

## 6 Stats To Support Your Move To Subscription Business Models

Subscription business models are quickly becoming the new normal for B2B companies.

In nearly every industry across the globe, there is a growing demand for subscription-based business models. Whether hardware- or software-based, an increasing number of companies are embracing the unprecedented level of flexibility and customization that subscription models provide. If you're on the fence about offering subscription models, here are a few stats that you may want to consider.

1 Companies that move to subscription see a



**20-50%**  
average increase  
in revenue

*McKinsey*

2 Over the past 8 years,  
subscription  
businesses  
have grown



**6x  
faster**  
than the  
S&P 500

*Zuora*

3 An estimated  
**80%** of historical  
software vendors  
.....  
now offer subscription models

*Gartner*



4 Subscription models  
will account for



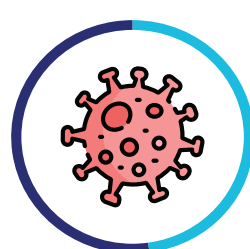
**58%**

.....  
of software  
revenue by 2023  
.....

*IDC*

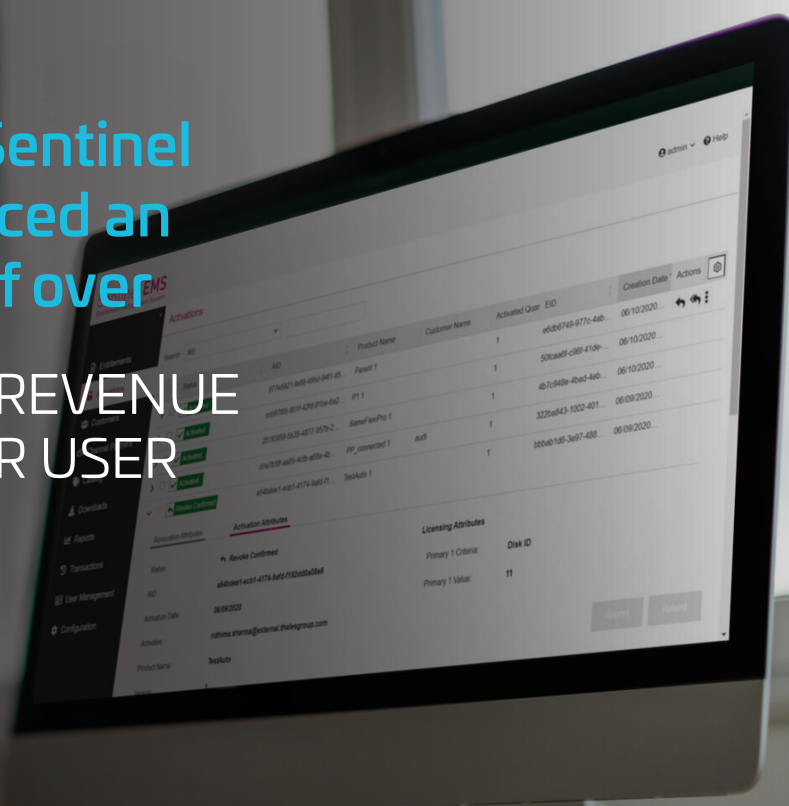
5 Despite the economic impact  
of the global pandemic,  
**80%** of subscription companies  
experienced growth in 2020

*Zuora*



6 After switching to  
subscription, one Sentinel  
customer experienced an  
average increase of over

**177%** IN REVENUE  
PER USER



Want to start offering  
subscription-based business  
models to your customers?

[Get in touch](#)