

Business model

Tom Rochette <tom.rochette@coreteks.org>

November 26, 2017 — a928dbb6

0.1 Context

0.2 Learned in this study

0.3 Things to explore

1 Overview

1.1 Cartalyst

- <https://cartalyst.com/>
- 75\$/3 months
- 25\$/month
- Subscription-based model

2 Models

2.1 Subscription based

- Some development must be done in order to protect the software against forbidden use (no subscription)
- May require a “call-to-home” (Internet connection) to verify the subscription is still valid
 - Might be easily countered by firewalling the application
 - * We may allow it to go unchecked for 1-X days until we tell the user to connect, but that is bad user experience

2.1.1 Examples

- <https://www.ripstech.com/pricing/>

2.2 On demand

- Similar to subscription based, but on a per use basis

2.2.1 Examples

- <https://www.ripstech.com/pricing/>

2.3 Open source

- Code is freely available
 - Makes it more difficult to live on producing the software

2.3.1 Support based

- $(\$X*0.2)/\text{user}/\text{year}$ in support fees
- Fee per request

2.4 Traditional - Major version and upgrades

- $X\$/\text{user}$ (one time fee)
- $(\$X*0.2)/\text{user}/\text{year}$ in support fees

2.5 Software as a service

- Tools are never shared with the outside world

2.6 Consultancy

- Develop tools to use on a per-project basis, where clients spent 5k\$+ on a single pass
- Tools are never shared with the outside world

3 See also

4 References

- <http://blogs.cisco.com/datacenter/seven-software-business-models-part-1>