

## Who Are the Best (and Worst) Software Vendors?

Written by Marco Attard  
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Flexera Software and IDC collate the opinions of 147 enterprises on the state of their commercial software vendor of choice-- opinions resellers and vendors should do well to take note of.



The survey covers some of the largest industry players around, namely Adobe, CA, Citrix, EMC, HP, IBM, Microsoft, Oracle, SAP, Salesforce.com, Symantec and VMWare, who together represent 50% of the enterprise software market and over \$200 billion in software spending. It consists of ratings across 8 categories, such as ease of product use, whether the vendor is easy to work with and the friendliness (or lack thereof) of the vendor's licensing regime.

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THE 2015  
CUSTOMER  
CHOICE  
AWARDS:

ENTERPRISES  
RATE THEIR  
SOFTWARE  
VENDORS

## 2015 CUSTOMER CHOICE AWARDS

*A Report by Flexera Software  
with input from IDC*

**EMC**

### EASE OF WORKING WITH VENDOR

**91%** of respondents agree or strongly agree that **EMC's** applications are easy to manage, apply patches, maintain and upgrade.

**VMware**

### APPLICATION MANAGEMENT EASE

**91%** of respondents agree or strongly agree that **VMware's** applications are easy to manage, apply patches, maintain and upgrade.

**HP**

### CLEAR LICENSING RULES & EASE OF COMPLIANCE

**90%** of respondents agree or strongly agree that **HP's** licensing rules are easy to understand, making it easy to maintain compliance.

**VMware**

### USAGE & SPEND MANAGEMENT

**92%** of respondents agree or strongly agree that it is easy for them to understand and manage usage of and spend for **VMware's** applications.

**Citrix**

### VIRTUALIZATION/MOBILE/ CLOUD LICENSING EASE

**88%** of respondents agree or strongly agree that **Citrix' licensing** rules around mobile, virtualization and the cloud will better facilitate their migration to those environments.

**Citrix**

### LEAST FREQUENT AUDITOR

**94%** of respondents agree or strongly agree that they rarely face software license compliance audits from **Citrix**.

**HP**

### LEAST FREQUENT TRUE UP FEES

**93%** of respondents agree or strongly agree that they are rarely

**Citrix**

### REASONABLE COST & HIGH ROI

**87%** of respondents agree or strongly agree that **Citrix** offers reasonably priced software that

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[Flexera 2015 Customer Choice Awards: Enterprises Rate their Software Vendors](#)