

Software Advice™ 

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# Pricing Guide

VOIP

# 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

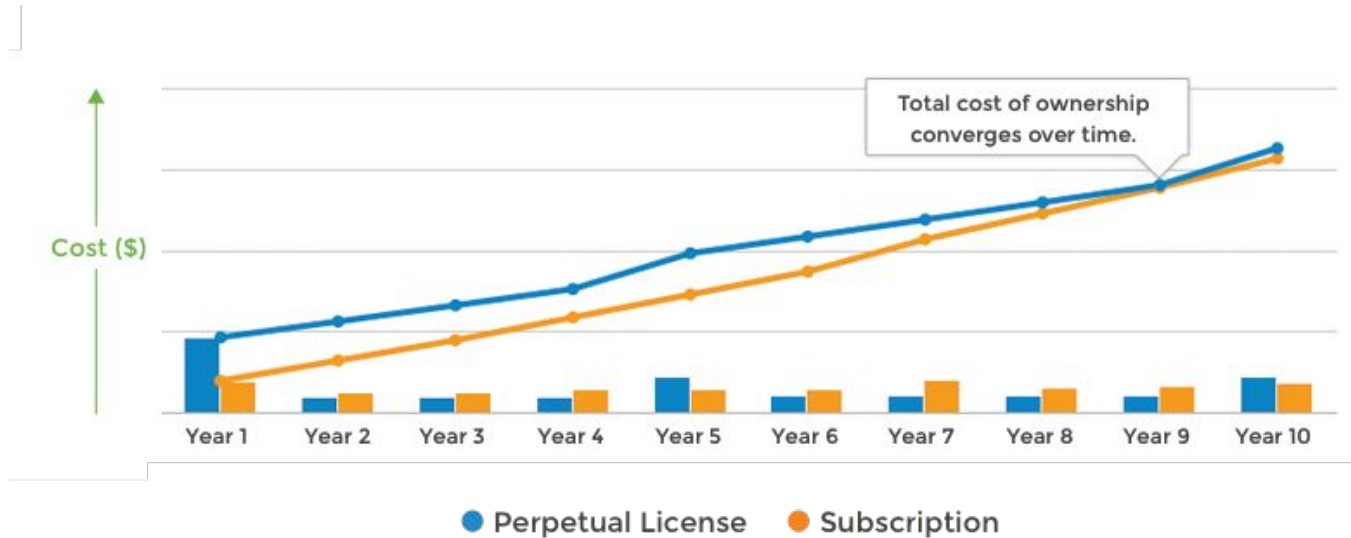
- Maintenance (updates, patches and upgrades)
- In-house or outsourced IT consultants



*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

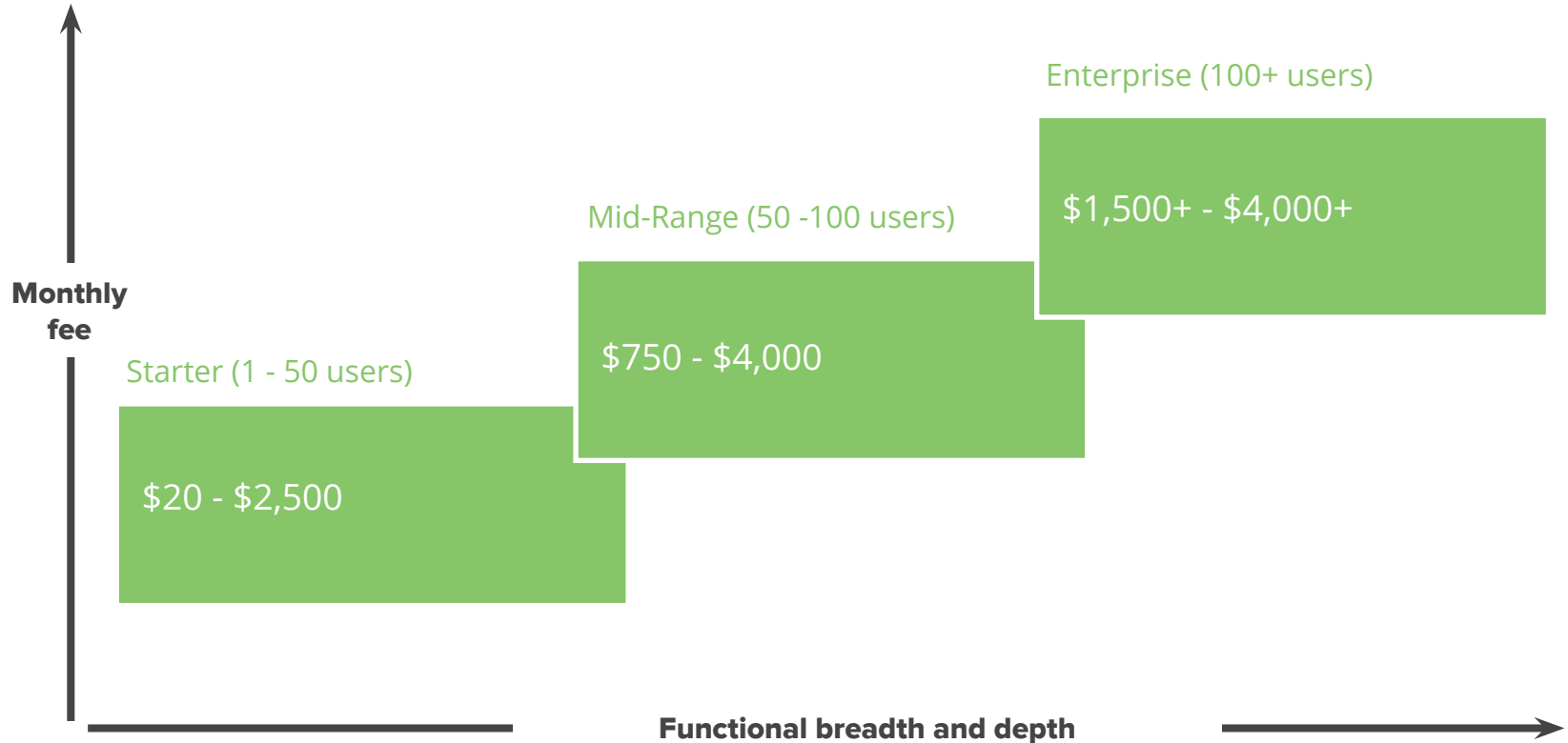
While a perpetual license may cost more upfront, the total cost of ownership typically converges with subscription packages in about 7-10 years.



