

Pricing Trends in Education

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Offer too high price

- Upset sales
- Upset customer
- Customer sat issues
- Lost deals

Offer a low price

- Happy customer
- Happy sales
- Happy education business



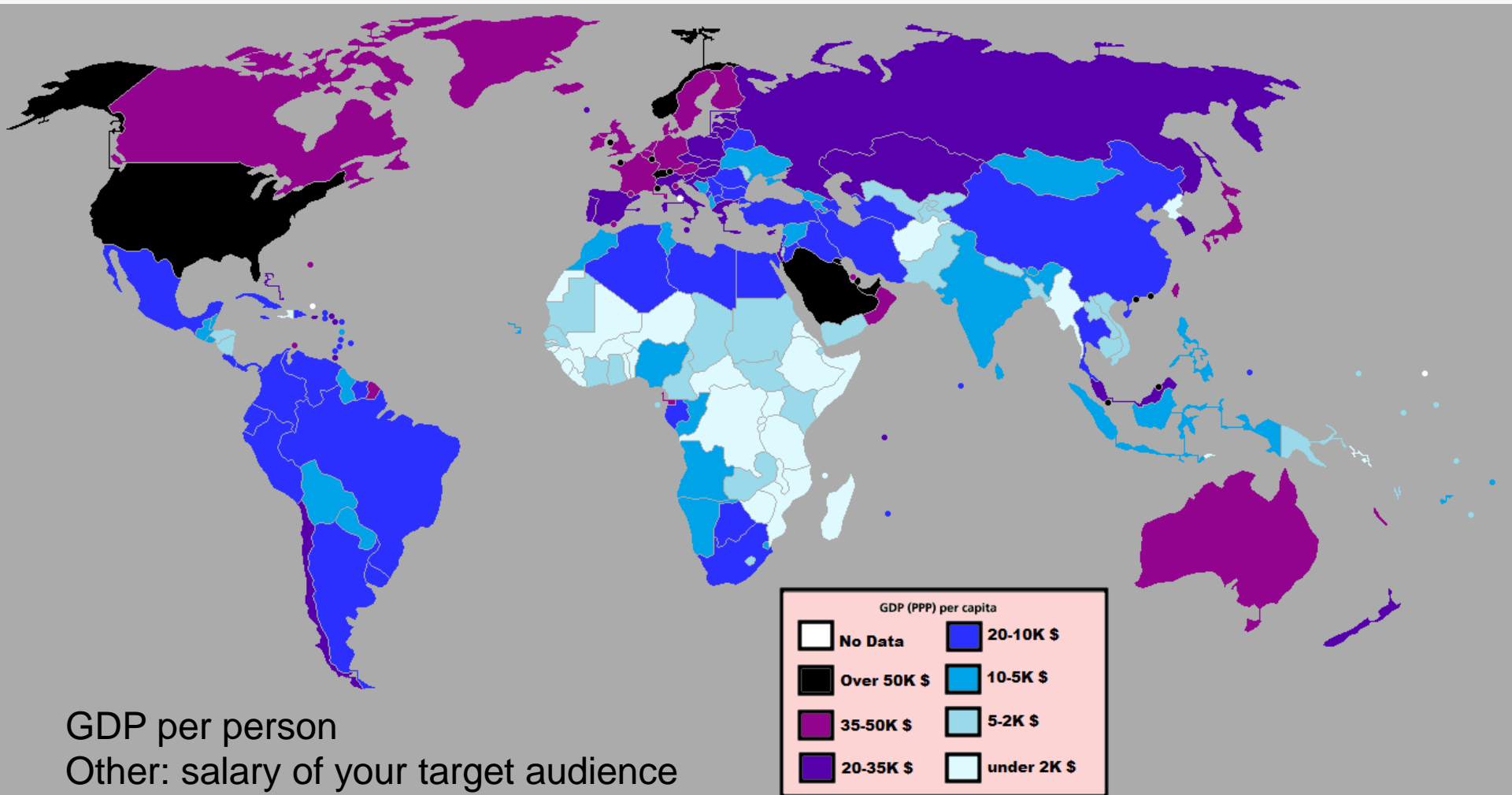
What does a low price really mean?



- Train customer and sales to ask for more discounts next time
- Revenue and especially Margin drops
- You have more pressure on costs and your delivery and mid term quality



How to find a fair price?



