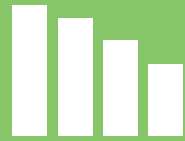


# Pricing Guide

## Call Center Software

# Here's What We'll Cover



Pricing  
models



Pricing  
ranges

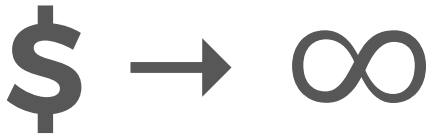


Unexpected  
costs



Pricing of  
popular systems

# Two Common License 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).

# Comparing Costs by Pricing Model

Upfront costs

Recurring costs

Other costs

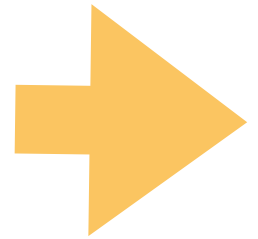
Perpetual License



HIGH



LOW



MEDIUM

Subscription



LOW

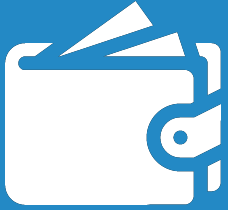


HIGH



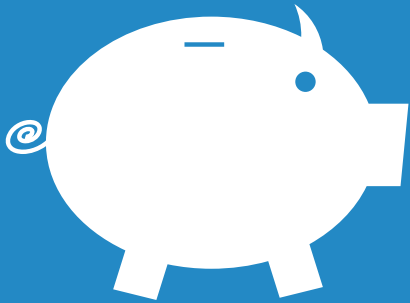
LOW

# 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

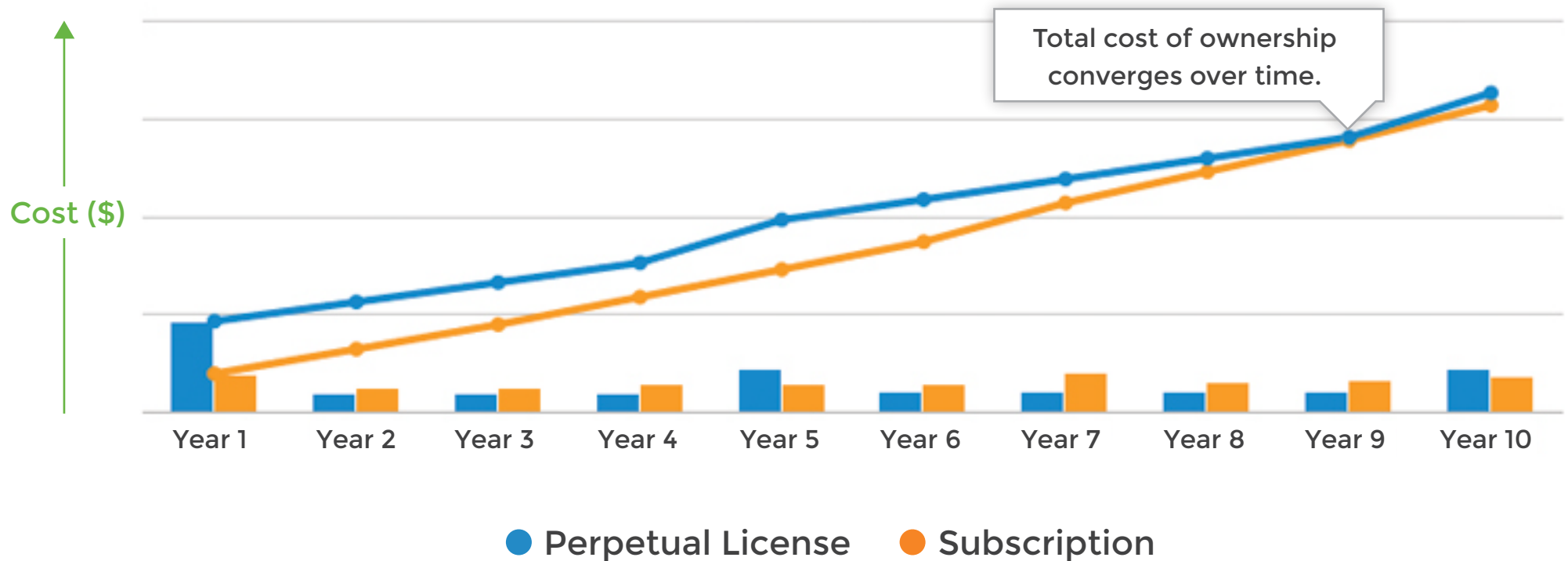
- Subscription fee
- Premium support services



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.