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	Starter (1 - 50 users)	Mid-Range (50 -100 users)	Enterprise (100+ users)
<b>Vonage Business Solutions</b> <sup>1</sup>	Subscription /mo	\$20 - \$750	\$750 - \$1,500	\$1,500+
<b>Dialpad</b> <sup>2</sup>	Subscription /mo	\$20 - \$1,000	\$1,000 - \$2,000	\$2,000+
<b>Virtual Office by 8x8</b> <sup>3</sup>	Subscription /mo	\$25 - \$1,250	\$1,250 - \$2,500	\$2,500+
<b>Jive</b> <sup>4</sup>	Subscription /mo	\$30 - \$1,000	\$1,000 - \$2,000	\$2,000+
<b>Nextiva Office</b> <sup>5</sup>	Subscription /mo	\$35 - \$1,250	\$1,250 - \$2,200	\$2,200+
<b>Digium Switchvox</b> <sup>6</sup>	Subscription /mo	\$35 - \$750	\$750 - \$1,500	\$1,500+
<b>Ring Central</b> <sup>7</sup>	Subscription /mo	\$40 - \$1,750	\$1,750 - \$3,500	\$3,500+
<b>Adobe Connect</b> <sup>8</sup>	Subscription /mo	\$50 - \$2,500	N/A	N/A
<b>Aircall</b> <sup>9</sup>	Subscription /mo	\$120 - \$2,000	\$2,000 - \$4,000	\$4,000+
<b>Highfive</b> <sup>10</sup>	Subscription /mo	\$199 - \$1,100	\$1,100 - \$1,600	\$1,600+

# Pricing based on number of Sim Calls\*

PRODUCT	PRICING MODEL	4 - 8 Sim Calls	16 - 32 Sim Calls	64 - 128 Sim Calls
<b>3CX<sup>11</sup></b>	Subscription /year	\$188 - \$295	\$675 - \$1,295	\$2,595 - \$4,995
<b>3CX<sup>12</sup></b>	Perpetual License fee	\$469 - \$738	\$1,688 - \$3,238	\$6,488 - \$12,488

\*As noted on the vendor website (see sources page), 1 sim call per 3 - 4 extensions is sufficient.

# 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.vonage.com/business/what-we-do/products/essentials/plans/>
2. <https://www.dialpad.com/pricing>
3. <https://www.8x8.com/cloud-phone-systems/virtual-office-editions/plans-and-pricing>
4. <https://jive.com/pricing/>
5. <https://www.nextiva.com/products/business-phone-service.html#tabs>
6. <https://www.digium.com/products/business>
7. <https://www.ringcentral.com/office/plansandpricing.html>
8. <http://buyconnect.adobe.com/store/adbecnn/Content/pbpage.LandingPage#info-meeting>
9. <https://aircall.io/pricing/>
10. <https://highfive.com/pricing>
11. <https://www.3cx.com/ordering/pricing/>
12. <https://www.3cx.com/ordering/pricing/perpetual/>

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