Software Advice™

Pricing Guide

Customer Relationship Management

Here's What We'll cover

- Pricing Models

- Pricing Ranges

- Unexpected Costs

- Pricing of Popular Systems

Three Common Pricing Models

Perpetual License

An upfront sum for the license to own the software and use it in perpetuity. This is the more traditional model and is most common with on-premise applications.

Subscription

A monthly fee to use the software for a specific amount of time. Subscription pricing became popular with the advent of Software as a Service (SaaS).

Open Source

Licenses are usually free of charge, which reduces upfront costs. Implementation, integration and ongoing maintenance, however, can be major expenses.

Comparing Costs by Pricing Model

	Upfront Costs	Recurring Costs	Other Costs
Perpetual License	⬆️	⬇️	➡️
Subscription	⬇️	⬆️	⬇️
Open Source	⬇️	➡️	⬆️

Perpetual License Costs

Upfront Costs

- Perpetual license fee
- Customizations
- Installation/setup
- Integration with existing systems

Recurring Costs

- Maintenance (updates, patches & upgrades)
- Premium support services

⚠ *Customization and integration costs can be significant—often as much or more than the software—if you choose to change the software substantially.*

Subscription Costs

Upfront Costs

• Customizations

• Installation/setup

• Integration with existing systems

Recurring Costs

• Subscription fee

• Premium support services

⚠ *Customization and integration costs are often less costly simply because SaaS systems have not provided as much flexibility in this area. Although that is changing as SaaS systems evolve.*

Free & Open Source Costs

Upfront Costs

- Customizations
- Installation/setup
- Integration with existing systems

Recurring Costs

- Maintenance (updates, patches and upgrades)
- In-house or outsourced IT consultants

⚠ *Open-source software is typically free to download and develop. Customization, integrations, ongoing maintenance and upgrades, however, can incur major costs.*
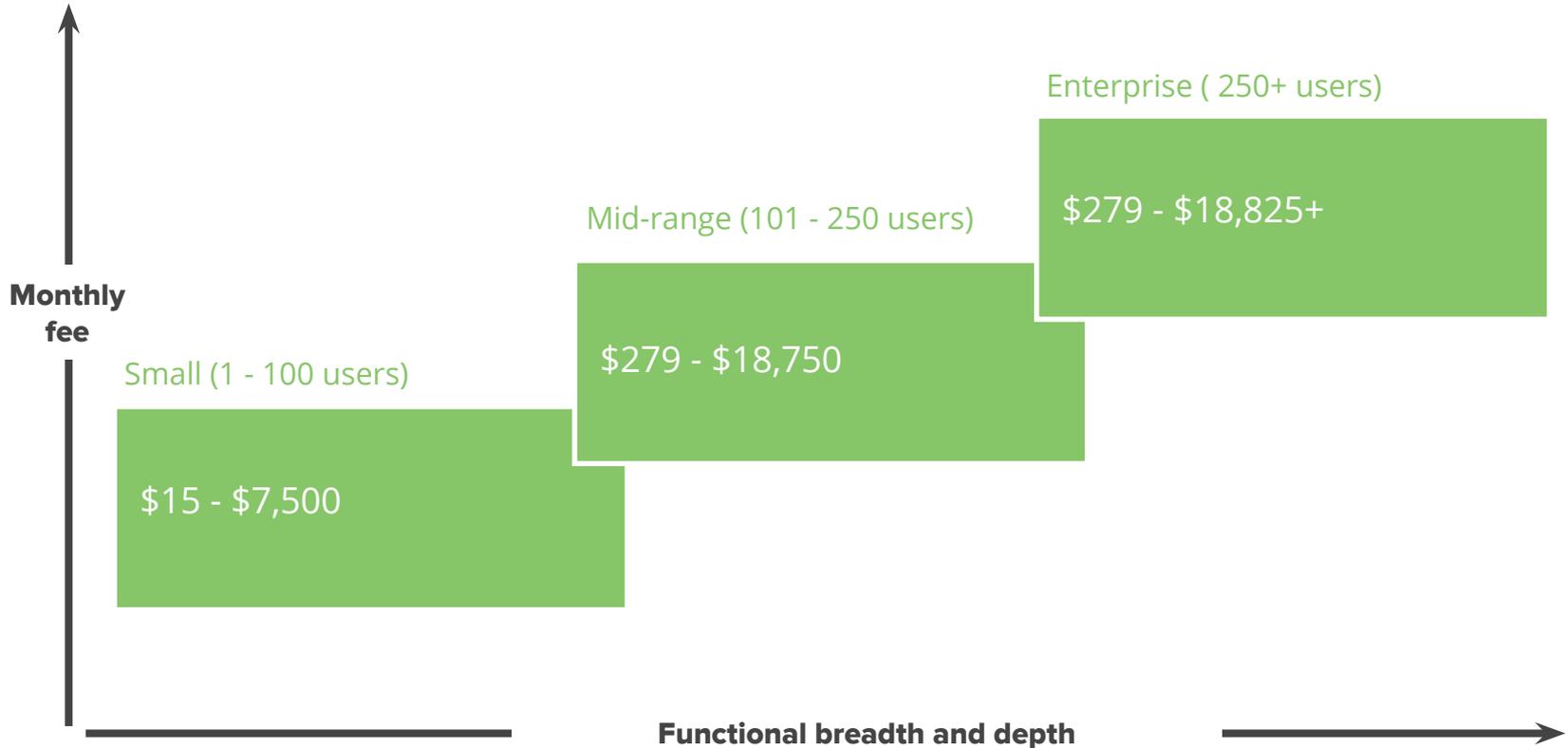
Total Cost of Ownership

