

PRICING GUIDE

CUSTOMER RELATIONSHIP MANAGEMENT SOFTWARE

Software Advice®

HERE'S WHAT WE'LL COVER



PRICING MODELS



PRICING RANGES



UNEXPECTED COSTS



PRICING OF POPULAR SYSTEMS



NAVIGATE USING THE MENU BELOW



OVERVIEW	THREE COMMON PRICING MODELS	COMPARING COSTS: PRICING MODEL	PERPETUAL LICENSE COSTS	SUBSCRIPTION COSTS	FREE & OPEN SOURCE COSTS
TOTAL COST OF OWNERSHIP	SUBSCRIPTION PRICE RANGES	OFTEN OVERLOOKED COSTS	PRICING FOR POPULAR PACKAGES	SOURCES OF PRICING DATA	LEARN MORE

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

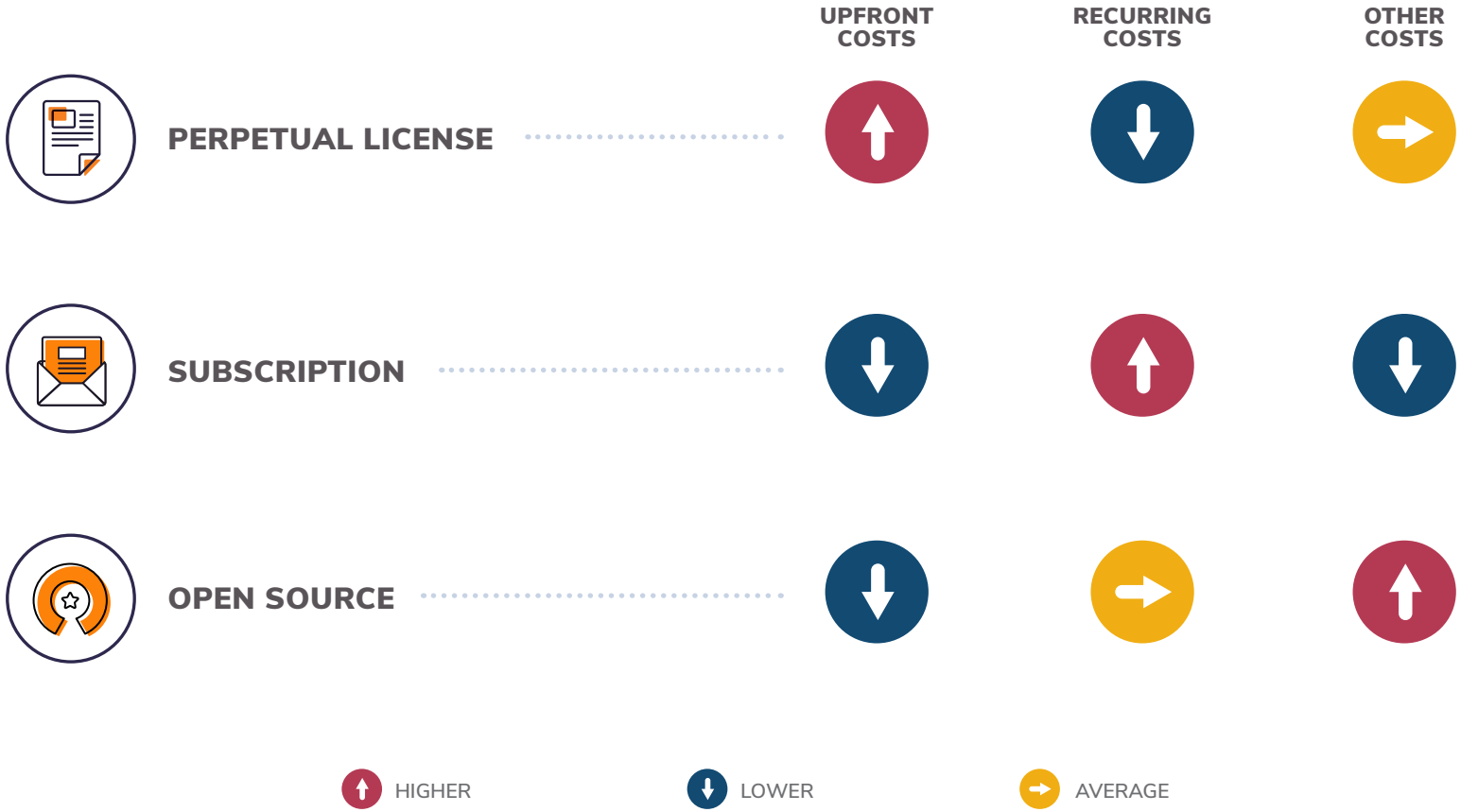
A monthly fee to use the software for a specific amount of time. Subscription pricing became popular with the advent of Software-as-a-Service (SaaS).



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



PERPETUAL LICENSE COSTS



UPFRONT COSTS

- Perpetual license fee
- Customization
- 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 as or more than the software—if you choose to change the software substantially.