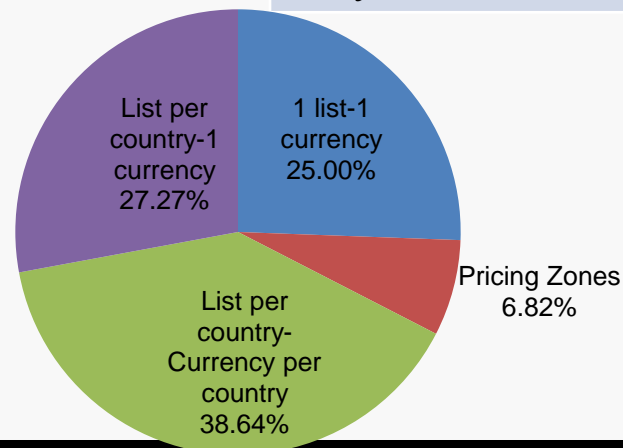
GDP per person

Other: salary of your target audience

Pricing per Zone or per Country

Zone	Countries	Price
1	US, Germany, Singapore	5000
2	France, Canada, Australia	4000
3	Brazil, Spain, Malaysia	3000
4	Argentina, Russia, Indonesia	2000
5	Columbia, China, Africa	1000

Countries	Price
US	5000
Canada	4000
Mexico	3000
Brazil	3000
UK	5000
Germany	5000
France	4000
Italy	4000