While a perpetual license may cost more upfront, the total cost of ownership typically converges with subscription packages in about 7-10 years.
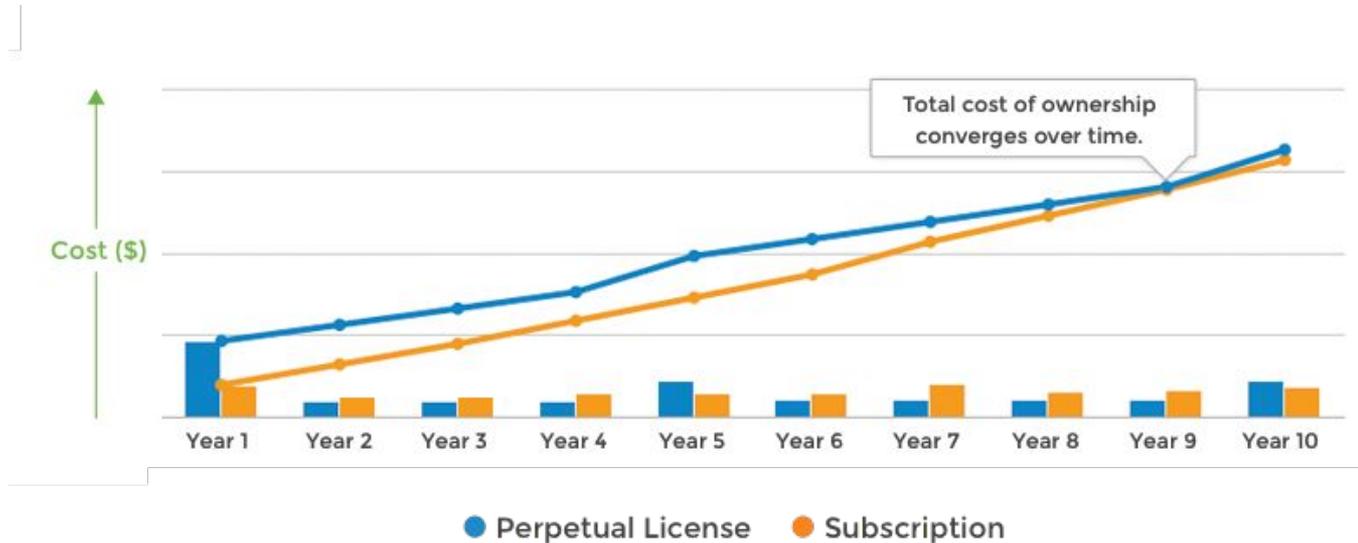
Visit our Total Cost of Ownership Calculator for a more detailed estimate.

