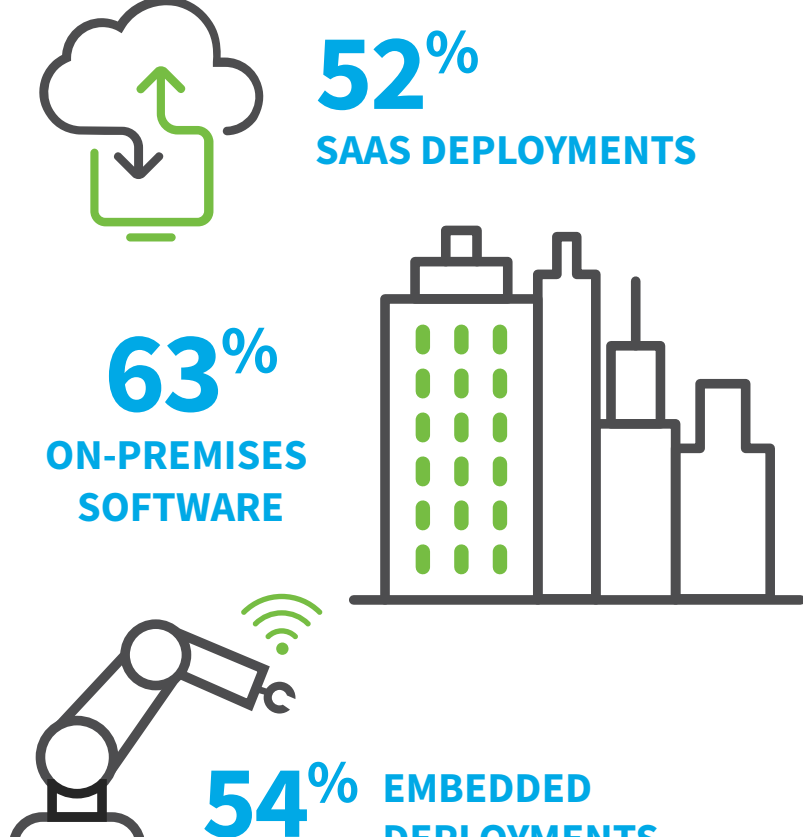
Source: Flexera Monetization Monitor: Monetization Models and Pricing, 2019

TODAY

MONETIZATION MODELS



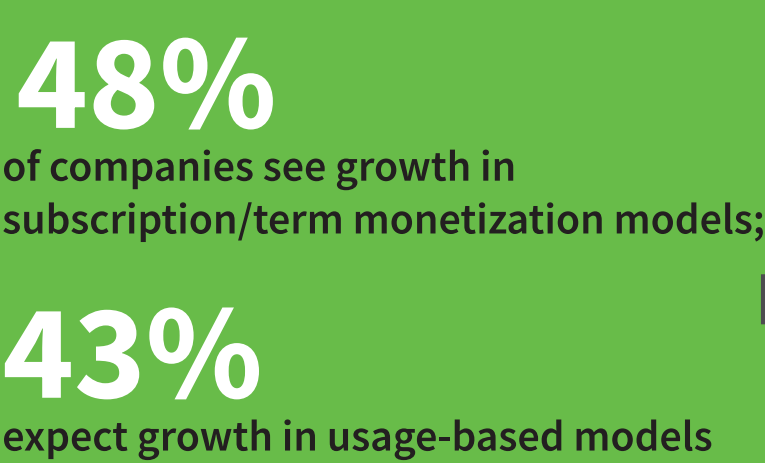
DEPLOYMENT MODELS



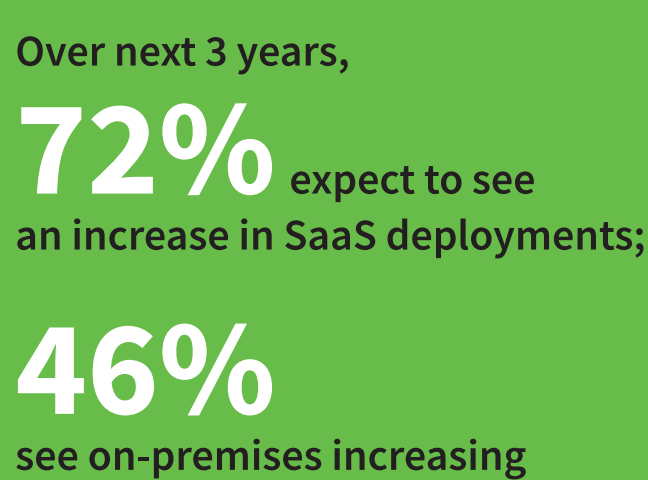
Note: Total exceeds 100% due to respondents selecting all that apply.

