

Offering Industrial Automation Software? Don't Miss Revenue



Industrial automation software sales can significantly increase revenue beyond hardware.

However, most industrial automation providers don't monetize software at scale, missing out on the growth potential at their fingertips.

Here is the status of industrial automation monetization, and information on how companies can leverage software for sustainable revenue.

Industrial Software Growth Today

What's the status?*



Most Industrials Sell Software

About **98%** of surveyed companies sell software or intend to within a year



Yet They Lack a Growth Strategy

Enterprise value growth can reach **150%** with the right software monetization infrastructure

How Software Monetization Increases Revenue for Industrial Automation Companies

There are 3 ways that industrial automation software offerings can be a primary lever for revenue growth. By implementing a strategic software monetization plan, you can:

- 1 Capture Growth Opportunities**
Hardware commoditization and margin pressure are pushing OEMs toward recurring, software-based revenue.
- 2 Meet Customer Expectations**
Users expect streamlined software delivery, with ongoing functionality updates, predictive maintenance, and remote optimization. If you don't offer these online functionalities, you risk customer churn.
- 3 Stay on Top of the Competition**
Software features expand your machinery capabilities. By offering more value, you foster customer loyalty and increase sales.

*McKinsey & Company, "What it takes for industrial companies to unlock software value," April 15, 2025

Scale Your Software to Drive Revenue

When you establish a software monetization infrastructure and strategy, you can:

- Add recurring revenue streams alongside hardware sales**
Generate recurring revenue by licensing software features, updates, and services – without engineering.
- Provide customer-centric pricing and packaging**
Expand access without hardware configuration or contract changes
- Take advantage of usage data insights**
Alert sales of expansion opportunities and inform product roadmap plans.
- Prevent revenue leakage**
Every copy should be a paid copy, and IP is safeguarded.

Explore Industrial Software Monetization

Find out more about a software monetization infrastructure that automates every stage, spanning protection, license creation, tailored packaging, and customer-usage insights.

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THALES

Sentinel Software Monetization

The leading software licensing platform built for revenue growth.