Reason 1        Reason 2        Reason 3
Does not interact well with other applications  Other
Reasons users want to leave Finale

Reason 1
Bugs
Bugs
Bugs
Bugs
Bugs
Bugs
Changes/updates made to software that are not desirable
Does not interact well with other applications
Does not interact well with other applications
Hard to use and/or big learning curve
Other
Other
Lack of technical support
Not enough features
Other software has been recommended by colleagues
Other software has been recommended by colleagues
Other software has been recommended by colleagues
Other software has been recommended by colleagues
Other software has been recommended by colleagues
Playback not good enough
Software not professional enough
Want to try something new
Reason 2
Changes/updates made to software that are not desirable
Does not interact well with other applications
Hard to use and/or big learning curve
Not compatible with current or new device
Other software has been recommended by colleagues
Want to try something new
Lack of technical support
Playback not good enough

Not enough features

Playback not good enough
Price
Want to try something new
Want to try something new

Want to try something new
Other
Reason 3
Other software has been recommended by colleagues
Other software has been recommended by colleagues
Other software has been recommended by colleagues
Other software has been recommended by colleagues
Price

Software company's developers or management have changed
Price

Want to try something new
Want to try something new
Want to try something new
Other

Other
<table>
<thead>
<tr>
<th>Reason 1</th>
<th>Reason 2</th>
<th>Reason 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Does not interact well with other applications</td>
<td>Not enough features</td>
<td>Playback not good enough</td>
</tr>
<tr>
<td>Does not interact well with other applications</td>
<td>Playback not good enough</td>
<td>Want to try something new</td>
</tr>
<tr>
<td>Does not interact well with other applications</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hard to use and/or big learning curve</td>
<td>Not enough features</td>
<td>Want to try something new</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Reason 1</td>
<td>Reason 2</td>
<td>Reason 3</td>
</tr>
<tr>
<td>-----------------</td>
<td>----------------------</td>
<td>----------------------------------</td>
</tr>
<tr>
<td>Bugs</td>
<td>Not enough features</td>
<td>Want to try something new</td>
</tr>
<tr>
<td>Not enough features</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Not enough features</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>Want to try something new</td>
<td></td>
</tr>
<tr>
<td>Playback not good enough</td>
<td></td>
<td>Want to try something new</td>
</tr>
<tr>
<td>Software not professional enough</td>
<td></td>
<td>Want to try something new</td>
</tr>
<tr>
<td>Want to try something new</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Reason 1</td>
<td>Reason 2</td>
<td>Reason 3</td>
</tr>
<tr>
<td>----------</td>
<td>----------</td>
<td>----------</td>
</tr>
<tr>
<td>Hard to use and/or big learning curve</td>
<td>Not enough features</td>
<td>Software not professional enough</td>
</tr>
</tbody>
</table>
Reason 1

Bugs
Bugs
Bugs
Bugs
Bugs
Bugs
Bugs
Changes/updates made to software that are not desirable
Changes/updates made to software that are not desirable
Changes/updates made to software that are not desirable
Changes/updates made to software that are not desirable
Changes/updates made to software that are not desirable
Changes/updates made to software that are not desirable
Does not interact well with other applications
Does not interact well with other applications
Hard to use and/or big learning curve
Hard to use and/or big learning curve
Hard to use and/or big learning curve
Hard to use and/or big learning curve
Hard to use and/or big learning curve
Hard to use and/or big learning curve
Lack of technical support
Lack of technical support
Not compatible with current or new device
Not enough features
Not enough features
Not enough features
Not enough features
Not enough features
Not enough features
Software not professional enough
Other software has been recommended by colleagues
Other software has been recommended by colleagues
Other software has been recommended by colleagues
Outgrown the software
Playback not good enough
Price
Price
Price
Other
Software company's developers or management have changed

Want to try something new
Reason 2
Changes/updates made to software that are not desirable
Lack of technical support
Other software has been recommended by colleagues
Other software has been recommended by colleagues
Outgrown the software
Price
Software company's developers or management have changed
Not enough features
Other software has been recommended by colleagues
Playback not good enough
Price
Software company's developers or management have changed

Other software has been recommended by colleagues
Playback not good enough
Lack of technical support
Lack of technical support
Lack of technical support
Other software has been recommended by colleagues
Other software has been recommended by colleagues
Other software has been recommended by colleagues
Software company's developers or management have changed
Price
Software company's developers or management have changed
Price
Other software has been recommended by colleagues
Other software has been recommended by colleagues
Other software has been recommended by colleagues
Other software has been recommended by colleagues
Outgrown the software
Outgrown the software
Product being discontinued

Software company's developers or management have changed
Software company's developers or management have changed
Want to try something new

Software company's developers or management have changed
Product being discontinued
Software company's developers or management have changed
Software not professional enough
Other
Reason 3
Software company's developers or management have changed
Other
Software company's developers or management have changed
Want to try something new
Software company's developers or management have changed
Want to try something new
Want to try something new
Software company's developers or management have changed
Outgrown the software
Software company's developers or management have changed
Software company's developers or management have changed
Outgrown the software
Software company's developers or management have changed
Other
Want to try something new
Software company's developers or management have changed
Other
Want to try something new
Software company's developers or management have changed
Software company's developers or management have changed
Want to try something new
Software company's developers or management have changed
Want to try something new
Software company's developers or management have changed
Want to try something new
Software company's developers or management have changed
Engraving quality
Software has bad reputation
Software not professional enough
Want to try something new
Want to try something new
Software company's developers or management have changed
Software company's developers or management have changed
Want to try something new
Software company's developers or management have changed
Want to try something new
Software company's developers or management have changed
Outgrown the software
Software company's developers or management have changed
Other
Want to try something new
Price
Price
Price
Outgrown the software
Software company's developers or management have changed
Other
Want to try something new
Software not professional enough
<table>
<thead>
<tr>
<th>Reason 1</th>
<th>Reason 2</th>
<th>Reason 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bugs</td>
<td>Changes/updates made to software that are not desirable</td>
<td></td>
</tr>
<tr>
<td>Not enough features</td>
<td>Software not professional enough</td>
<td>Other</td>
</tr>
</tbody>
</table>