TOMORROW

MONETIZATION MODEL MIX



HYBRID DEPLOYMENT MODEL

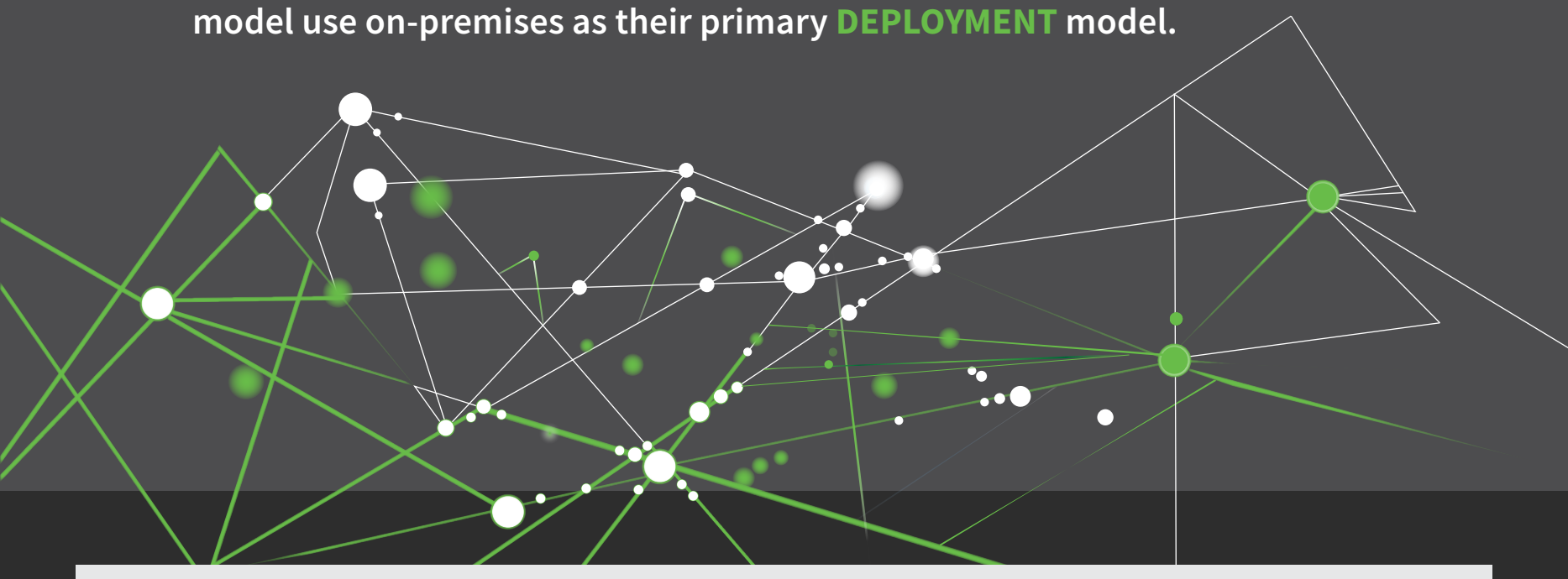


COMPLEX NEEDS

DRIVE FLEXIBLE MODELS

SUBSCRIPTIONS ARE NOT ONLY FOR SAAS

28% of companies that identified subscription as their dominant **MONETIZATION** model use on-premises as their primary **DEPLOYMENT** model.



THE ELUSIVE BALANCE BETWEEN PRICE & VALUE



OF COMPANES FEEL THEIR PRICING IS ALIGNED WITH VALUE



ENCOUNTER BARRIERS

TOP BARRIERS



THE FUTURE BELONGS TO THOSE WHO ADAPT

TOP DRIVERS FOR SHIFTING STRATEGIES