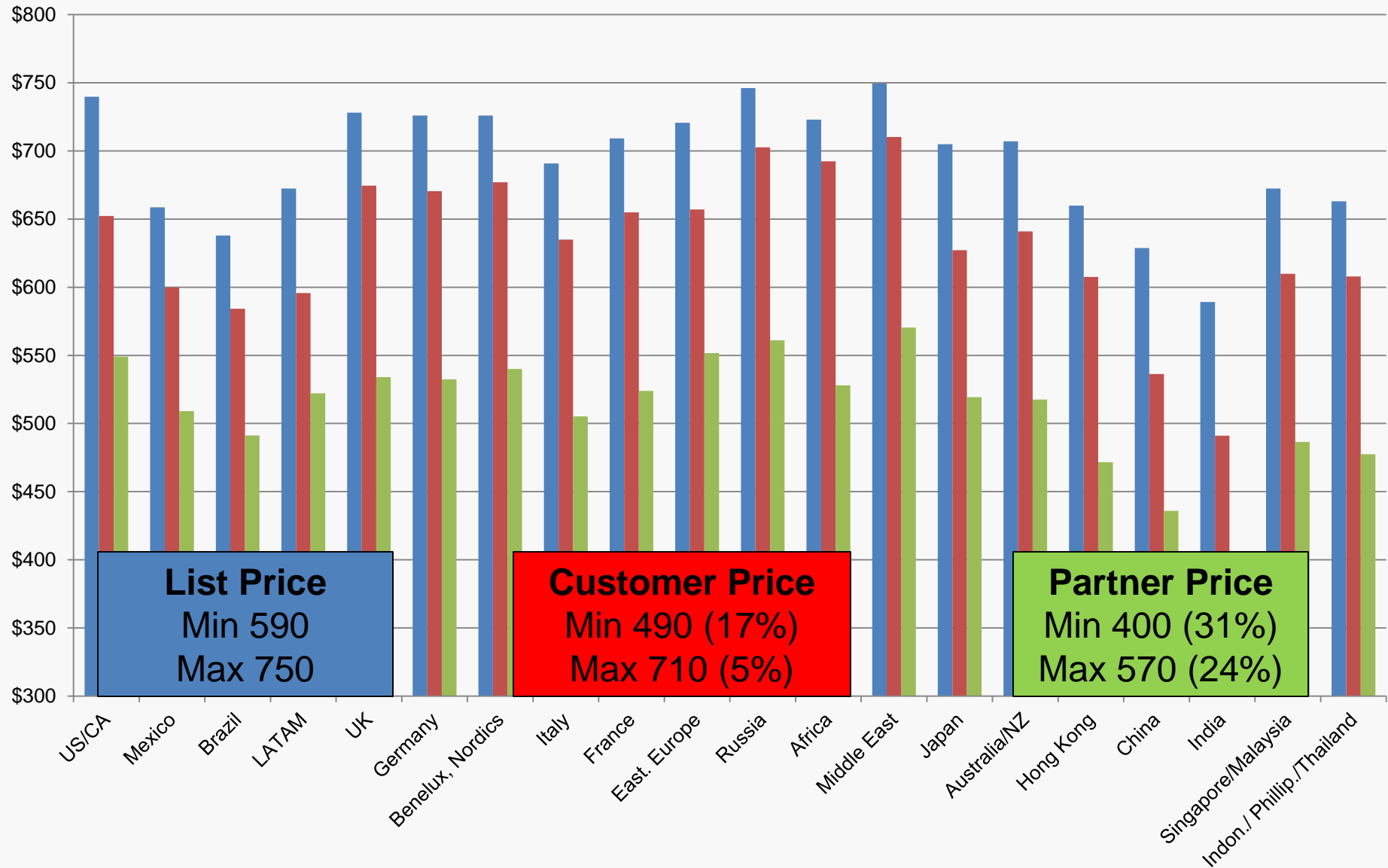




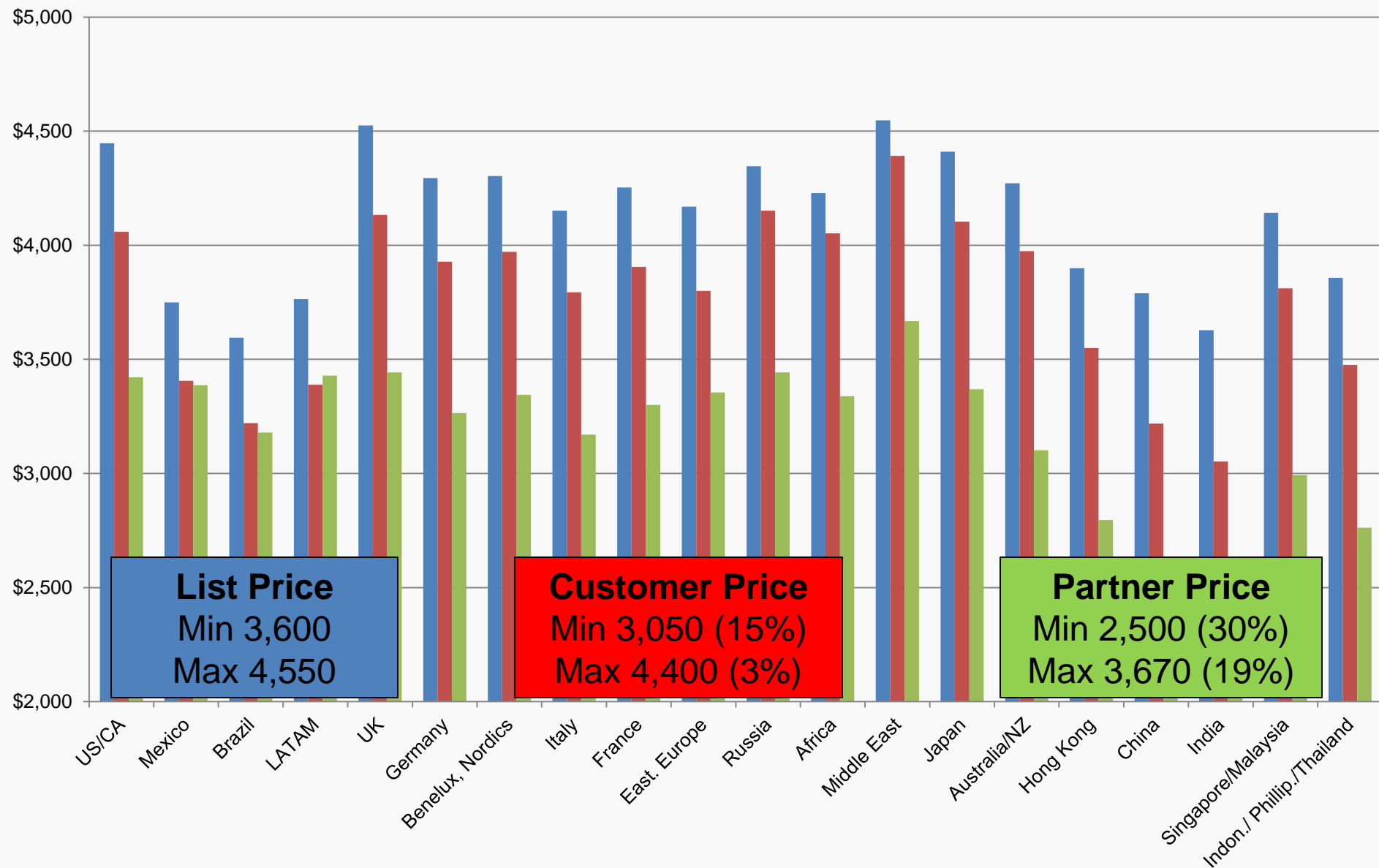
Or Use the Pricing Survey

- Asked CEdMA members for
 - List prices
 - Selling price to customer
 - Selling price to partner
- Data for:
 - Countries/regions
 - Different LOB: ILT, VLT (both open vs dedicated), eL, certification
 - Subcontractor rates

