

# Our Principles of Fair Software Licensing

Backed by tech decision makers.

The Coalition for Fair Software Licensing and its Principles represent an opportunity to ensure that the digital economy remains competitive and fair. Earlier this year, a nationwide survey conducted by *Morning Consult*, polled more than 250 c-suite technology executives and directors (“tech decision makers”), assessing industry support for the Principles as well as the impact software licensing practices have on organizations’ cloud strategies.

These Principles, whose adoption is overwhelmingly **supported by 90 percent of tech decision makers**, will serve as a blueprint for preserving choice and transparency throughout the digital transformation process.

Outlined below, they serve as best practices for licensing of cloud-adjacent software, ensuring continued growth of, and access to, vibrant cloud services.

## Licensing terms should be clear and intelligible.

**90%** of tech decision makers agree that software licensing terms should be explicitly clear



## Freedom to bring previously purchased software to the cloud.

**88%** of tech decision makers agree companies should be able to bring previously purchased software to the cloud



## Freedom to run on-premises software on the cloud provider of choice

**89%** of tech decision makers agree that companies should have the ability to run their on-premises software on the cloud of their choice



## Costs should be reduced through the efficient use of hardware

**nearly two-thirds** of tech decision makers say restrictive software licensing terms reduce the ability to take advantage of alternative services that would lower overall IT costs

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## Freedom from retaliation for choice of cloud service provider

**84%** of tech decision makers agree that software vendors should be prohibited from penalizing customers who use those vendors’ software on other providers’ cloud offerings



## Avoiding customer lock-in through interoperable directory software

**two in five** tech decision makers believe that licensing terms are limiting their ability to take advantage of a multi-cloud strategy

tech decision makers believe that licensing terms are limiting their ability to take advantage of a multi-cloud strategy



## Eliminate arbitrary and unequal software licensing fees in the cloud

**nearly half** of tech decision makers have experienced increased licensing costs associated with running software on third-party cloud providers

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## Permitted uses of software should be reliable and predictable

**one in three** tech decision makers have experienced unexpected changes to the scope of licenses, such as misleading terms, out-of-contract license changes, or failure to include reasonably expected terms

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## Licenses should cover reasonably expected software uses

**half** of tech decision makers have needed to repurchase licenses for cloud-based use

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