

## Key Enterprise Decision Makers Divided on Best Approach to Software Licensing

IT software licenses have traditionally been purchased on a per user or overall enterprise basis, with providers typically offering licenses for individual applications more so than software bundles. With the general shift in voice communications towards software-centric solutions, some providers have begun to package Unified Communications (UC) applications into the core call control licenses that are required when deploying a new voice platform.

In last week's research survey conducted in partnership with [IntelliCom Analytics](#), TMC subscribers and Web site visitors were asked whether they would be receptive to purchasing UC licenses using a bundled approach, and if so, what their key expectations would be.

With 843 IT, Line of Business (LOB) and Telecom decision makers from all global regions participating in the survey, **39%** of respondents were clear that they intended to purchase and deploy Unified Communications licenses on an as-needed, pay-as-you-go basis and not bundled together with core call control licenses. A nearly equal amount (**34%**) were open to the bundling approach, but only if the total cost of the UC and call control license bundle was no more than the cost of the call control licenses by themselves – essentially only if UC was free.

In an interesting inverse symmetry, **46%** of IT Management favored the “free UC” approach vs. **28%** of LOB Management, while **49%** of the LOB respondents preferred the pay-as-you-go model vs. **24%** of IT respondents.

Although the other responses draw considerably fewer nods individually, when taken as a whole they amounted to a third of the total respondents. These other perspectives -- the willingness to pay somewhat more for a value bundle; seeing the bundled approach as a way to minimize the “hassle-factor” associated with individual license purchases and multiple VAR/SI implementation visits; and seeing a bundle as offering licensing-friendly terms that encourage server virtualization – all correspond to value elements currently promoted by Cisco in their recently introduced Unified Workspace licensing model. With Microsoft's approach for UC on a similar track, it will be interesting to see if enterprise expectations shift as these two industry heavyweights flex their considerable marketing muscle.

*Some providers are beginning to package Unified Communications (UC) applications into the core call control licenses required when deploying a new voice platform. What is the main reason you would you be receptive to purchasing your licenses using such a bundled approach?*

**Purchasing Preferences for UC Licenses**  
(All Global Regions, All Size Businesses)

