

# **India License Management Market By Component (Software, Services (Professional Services (Deployment and Integration, Consulting, Support and Maintenance), Managed Services)), By Deployment Type (Cloud, On-Premises), By Application Area (Audit Services, Advisory Services, Compliance Management, License Entitlement & Optimization, Operations & Analytics, Software Inventory Management, Usage Monitoring, Others), By End-User (Information Technology, BFSI, Telecom, Retail & Consumer Goods, Healthcare, Media & Entertainment, Manufacturing, Others), By Region, Competition, Forecast and Opportunities, 2029**

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## **Abstracts**

India License Management Market is growing owing to increasing adoption of license management in banking, financial services, and insurance along with rising government regulations to eliminate the risk of piracy or unlicensed management software. The increasing cyber-attacks across various end-use industries have led to an increased focus on license management to overcome the situation and eliminate the risk of pirated software. Moreover, rising need of reducing software piracy and increasing demand to optimize software investments have further boosted the demand for License Management.

Software license management is a system that is used by companies across a wide

range of sectors to manage, regulate, and optimize software used internally. By automating software license entitlement and delivery, licensing management solutions help businesses make the most of their software spending.

Surging demand for safe and secure control distribution systems and advanced monitoring units is increasing the capability for license management. Many enterprises are adopting license management as a cost-effective solution. Moreover, the market is anticipated to be driven by rising demand for digital age networking, which enables businesses to progress towards digital transformation and produce new business outcomes by utilizing new digital age technologies like the internet of things (IoT), cloud computing, and artificial intelligence (AI) and thus relying on different software are driving the market. Additionally, software providers are increasingly auditing end-user software licenses to verify licensing compliance. Organization by comparing the number of software licenses purchased with the quantity presently are installed on the machines, which is expected to boost requirement of the India License Management Market in the forecast period.

License management is a potent tool that an organization employs to document and control its software licenses to ensure compliance with the software developer's license. It offers total business software usage transparency, that can optimize all licenses, reduce costs, and protect upcoming software investments. When a business buys, installs, or accesses software, a licensing agreement is formed between the second party and with the product's creator. These end-user license agreements (EULAs), which specify the licensor's rights, set forth the terms under which the product can be used, and are subjective to the organization to risks such as employee liabilities, data security violations, unanticipated costs associated with non-compliance, and unfavorable legal positions.

### The Growing Adoption of License Management in Banking, Financial Services, and Insurance

The banking, financial services, and insurance industries have a high adoption rate for license management software because they have strict internal and external service level requirements for their IT infrastructure. An organization must make sure that the end-user applications and business services adhere to the standards set out by the financial institutions to give their clients, greater security because this market sector interacts mostly with end users, who generate money for businesses. The number of cyberattacks on the BFSI industry is 300 times higher than that of other organizations. Security software that is constantly scanning for vulnerabilities is essential. Thus,

growing adoption of license management in banking, financial services, and insurance has anticipated the demand of license management in the Indian market.

### Increasing Demand to Optimize Software Investments

Optimization is crucial to the expanding trend as more businesses adopt cloud computing and go digital at every opportunity. Businesses are focusing on lowering operating expenses due to the ongoing erosion of their profit margins. Using licensing management software is an additional cost-saving strategy. Companies are always looking for strategies to increase software usage while reducing the losses brought on by licensing non-compliance. Moreover, licensing management enables organizations to control all contracts, agreements, license entitlements, and software inventories from a single location. By efficiently organizing and storing software agreements with licensing management software, businesses may safeguard themselves from unanticipated license payments and fines. The optimization of software's had provided an opportunity for companies to reduce the cost of licensing software through a variety of means, including fewer license purchases, avoiding fines for non-compliance, lowering renewals by doing away with shelfware maintenance, and optimizing volume discounts. Hence, increasing demand to optimize software investments are attributing the growth of India License Management Market.

### Growing Requirement for Audit-readiness among Organizations

One approach for assessing audit readiness is to conduct an enterprise-wide count assessment of the number of deployed software instances in the IT environment that correspond to the approved software instances being managed. Counts of recognized software instances can be compared to software licensing data in the licenses program. Businesses that have a strategy in place for managing their software assets prosper as software audits increase in frequency. Due to factors including cost hikes, fines, and the possibility for compliance issues, the finest software license management solutions are thus required. The software licensing management tool conduct influencing studies to establish how many software licenses the user needs to make sure the license is used properly. Therefore, growing requirement for audit-readiness among organizations are propelling the growth of India License Management Market in the forecasting period.

### Government Initiative Proliferating the License Management

The government of India has started several initiatives and regulations for reducing and eliminating the presence of pirated software in the market. Government strict rules and

regulations are one of the key fundamental factors for the growth in the license management market. Moreover, software providers are facing a huge substation in revenue due to piracy. As pirated software proliferate the risk of cybersecurity attacks and malware which is significant for any individual and organizations. Most of the enterprises such as IT, media & entertainment and manufacturing industries are worst affected. For instance, recently the Israel based diamond technology company filed the case, under which, raids were conducted where five companies in Gujarat have been found guilty of copyright infringement and unlawful use of a software's pirated version. The court ordered the removal of the pirated software which was widely used in the industry. Furthermore, ministry of Communications, department of telecommunications (DoT) has simplified the licensing activities by implementing paperless online license management system and integrated functions related to license and registration. The adoption of smart license management is enhancing uptime making modern businesses more competitive and limiting intervention cost with advanced programming of load cycle and improve sustainable capabilities. Therefore, rising government initiative has led to the growth of License Management in the Indian market.

## Market Segmentation

India License Management Market is segmented into component, deployment type, application area, end-user, and region. Based on component, the market is bifurcated into software and service. The service market is further segmented into professional services and managed services. Based on deployment type, the market is segmented into clouds and on-premises. Based on application area, the market is categorized into audit services, advisory services, compliance management, license entitlement & optimization, operations & analytics, software inventory management, usage monitoring, and others. Based on end-user, the market is bifurcated into information technology, BFSI, telecom, retail & consumer goods, healthcare, media & entertainment, manufacturing, and others.

## Market Player

IBM-Aspera Technologies, Oracle India Corporation, Cherwell Software LLC, Flexera Software LLC, DXC Technology Corporation, Quest Software Private Limited, Snow Software AB, Gemalto Digital Security Private Limited, ServiceNow Inc., USU Software AG are among the major players that are driving the growth of the India License Management market.

## Report Scope:

In this report, the India License Management market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

India License Management Market, By Component:

Software

Services

Professional Services

Deployment and Integration

Consulting

Support and Maintenance

Managed Services

India License Management Market, By Deployment Type:

Cloud

On-Premises

India License Management Market, By Application Area:

Audit Services

Advisory Services

Compliance Management

License Entitlement & Optimization

Operations & Analytics

Software Inventory Management

Usage Monitoring

Others

India License Management Market, By End-User:

Information Technology

BFSI

Telecom

Retail & Consumer Goods

Healthcare

Media & Entertainment

Manufacturing

Others

India License Management Market, By Region:

East India

West India

North India

South India

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the India License Management market.

*India License Management Market By Component (Software, Services (Professional Services (Deployment and Integr...*

#### Available Customizations:

India License Management market report with the given market data, Tech Sci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

#### Company Information

Detailed analysis and profiling of additional market players (up to five).

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