Subscription Price Ranges

Often Overlooked Costs

Data Migration

While this can be done in-house, most will want to pay the vendor to transfer data.

Training

Web-based training is often included, but vendors will charge for in-person training.

Hardware & IT

This can be a major expense for on-premise software buyers that need their own servers.

Maintenance & Upgrades

This can be a major expense for on-premise software buyers that need their own servers.

Pricing for Popular Packages

PRODUCT	PRICING MODEL	Small (1 - 100 users)	Mid-range (101 - 250 users)	Enterprise (more than 250 users)
Pipedrive[1]	Subscription /mo	$15 - $1500	$1,515 - $3,750	$3,765+
Agile CRM[2]	Subscription /mo	$15 - $1500	$1,515 - $3,750	$3,765+
amoCRM[3]	Subscription /mo	$15 - $1500	$1,515 - $3,750	$3,765+
ActiveCampaign[4]	Subscription /mo	$15 - $279	$279	$279
Zoho CRM[5]	Subscription /mo	$18 - $1,800	$1,818 - $4,500	$4,500+
Cooper[6]	Subscription /mo	$24 - $6,900	$6,969 - $17,250	$17,319+
Nimble[7]	Subscription /mo	$25 - $2,500	$2,525 - $6,250	$6,275+
Salesforce[8]	Subscription /mo	$25 - $7,500	$7,575 - $18,750	$18,825+

Pricing for Popular Packages Continued

PRODUCT	PRICING MODEL	Small (1 - 100 users)	Mid-range (101 - 250 users)	Enterprise (more than 250 users)
Daylite[9]	Subscription /mo	$29 - $2,900	$2,929 - $7,250	$7,279+
PipelineDeals[10]	Subscription /mo	$29 - $2,900	$2,929 - $7,250	$7,279+
Close.io[11]	Subscription /mo	$65 - $6,500	$6,565 - $16,250	$16,315+
Prophet CRM[12]	Subscription /mo	$125- $2,500	$2,525 - $6,250	$6,275+
OnContact[13]	Subscription /mo	$195 - $6,500	$6,565 - $16,250	$16,315+
	Perpetual License fee	$3,885 - $129,500	$130,795 - $323,750	$325,045+
Act-On[14]	Subscription /mo	$900 - $2,000	N/A	N/A

Sources of Pricing Data

The pricing information included in this presentation was collected from the vendors' websites in December 2018. Software Advice is not in a position to provide detailed price quotes on behalf of these vendors, and this data should not be considered as such. The information is simply a compilation of what is publicly available online. Buyers should contact the software vendor for actual pricing. Below is a list of sources for where this information was collected:

1. https://www.pipedrive.com/en/pricing
2. https://www.agilecrm.com/pricing
3. https://www.amocrm.com/buy/tariff/
4. https://www.activecampaign.com/pricing/
5. https://www.zoho.com/crm/zohocrm-pricing.html
6. https://www.copper.com/pricing
7. https://www.nimble.com/pricing/
8. https://www.salesforce.com/editions-pricing/sales-cloud/
9. https://www.marketcircle.com/pricing
10. https://www.pipelinedeals.com/pricing
11. https://close.io/pricing/
12. https://www.prophetcrm.com/pricing/
13. https://www.oncontact.com/pricing/
14. https://www.act-on.com/pricing/

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