

UNFAIR PRACTICES

Unfair legacy software licences are restricting businesses' journey to the cloud.

1 UNFAIR PRACTICES RESTRICT CHOICE

Customer choice is restricted as alternative cloud options become technically or financially non-viable.



2 UNFAIR PRACTICES CHILL INNOVATION

Unfair software licences make it harder for businesses to select the best available technology to create new products and services.



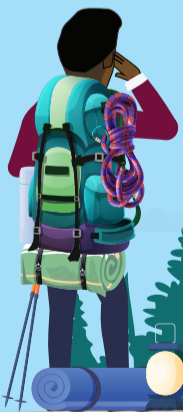
3 UNFAIR PRACTICES INCREASE COSTS

Offers tied to dominant software create lock-in and increase costs.



4 UNFAIR PRACTICES SLOW GROWTH

Businesses miss out on newer, better, faster ways to serve customers and drive growth.



Adoption of technology-neutral, fair licensing principles frees businesses to utilise the cloud to their best advantage. Find out more and join us at www.fairsoftware.cloud



FairSoftware.Cloud