

# A New Era In Flexibility And Autonomy

Offering complete flexibility in how you purchase, design and optimise your industrial software

## The Transition to Subscription



### FLEXIBILITY AND BUSINESS AGILITY

are driving the demand for subscription licensing over traditional perpetual licenses



### MINIMISING UP-FRONT INVESTMENT

is a major driver in the shift to subscription licensing

**REDUCTION**  
OF TOTAL  
**COSTS**

and alignment with innovation is key in the transition to subscription licensing

**ALIGNMENT OF COSTS**

**WITH VALUE CAPTURE**

was cited as one of the major drivers in the shift to subscription licensing

Source: McKinsey & Company B2B Software Purchase Decision-Maker Survey 2015

## Rationale of Subscription Licensing



Reduce the rigidity of integration for your industrial control system



Remove the upfront costs and cashflow burdens for your industrial software



Reduce the complexity of managing multiple vendor software licenses



Reduce the complexity of system design to help accelerate your digital transformations







Remove the boundaries of system architecture variations to accommodate expansion

## Value of AVEVA Subscription

AVEVA Flex Subscription options, give you access to our comprehensive software portfolio and transformative technologies – as and when you need it.

Helping drive serious business agility and digital transformation with a host of benefits including:

-  Technical Flexibility
-  Commercial Flexibility
-  Architectural Flexibility
-  Support Flexibility

for more visit:  
[aveva.com/subscription](http://aveva.com/subscription)

