

Pricing and Discounting Survey Sep 12 – Apr 13

Like every other education manager, you have already faced tough discussions with customers, but also within your own company about education pricing, and often the question comes up how your prices compare to other companies in the market place.

The long awaited pricing and discounting survey results address all these questions and prepare you for even the toughest sales calls.

This survey consisted of two parts:

1. An online 100-140 question questionnaire in Clicktools
2. An Excel spreadsheet to collect for major countries/regions and learning services both list and street prices.

Online Survey

The survey results are available in two formats, PDF and Excel spreadsheet. The PDF shows the number of people who answered what for each question along with a relevant bar chart or pie chart. The Excel spreadsheet contains the numbers only in case you want to create your own report.

As well as the reports for all inputs, we have also filtered these results as follows:

- Type of company business – hardware (HW), software (SW) and software as a service (SaaS)
- Size of company revenue – up to \$500M, \$500M-\$1B and more than \$1B
- Education business model – profit and loss (P&L), cost recovery (CR), cost center (CC) and a hybrid
- Size of education revenue – up to \$1M, \$1M-\$10M and more than \$10M.

So there are in fact $2 \times (1+3+3+4+3)$ reports, which are 28 in all.

Excel Spreadsheet

30 companies completed the spreadsheet which asked for the list price, the average realized customer price and the average realized partner price for the following six offerings:

1. Open (scheduled) classroom per student day
2. Open (scheduled) virtual classroom per student day
3. Dedicated (private) classroom per class day
4. Dedicated (private) virtual classroom per class day
5. Custom development per development day
6. Certification exam attempt.

They were asked for the following geographies:

- Americas (USA and Canada, Mexico, Brazil, Rest of Latin America)
- EMEA (UK, Germany, Benelux/Nordics, Southern Europe, Eastern Block, Russia, Africa, Middle East)
- Asia Pacific (Japan, Australia/New Zealand, Hong Kong, China, India, Singapore/Malaysia, Indonesia/Philippines/Thailand)

Of course, not all companies make the same offerings in all geographies so the number of data points varies. Input was taken in local currency where appropriate then converted to US dollars.

The master spreadsheet has 22 tabs as follows:

- A description of the project
- Summary of prices
- Individual inputs for Americas (4), EMEA (8) and Asia Pacific (7)
- Currency matrix.

Summary of Prices

	A	B	C	D	E	F	G	H
1	All prices are in USD	Open Classroom per Student and day			Open Virtual Classroom per student and day			Dedicated
2	Country	List Price	Average Realized Customer Price	Average Realized Partner Price	List Price	Average Realized Customer Price	Average Realized Partner Price	List Price
3	Americas							
4	US/Canada	\$741	\$677	\$598	\$729	\$659	\$580	\$4,892
5	# of inputs	29	25	22	28	24	22	27
6	Mexico	\$655	\$535	\$480	\$645	\$519	\$463	\$4,660
7	# of inputs	21	19	18	21	19	18	21
8	Brazil	\$654	\$524	\$471	\$645	\$509	\$455	\$4,844
9	# of inputs	22	20	19	22	20	19	22
10	Rest of Latin America	\$674	\$545	\$489	\$664	\$527	\$471	\$4,844
11	# of inputs	20	18	17	20	18	17	20
12	EMEA							
13	UK	\$788	\$721	\$654	\$777	\$702	\$632	\$5,625
14	# of inputs	27	23	22	26	22	21	23
15	Germany	\$780	\$714	\$653	\$759	\$692	\$639	\$5,300

For each of the three prices in the six offerings there is one line for the country/area and one for the number of inputs.

Country/Area Input

	A	B	C	D	E	F	G	H	I	J	K	L
1						Open Classroom per Student and day			Open Virtual Classroom per student and day			Dedicated
2	#	Crev	Busn	EdBM	Erev	List Price1	Average Realized Customer Price1	Average Realized Partner Price1	List Price2	Average Realized Customer Price2	Average Realized Partner Price2	List Price2
3	C01	S	SaaS	Hybr	M	\$650	\$600	\$300	\$650	\$600	\$300	\$2,600
4	C02	S	SW	PL	L	\$600	\$600	\$420	\$546	\$546	\$382	\$4,833
5	C03	L	SW	PL	L	\$650	\$640	\$650	\$625	\$610	\$575	\$5,300
6	C04	S	SW	PL	S	\$800			\$900			\$5,000
7	C05	S	SW	PL	L	\$750	\$725	\$580	\$750	\$725	\$580	\$12,000
8	C06	M	SaaS	PL	M	\$600	\$600	\$600	\$600	\$600	\$600	\$3,600
9	C07	S	SaaS	CR	S							\$1,200
10	C08	S	SW	Hybr	M	\$800	\$600	\$600	\$800	\$600	\$600	\$5,000
11	C09	S	SW	CC	S	\$1,000			\$1,000			\$12,000

In all of the 19 country/area tabs there are the companies (coded C01-C30) and their characteristics (the four described above – Crev, Busn, EdBM, and Erev) then their input for the 6 x 3 items. Underneath, there are the averages overall and by individual characteristic.