SUBSCRIPTION COSTS



UPFRONT COSTS

- Customization
- 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

- Customization
- Installation/setup
- Integration with existing systems



RECURRING COSTS

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

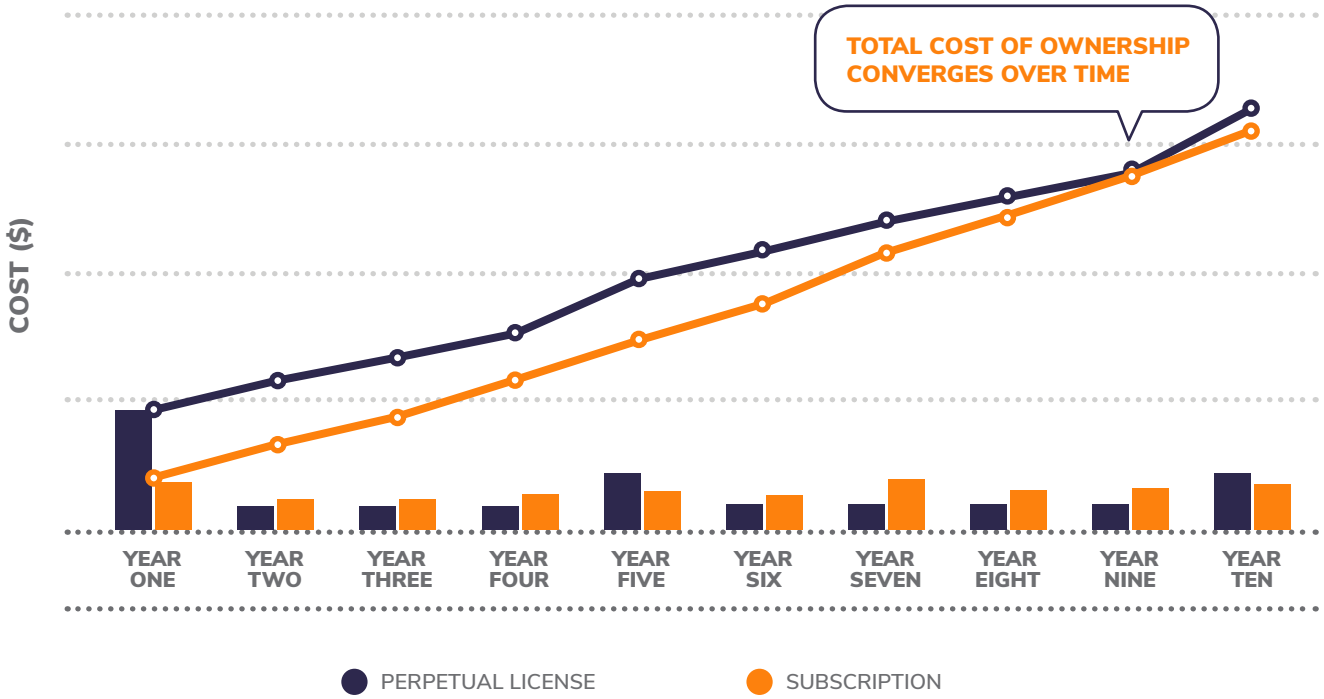


Open source software is typically free to download and develop. Customization, integrations, ongoing maintenance, and upgrades, however, can incur major costs.

TOTAL COST OF OWNERSHIP FOR SOFTWARE

The bars show the cost per year for a **license** or **subscription** deployment. Those costs accumulate each year as illustrated by the lines, which tend to converge after 7-10 years.