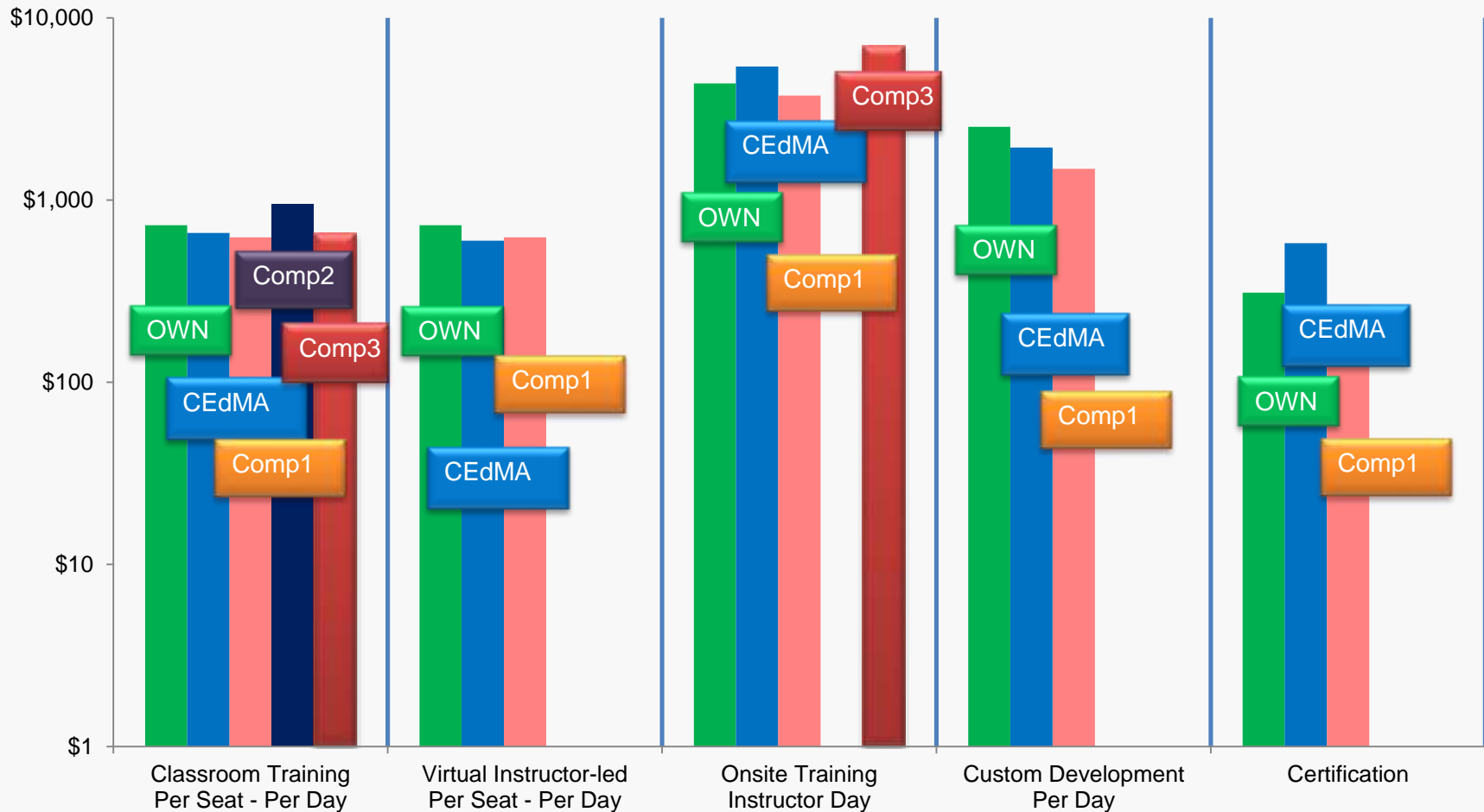
Average Price per Day and Student ILT



Average Price per Onsite ILT

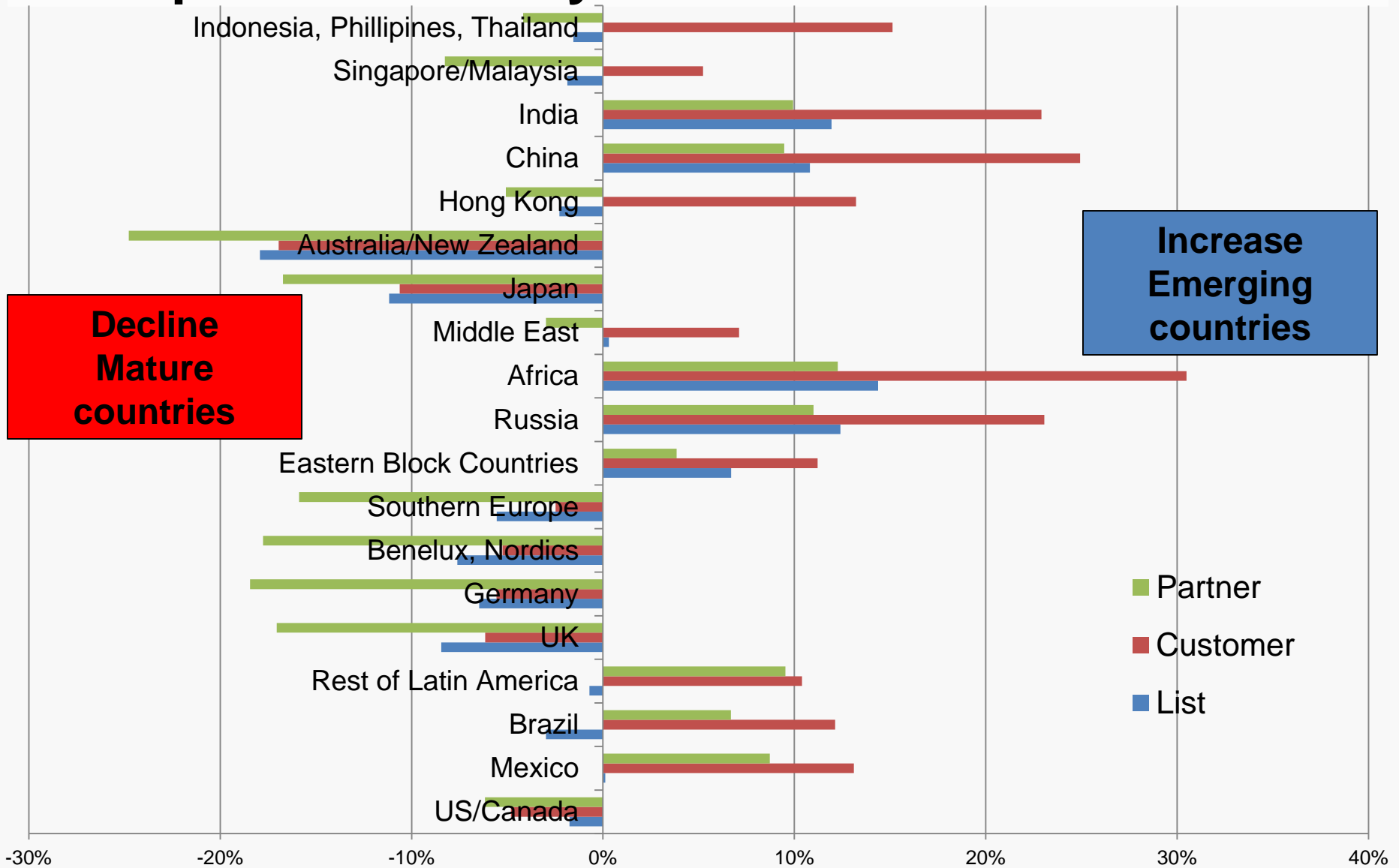


Benchmark Your Prices vs CEEdMA and Competitors

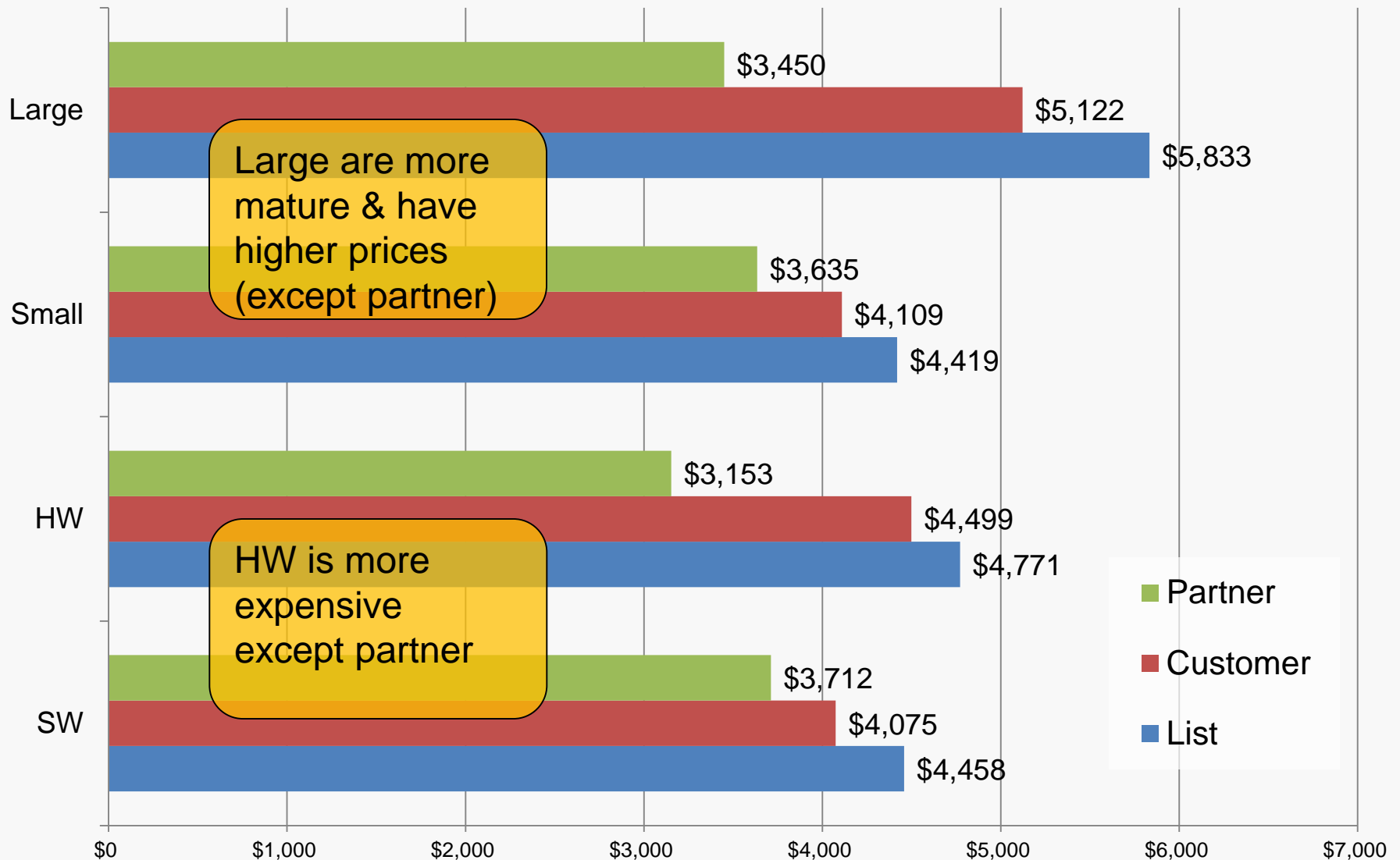


Did Prices Change in the Last 2 Years

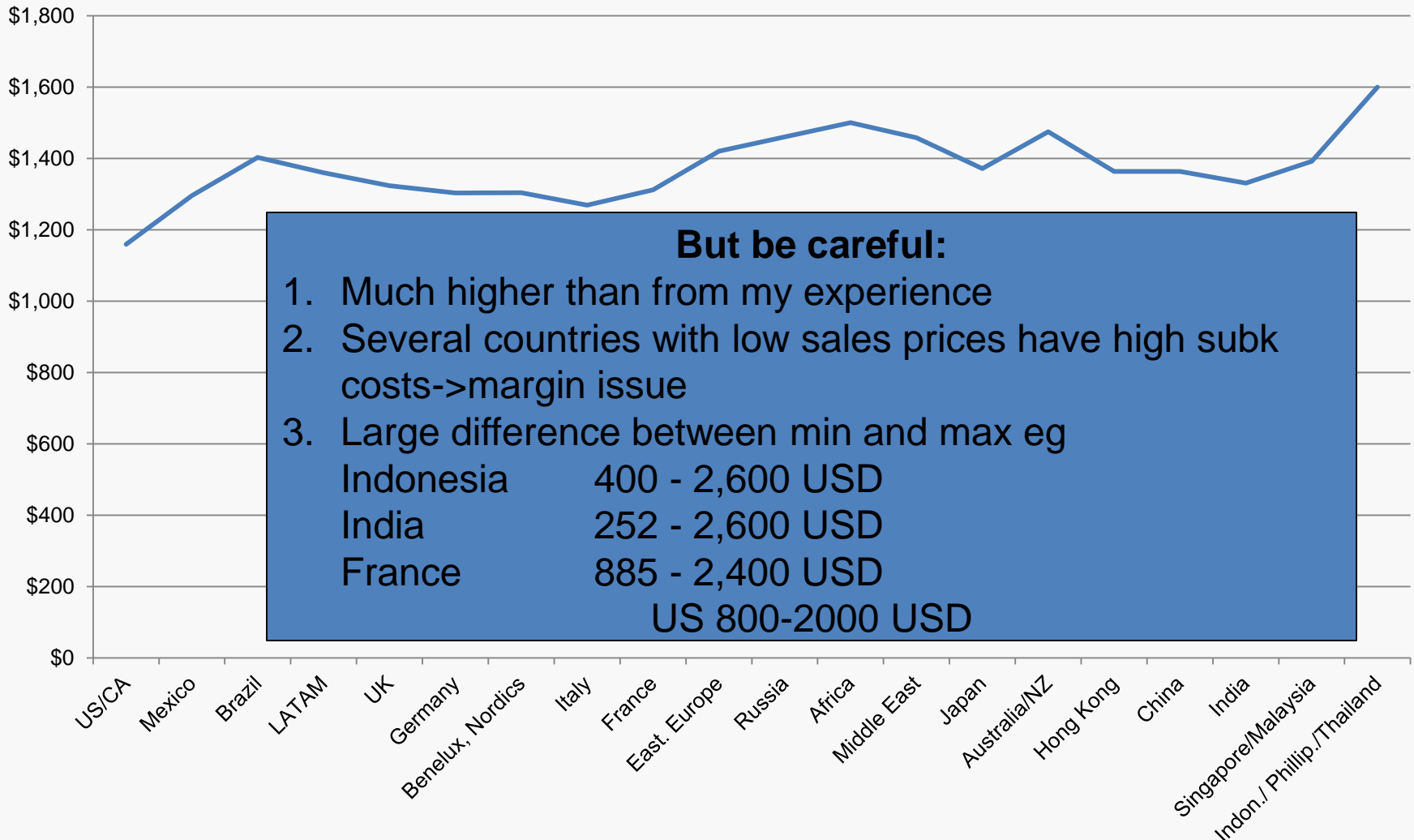
Example VLT Per Day and Student



Differences Hw vs Sw and Small vs Large Companies?



Subcontractor Rates





The pricing world is open to you

- Look for the 2013 and 2015 spreadsheets
- Select
 - Your countries, LOBs, size, Sw/Hw/SaaS
 - Compare your pricing to 2013 and 2015 and other data of your competitors
- Use the data to convince
 - Sr. Management eg potential prices and margins
 - Finance eg VSOE, Pricelist
 - Sales eg why your prices in line with the market (or their discounts not)
 - Use subk rates eg don't pay ridiculous rates in countries you have less experience with

ANY
QUESTIONS
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