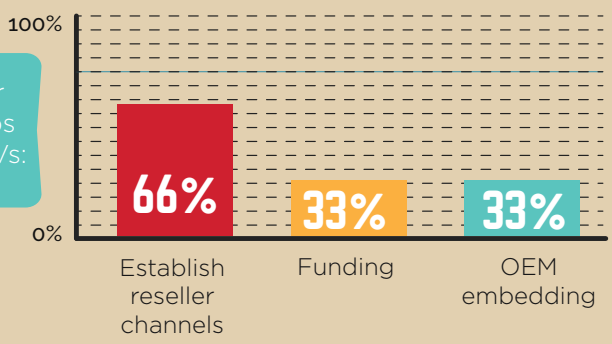
# Current state of the ISV community

We have interviewed top executives of ISVs across EMEA and APAC to understand how ISVs interact with other ISVs and what challenges they are facing. In this infographic we present our findings on critical elements of the ISV community: partnerships, business challenges and information sharing.

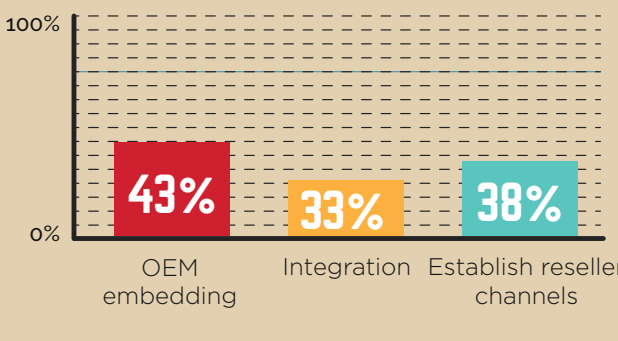
## ISV Partnerships

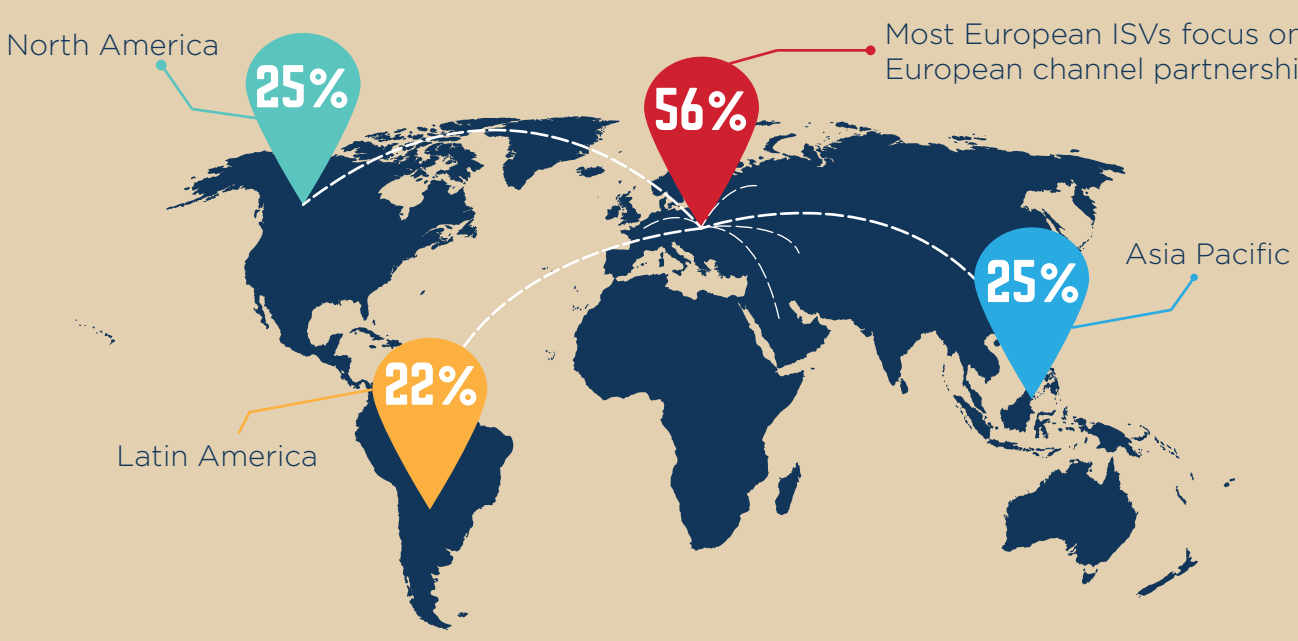
**58%** of the ISVs are interested in partnerships with other ISVs

Reason for partnerships for Asian ISVs:




Reason for partnerships for European ISVs:




## ISV Business Challenges

TOP 3 challenges of ISVs

**For European ISVs:**

01 Getting exposure to the target audience **33%**

02 International expansion **26%**

03 Getting access to industry information **17%**

**For Asian ISVs:**

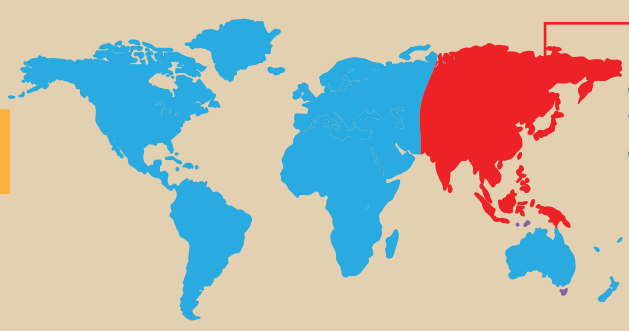
**56%** International expansion 01

**22%** Getting access to industry information 02

**22%** Attracting investors /obtaining funding 03

## ISV Investments

**36%** of the European ISVs would like extra exposure towards investors



**66%** of the Asian ISVs are looking for investments into their company

## How ISVs share their content

**most popular** channels for content distribution

**65%** Company website

**57%** Social media

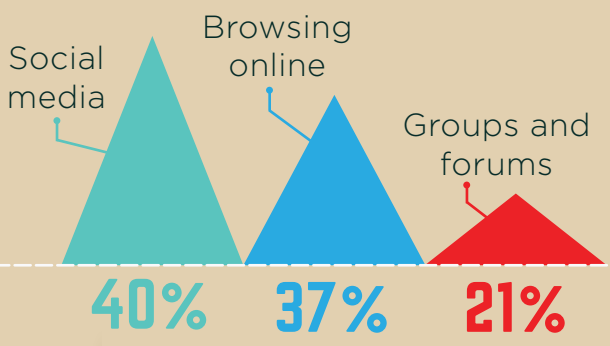
**17%** Industry publications

**21%** pay to have content syndicated

## ISV Data Access

**48%** of ISVs would like to gain access to information about other ISVs

**TOP THREE** channels ISVs use to gather ISV data:




**69%** perform their its own research to gain access to ISV data (which is inefficient and requires a big time investment)

**22%** even pay to get access to ISV data

**60%** do not get the desired amount of information about the ISV community.

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