Pricing and Discounting Survey Aug-Oct 2019

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.

This updated 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 77 question (but adaptive) 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 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), software as a service (SaaS) and combinations
- Size of company revenue – up to $500M, $500M-$3B and more than $3B
- Education business model – profit and loss (PL), cost recovery (CR), cost center (CC) and a hybrid (HY)
- Size of education revenue – up to $1M, $1M-$5M and more than $5M.

So, there are in fact 2 x (1+6+3+4+3) reports, which are 34 in all.

Excel Spreadsheet

20 companies completed the spreadsheet which asked for the list price, the average realized customer price and the average realized partner price for the following 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 pricing
7. eLearning for one-hour content per person
8. eLearning for subscription to complete library per person for one year
9. Not the customer price but the cost for a subcontractor per day
10. Subscription pricing.

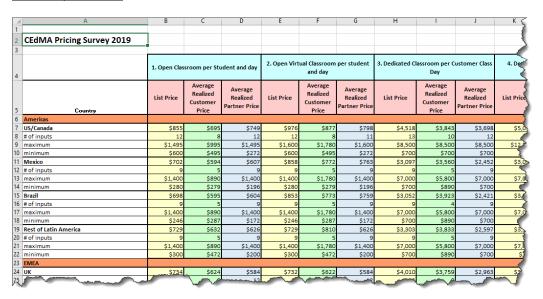They were asked for the following geographies:

- 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 tabs for the currency matrix, the summary and individual inputs for Americas (4), EMEA (8) and Asia Pacific (7)

Summary of Prices

		1. Open Classroom per Student and day			2. Open Virtual Classroom per student and day			3. Dedicated Classroom per Customer Class Day			4. De
	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	Average Realized Partner Price	List Price
Americas											
US/Canada		$855	$695	$749	$976	$877	$798	$4,518	$3,843	$3,698	$5,0
# of inputs		12	8	12	12	8	11	13	10	12	
maximum		$1,495	$995	$1,495	$1,600	$1,780	$1,600	$8,500	$8,500	$8,500	$12
minimum		$600	$495	$272	$600	$495	$272	$700	$700	$700	
Mexico		$702	$594	$607	$858	$772	$763	$3,097	$3,560	$2,452	$3,0
# of inputs		9	5	9	9	5	9	9	5	9	
maximum		$1,400	$890	$1,400	$1,400	$1,780	$1,400	$7,000	$5,800	$7,000	$7,0
minimum		$280	$279	$196	$280	$279	$196	$700	$890	$700	
Brazil		$698	$595	$604	$853	$773	$759	$3,052	$3,923	$2,421	$3,
# of inputs		9	5	9	9	5	9	9	4	9	
maximum		$1,400	$890	$1,400	$1,400	$1,780	$1,400	$7,000	$5,800	$7,000	$7,0
minimum		$246	$287	$172	$246	$287	$172	$700	$890	$700	
Rest of Latin America		$729	$632	$626	$729	$810	$626	$3,303	$3,833	$2,597	$3,
# of inputs		9	5	9	9	5	9	9	5	9	
maximum		$1,400	$890	$1,400	$1,400	$1,780	$1,400	$7,000	$5,800	$7,000	$7,8
minimum		$300	$472	$200	$300	$472	$200	$700	$890	$700	$
EMEA											
UK		$734	$624	$584	$732	$622	$584	$4,010	$3,759	$2,963	$

For each of the three prices in the 10 offerings there are rows for the country/area, the number of inputs, and the maximum and minimum.

Country/Area Input

#	CREV	HW	SW	SaaS	EBM	EREV	1. Open Classroom per Student and day			2. Open Virtual Classroom per student and day			3. Dedicated Class Class Da
							List Price	Average Realized Customer Price	Average Realized Partner Price	List Price	Average Realized Customer Price	Average Realized Partner Price	List Price
C01	I		SW		PL	s							
C02	s		SW	SaaS	HY	m	$813		$813	$813		$813	
C03	m	HW	SW		CC	s	$695	$212		$695	$212		$4,500
C04	m		SW	SaaS	PL	m	$750	$750	$525	$750	$750	$525	$4,500
C05	m	HW	SW	SaaS	HY	m	$600	$540	$300	$600	$540	$300	$2,400
C06	s		SW		CR	s	$375			$375			$2,750
C07	s		SW		CC	s							
C08	I		SW	SaaS	PL	I	$765	$655	$536	$765	$655	$536	$7,275
C09	s		SW		PL	s	$1,500			$1,500			
C10	I	HW	SW	SaaS	PL	I	$800	$750	$525	$776	$730	$509	$4,000

In all the 19 country/area tabs there are the companies (coded C01-C20) and their characteristics then their input for the 10 areas. Underneath, there are the averages overall and by individual characteristic. However, you can use Data/Filter to separate out records of your choice.