

Pricing and Discounting Survey Feb-Jun 2015

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 2015 version of the pricing and discounting survey results address all these questions and prepare you for even the toughest sales calls.

Excel Spreadsheet

37 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

Plus input for these areas:

7. eLearning per hour of content per person
8. eLearning per subscription to the complete library per person per year
9. Cost of a subcontractor day.

They were asked for the following geographies:

- Americas (USA and Canada, Mexico, Brazil, Rest of Latin America)
- EMEA (UK, Germany, Benelux/Nordics, Italy, France, 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 23 tabs as follows:

- A description of the project
- Summary of prices
- Individual inputs for Americas (4), EMEA (9) and Asia Pacific (7)
- Currency matrix.

Summary of Prices

	A	B	C	D	E	F	G	H	I
1	CedMA Pricing Survey 2015								
2									
3	All prices are in USD	1. Open Classroom per Student and day			2. Open Virtual Classroom per student and day			3. Dedicated Classroom Class Day	
4	Country	List Price	Average Realized Customer Price	Average Realized Partner Price	List Price	Average Realized Customer Price	Average Realized Partner Price	List Price	Average Realized Customer Price
5	Americas								
6	US/Canada	\$746	\$659	\$557	\$728	\$641	\$552	\$4,401	\$3,961
7	# of inputs	33	31	29	33	31	29	33	31
8	maximum	\$1,000	\$1,000	\$938	\$1,000	\$1,000	\$938	\$7,750	\$7,750
9	minimum	\$490	\$212	\$300	\$490	\$212	\$300	\$375	\$375
10	Mexico	\$660	\$594	\$507	\$649	\$584	\$501	\$3,598	\$3,598
11	# of inputs	26	22	21	26	22	21	26	22
12	maximum	\$1,000	\$1,000	\$850	\$1,000	\$1,000	\$850	\$5,900	\$5,900
13	minimum	\$275	\$275	\$256	\$275	\$275	\$256	\$375	\$375
14	Brazil	\$660	\$597	\$505	\$649	\$587	\$499	\$3,753	\$3,753
15	# of inputs	26	22	21	26	22	21	25	25
16	maximum	\$1,000	\$1,000	\$850	\$1,000	\$1,000	\$850	\$10,250	\$8,200
17	minimum	\$233	\$233	\$205	\$233	\$233	\$205	\$375	\$375
18	Rest of Latin America	\$674	\$593	\$517	\$662	\$582	\$511	\$3,751	\$3,751
19	# of inputs	25	22	20	25	22	20	24	24
20	maximum	\$1,000	\$1,000	\$850	\$1,000	\$1,000	\$850	\$5,900	\$5,900
21	minimum	\$275	\$275	\$300	\$275	\$275	\$259	\$375	\$375
22	EMEA								
23									

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		S	SW	PL	S							
2		M	SaaS	CC	M							
3		L	HW	CR	L							
4												
5						1. Open Classroom per Student and day			2. Open Virtual Classroom per student and day			3. Dedicated Classroom Class Day
6	#	Crev	Busn	EdBM	Erev	List Price	Average Realized Customer Price	Average Realized Partner Price	List Price	Average Realized Customer Price	Average Realized Partner Price	List Price
7	C01	S	SW	PL	M	\$600	\$550	\$550	\$600	\$550	\$550	\$3,000
8	C02	S	SW	PL	M	\$800	\$530	\$371	\$800	\$530	\$371	\$4,500
9	C03	S	HW	CC	S	\$1,000	\$1,000	\$500	\$1,000	\$1,000	\$500	\$3,000
10	C04	L	HW	PL	L	\$800	\$750	\$525	\$776	\$728	\$509	\$4,000
11	C05	L	HW	CR	S	\$800	\$800		\$500	\$500		
12	C06	S	SW	PL	M	\$800	\$720	\$720	\$800	\$720	\$720	\$5,000
13	C07	M	SW	PL	M							
14	C08	M	SW	CR	M	\$675	\$495	\$322	\$675	\$495	\$322	\$4,500
15	C09	S	SaaS	PL	S							\$900
16	C10	S	SW	CR	S	\$700	\$560	\$560	\$590	\$472	\$560	\$3,500
17	C11	M	HW	PL	M	\$720	\$713	\$713	\$720	\$713	\$713	\$6,000
18	C12	M	SW	CC	M	\$500	\$500		\$500	\$500		\$2,050

In all of the 20 country/area tabs there are the companies (coded C01-C37) and their characteristics (the four described above – Crev, Busn, EdBM, and Erev) then their input for the 9 areas. Underneath, there are the averages overall and by individual characteristic.