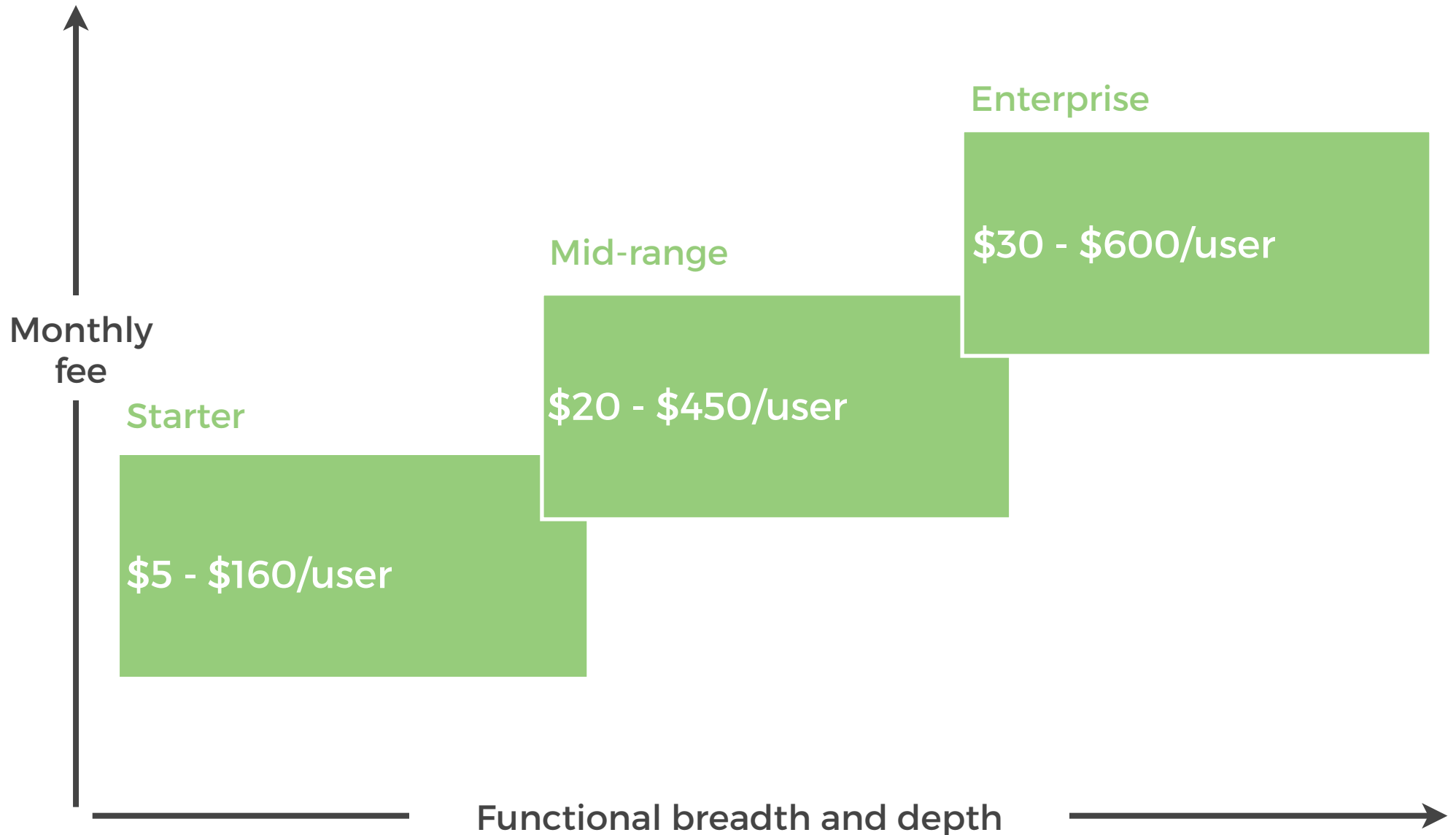
# Total Cost of Ownership

While a perpetual license may cost more up front, the total cost of ownership typically converges with subscription packages in seven to 10 years.



