

Who Are the Best (and Worst) Software Vendors?

Written by Marco Attard
22 May 2015

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](#)