

# 4 reasons to transition your industrial software from traditional perpetual licensing to subscription

Businesses are increasingly moving from traditional perpetual ownership to recurring subscription licensing models. With subscription models, organizations have the technical and financial agility to respond to the changing market. Our innovative AVEVA™ Flex subscription program offers the power and simplicity of a unified commercial subscription to our comprehensive engineering and operations portfolio. Here are four ways software users can find greater value in subscriptions.

## 1 Flexibility

**You can optimize your software investments by reducing upfront costs and capital expenditures, while gaining access to our full, market-leading industrial software portfolio.**

Industrial organizations, taking a hybrid approach to their architectures, are capitalizing on the increased data insights and functionality that cloud-hosted solutions provide—without giving up needed tools on-premises. A single subscription program that spans edge-to-cloud solutions, including solutions from engineering to operations, can empower teams and drive digital transformation. It streamlines both software purchasing and the management of industrial services. AVEVA Flex makes it easy for you to adjust your software usage to meet changing business priorities and market conditions.



## 2 Scalability

**You can easily scale your software to your evolving needs by allocating investments across teams and sites or scaling up your existing contract.**

Subscription gets you started quickly. It overcomes traditional barriers to software adoption by cutting upfront costs as much as 65% and moving funding from capital expense budgets to operating expenses. With the subscription model, you can scale solutions and users according to your requirements and constraints. Where a typical utilization rate is 20%, you can achieve almost 100% with flexible, cloud-based technology that allows solutions to be turned on and off as you see fit.

## 3 Centralization

**Empower your IT and admin team with real-time information on software usage through our easy-to-use central license management portal. Enjoy just one contract for all your AVEVA software.**

Now you can seamlessly manage your entire AVEVA software estate across your enterprise. With one subscription program you can purchase on-premises, hybrid, and cloud solutions, manage licenses, and monitor usage. AVEVA Flex transparently captures software utilization by product and service, giving you predictable real-time information. As opposed to traditional perpetual software, where ownership creates incentives to use dated and potentially unsupported software over time, AVEVA Flex instead ensures you are always on your software's latest, most capable version—and you always know what your software costs are.

## 4 Outcome-focused

**Enable your team to drive transformation faster. Tailor your program and benefit from expert technical support and success services to accelerate time-to-value.**

Building your industrial software systems with perpetual licensing models can lock you into a single architecture. Subscription options, however, allow you to keep up with technology. AVEVA's platform-agnostic approach means you have the ability to add equipment, connect to new protocols, meet new industry standards and regulatory requirements—and more. Combined with the ability to choose solutions from across the AVEVA software portfolio, subscription can empower you to innovate, experiment with architectures, and implement new technologies. What's more, AVEVA Flex includes support and success components to help you maximize value and achieve your desired business outcomes.



## AVEVA Flex—subscription done right

**AVEVA Flex is the future of industrial software, purpose-built for industry. It empowers you to quickly respond to market dynamics and increase business resiliency through remote, secure, and highly available software. Now, you can simplify how you purchase, use, and manage all your industrial software.**

[Learn more about AVEVA Flex](#)