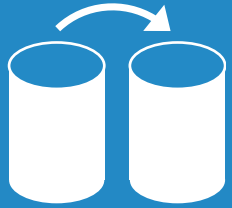
Visit our [Total Cost of Ownership Calculator](#) for a more detailed estimate.

# Subscription Price Ranges





# Often Overlooked Costs



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

Data migration



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

Training



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

Hardware & IT

# Pricing for Popular Packages

Product	Pricing Model	Starter	Mid-Range	Enterprise
8X8 <sup>1</sup>	Subscription (user/month)	\$100	Unavailable	Unavailable
Nextiva <sup>2</sup>	Monthly subscription	\$20	\$25	\$30
CallFire <sup>3</sup>	Monthly subscription	\$100	\$200	\$600
PlanPlus Online <sup>4</sup>	Monthly subscription	\$6	\$35	\$200
VanillaSoft <sup>5</sup>	Subscription (user/month)	\$15 - \$25	\$25 - \$40	\$65+
Velocify <sup>6</sup>	Subscription (user/month)	\$40	N/A	\$60
Talkdesk <sup>7</sup>	Subscription (user/month)	\$30	\$55	\$100
Ring Central <sup>8</sup>	Subscription (user/month)	\$25	\$35	\$45
Vocalcom <sup>9</sup>	Subscription (user/month)	\$75	\$115	\$165 - \$285
Scorebuddy <sup>10</sup>	Monthly subscription	\$150	\$400	Unavailable

# Pricing for Popular Packages Continued

Product	Pricing Model	Starter	Mid-Range	Enterprise
Chase Data <sup>11</sup>	Subscription (user/month)	\$90	\$140	\$170
Aircall <sup>12</sup>	Subscription (user/month)	\$10	\$20	\$40
FathomVoice <sup>13</sup>	Subscription (user/month)	\$20+	\$65+	\$130+
Callinize <sup>14</sup>	Subscription (user/month)	\$20 - \$25	\$30 - \$35	\$50 - \$60

# Sources of Pricing Data

The pricing information included in this presentation was collected from the vendors' websites in October 2015. 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. <http://www.capterra.com/call-center-software/spotlight/77992/Virtual%20Contact%20Center/8X8>
2. <http://reviews.financesonline.com/p/nextiva-office-service/>
3. <https://www.callfire.com/pricing>
4. <http://www.planplusonline.com/editions/> (Price per month. Enterprise edition is for minimum of 5 users.)
5. <http://www.vanillasoft.com/products>
6. <http://velocify.com/products/pricing-editions/>
7. <http://www.talkdesk.com/pricing/>
8. <http://www.ringcentral.com/office/plansandpricing.html>
9. <http://www.vocalcom.com/en/contact-center-software-pricing/> (Prices given in Euro, converted to USD as per exchange rate in October, 2015.)
10. <http://www.scorebuddy.co.uk/Pricing/pricing-plans.html> (Prices given in Euro, converted to USD as per exchange rate in October, 2015. Maximum Number of users: Starter - 25; Mid Range - 100)
11. <http://www.bettercallcenters.com/best-call-center-software-pricing/>
12. <https://aircall.io/pricing> (Starter price is for a maximum of 3 users.)
13. <https://fathomvoice.com/pricing/>
14. <https://www.callinize.com/pricing>

# Learn More About Call Center Software



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Get free price quotes on top call center software



**Get Free Demos**

Get unbiased reviews & free demos on top call center software