

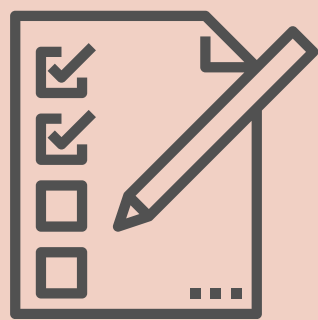
# Reasons Why ISVs Face Difficulties Implementing an Efficient Licensing Schema



1

## Lack of Expertise

Many ISVs do not have in-house expertise in licensing management, making it challenging to design and maintain an effective system.



2

## Complex Licensing Requirements

Different customers and markets often require customized licensing agreements, adding complexity and making standardization difficult.



3

## Focus on Core Product

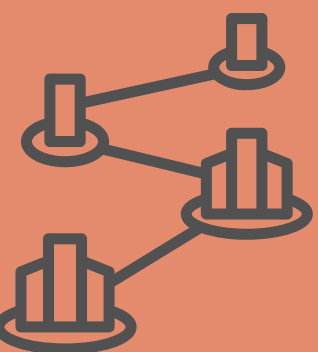
ISVs tend to prioritize core product development over auxiliary services like licensing, leading to underdeveloped and inefficient licensing systems.



4

## Integration Challenges

Integrating licensing systems with existing software infrastructure can be technically challenging, requiring significant time and resources.



5

## Scalability Issues

As the customer base grows, the licensing system needs to scale accordingly. Poorly designed systems struggle to handle increased demand, leading to inefficiencies.



6

## Security Concerns

Ensuring that the licensing system is secure against piracy and unauthorized use requires robust security measures, which can be complex to implement and maintain.



7

## Misaligned Business Goals

Often, licensing strategies are not aligned with business objectives, leading to misconfigured licensing terms that do not support the company's revenue goals or customer satisfaction targets.