



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.

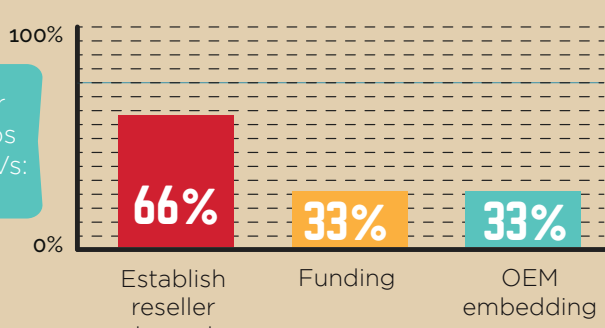
ISV Partnerships

58%

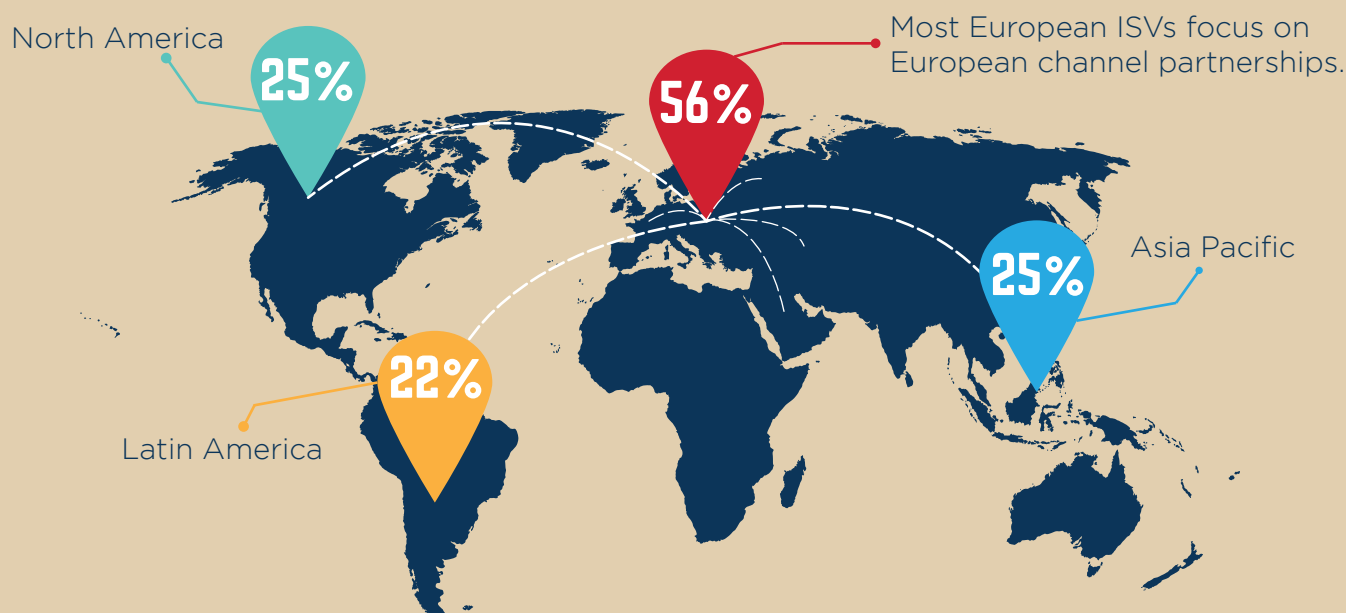
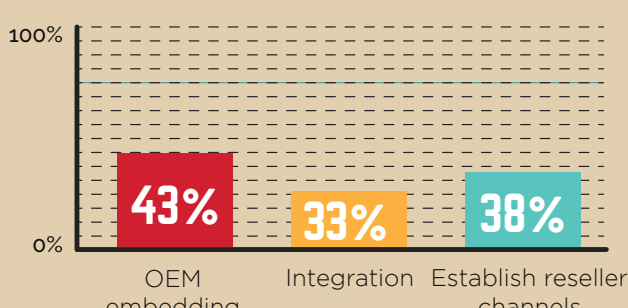


of the ISVs are interested in partnerships with other ISVs

Reason for partnerships for Asian ISVs:



Reason for partnerships for European ISVs:



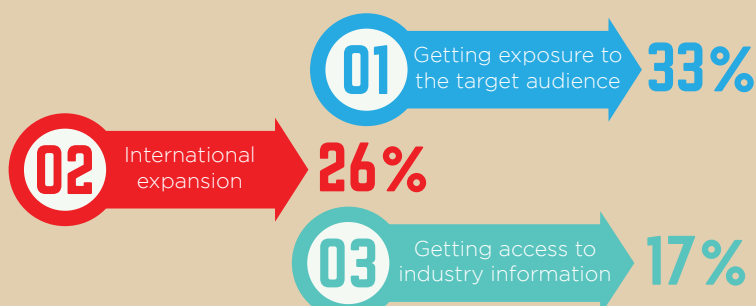
ISV Business Challenges



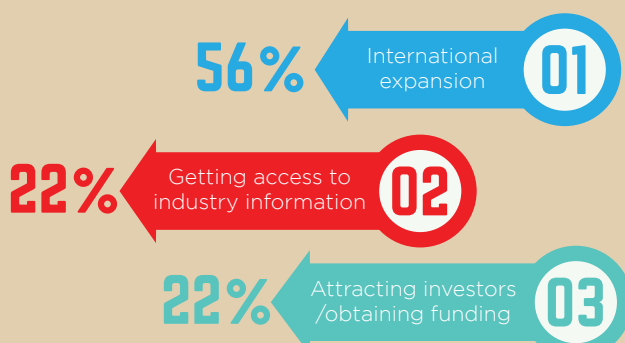
challenges of ISVs



For European ISVs:



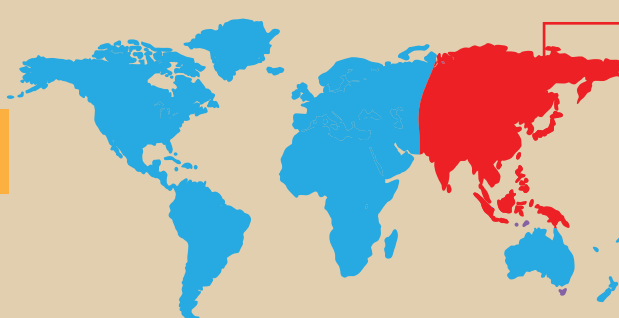
For Asian ISVs:



ISV Investments

36%

of the European ISVs would like extra exposure towards investors



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

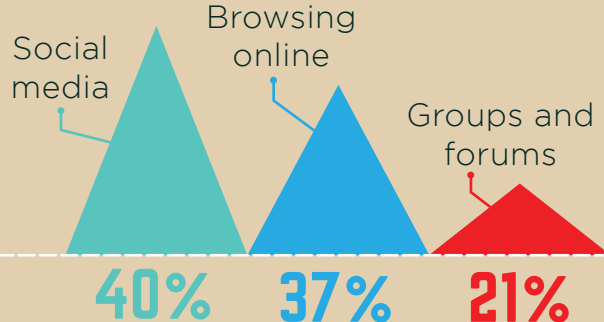
48%

of ISVs would like to gain access to information about other ISVs



TOP THREE

channels ISVs use to gather ISV data:



69%

perform their 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.