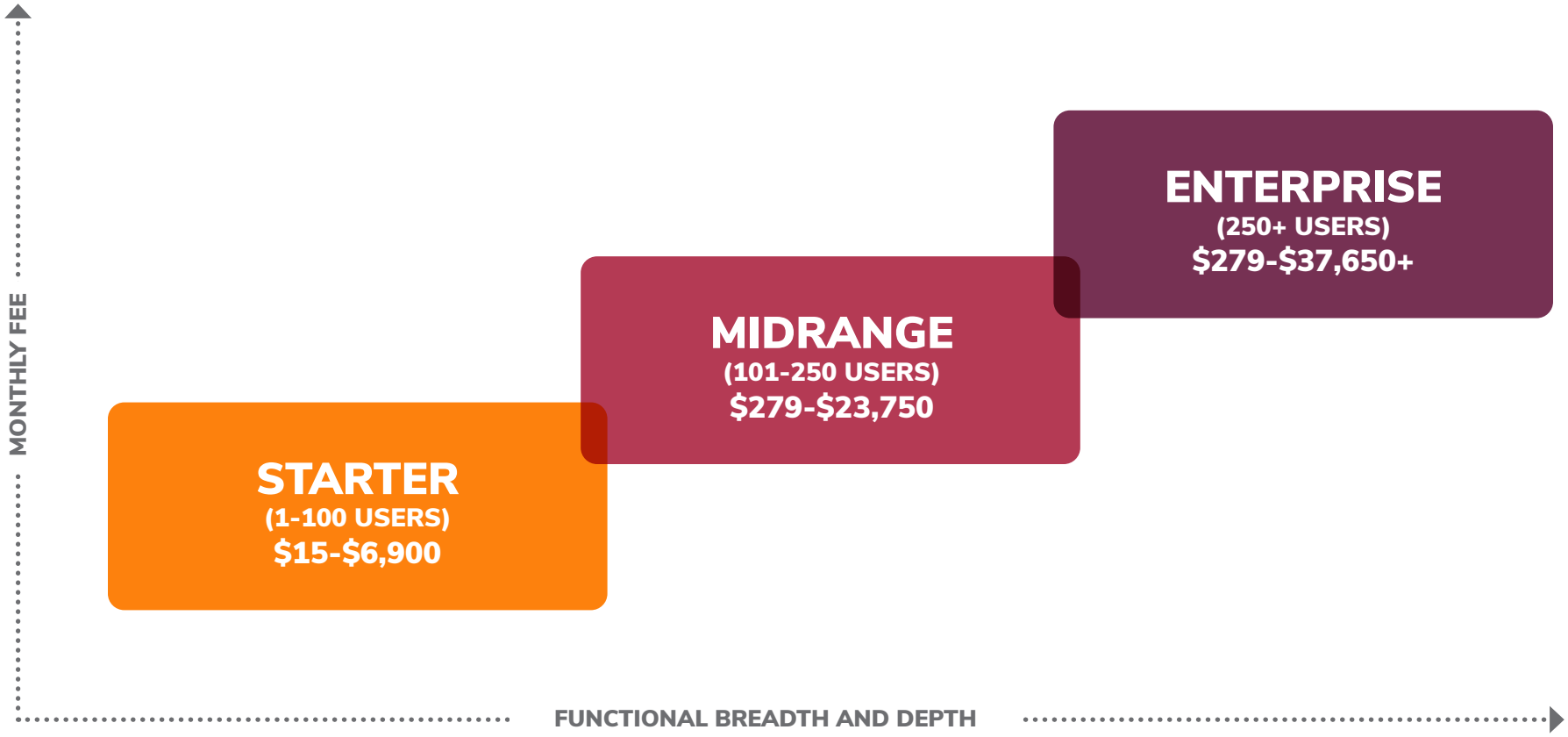
- A **perpetual license** for software typically costs more in the first year, with occasional costs for major upgrades within 5-10 years.
- A **subscription model** further spreads out the total cost and may include additional costs for upgrades beyond the first year.



Visit our **TOTAL COST OF OWNERSHIP CALCULATOR** for a more detailed estimate.

CALCULATOR

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

Be sure to ask the vendor if they charge for updates, patches, upgrades, and other maintenance events.

PRICING FOR POPULAR PACKAGES

PRODUCT	PRICING MODEL	FREE VERSION	STARTER (1-100 USERS)	MIDRANGE (101-250 USERS)	ENTERPRISE (250+ USERS)
ActiveCampaign	Subscription /mo	No	$70-$279*	$279	$279+
Agile CRM	Subscription /mo	Yes	$15-$1,500*	$5,050-$12,500	$20,800+
amoCRM	Subscription /mo	No	$15-$1,500	$2,525-$6,250	$11,295+
Close CRM	Subscription /mo	No	$35-$6,500*	$9,595-$23,750	$36,395+
Copper	Subscription /mo	No	$24-$6,900*	$6,969-$17,250	$17,319+
Daylite	Subscription /mo	No	$29-$2,900*	$2,929-$7,250	$7,279+
Gold-Vision CRM	Subscription /mo	No	$300-$6,000	$6,060-$15,000	$15,060+

*Annual pricing discount is available.

PRICING FOR POPULAR PACKAGES
CONTINUED

PRODUCT	PRICING MODEL	FREE VERSION	STARTER (1-100 USERS)	MIDRANGE (101-250 USERS)	ENTERPRISE (250+ USERS)
Nimble	Subscription /mo	No	$25-$2,500*	$2,525-$6,250	$6,275+
OnContact	Subscription /mo	No	$120-$4,000	$7,070-$17,500	$17,570+
	Perpetua License Fee	No	$3,885-$129,500	$130,795-$323,750	$325,045+
Pipedrive	Subscription /mo	No	$1-$1,500*	$2,929-$7,250	$14,809+
PipelineDeals	Subscription /mo	No	$29-$2,900*	$3,939-$9,750	$14,809+
Salesforce Sales Cloud	Subscription /mo	No	$25-$2,500	$7,575-$18,750	$37,650+

*Annual pricing discount is available.

SOURCES OF PRICING DATA

1. ACTIVECAMPAIGN
2. AGILE CRM
3. AMOCRM
4. CLOSE
5. COPPER
6. GOLD-VISION
7. NIMBLE
8. PIPEDRIVE
9. PIPELINEDEALS
10. SALESFORCE
11. MARKET CIRCLE
12. WORKWISE

The pricing information included in this presentation was collected from the vendors' websites in October 2019. The pricing presented begins with the lowest monthly pricing (not including annual discounts) for packages that include the core functionality for a software category. For midrange and enterprise costs, we list pricing for more advanced packages (per user, when available) that also include the core features. 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.

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GET FREE QUOTES

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FREE CONSULTATION

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