

CRM SOFTWARE PRICING GUIDE

Your up-to-date guide to the cost of implementing CRM software

GUIDE HIGHLIGHTS



The latest pricing information
from leading vendors



A comparison of the two
major CRM pricing models

















Sources of pricing data to
help with your research































CRM PRICE LIST

Pricing Information from January 2018. Follow the source links for more information.

| CRM VENDOR | CRM PRODUCT | PRICING MODEL | COST | SOURCE |
|--------------------|----------------------|----------------------|------------------|-------------------|
| 1CRM | 1CRM | Monthly Subscription | From \$12 / user | i |
| Agent Drive | Agent Drive CRM | Monthly Subscription | From \$24 / user | i |
| Agile | Agile CRM | Monthly Subscription | From free | i |
| Anthill | Anthill CRM | Monthly Subscription | From £55 / user | i |
| Avidian | Prophet CRM | Monthly Subscription | From \$25 / user | i |
| Base | Base CRM | Monthly Subscription | From \$45 / user | i |
| Benchmark Software | Benchmark CRM | Monthly Subscription | From \$20 / user | i |
| BNTouch | BNTouch Mortgage CRM | Monthly Subscription | From \$79 / user | i |

| | | | | |
|----------------------|----------------|----------------------|---------------------------------------|---|
| bpm' online | bpm' online | Monthly Subscription | From £17 / user |  |
| Capsule | Capsule CRM | Monthly Subscription | From free - \$8 / user |  |
| Cirruspath Inc | Cirrus Insight | Monthly Subscription | From \$27 / user |  |
| Claritysoft | Claritysoft | Monthly Subscription | From \$39 / user |  |
| ClearSlide Inc | ClearSlide | Monthly Subscription | From \$35 / user |  |
| ClickDimensions | Automational | Monthly Subscription | From \$100 / user |  |
| Close.io | Close.io CRM | Monthly Subscription | From \$59 / user |  |
| Commence Corporation | Commence CRM | Monthly Subscription | From \$29 / user (minimum 5 users) |  |
| Companyhub | Companyhub | Monthly Subscription | From \$12 / user |  |
| Cosential | Cosential CRM | Monthly Subscription | From \$25 / user |  |
| Freshdesk | Freshdesk | Monthly Subscription | Free - \$89 / user |  |
| Greenrope | Greenrope | Monthly Subscription | From \$149 / month |  |
| Hansaworld | Standard CRM | Perpetual License | From free - £7.99 / module |  |
| Hatchbuck | Hatchbuck | Monthly Subscription | From \$89 / user |  |

| | | | | |
|-----------------------------|-------------------|----------------------|-----------------------------------|---|
| Headshed Cube | Headshed Cube | Monthly Subscription | From €44 / user |  |
| HubSpot | HubSpot CRM | Monthly Subscription | From free |  |
| Infusionsoft | Infusionsoft | Annual Contract | From \$70 / user (billed monthly) |  |
| Insightly | Insightly CRM | Monthly Subscription | Free - \$99 / user |  |
| LeadMaster | LeadMaster CRM | Monthly Subscription | From \$150 / user |  |
| Less Annoying Software, LLC | Less Annoying CRM | Monthly Subscription | \$10 / user |  |
| Market Circle | Daylite | Monthly Subscription | From £22 / user |  |
| Maximizer Services | Maximizer CRM | Monthly Subscription | From £35 / user |  |
| Mothernode | Mothernode CRM | Monthly Subscription | From \$49 / user |  |
| NetHunt | NetHunt CRM | Monthly Subscription | From free - \$48 / user |  |
| Nimble | Nimble | Monthly Subscription | From \$25 / user |  |
| Ntractive | Elements CRM | Monthly Subscription | From \$14.99 / user |  |
| Nutshell | Nutshell | Monthly Subscription | From \$22 / user |  |
| Open CRM | Open CRM | Monthly Subscription | From £33 / users |  |

| | | | | |
|------------------------|------------------|--|----------------------|---|
| Pipedrive | Pipedrive | Monthly Subscription | From €15 / user |  |
| PipelineDeals | PipelineDeals | Monthly Subscription | From \$25 / user |  |
| Pipelinersales Inc. | Pipeliner CRM | Monthly Subscription | From £25 / user |  |
| PlanPlus Online | PlanPlus Online | Monthly Subscription | From \$12 / user |  |
| ProsperWorks | ProsperWorks | Monthly Subscription | From \$19 / user |  |
| QSOFT LLC | amoCRM | Monthly Subscription | From \$15 / user |  |
| Really Simple Software | Simple CRM | Monthly Subscription | Free - £35 / user |  |
| Salesbox | Salesbox | Monthly Subscription | From £35 / user |  |
| Salesflare | Salesflare CRM | Monthly Subscription | From \$30 / user |  |
| Salesforce | Salesforce | Monthly Subscription | From £20 / user |  |
| SalesOutlook | SalesOutlook CRM | Monthly Subscription | From \$30 / user |  |
| SAP | SAP Anywhere | Monthly Subscription | From \$534 / 5 users |  |
| Soffront Software Inc | Soffront CRM | Monthly Subscription or Perpetual Licesne | From \$100 / month |  |
| Spiro | Spiro CRM | Monthly Subscription | From \$59 / user |  |

| | | | | |
|----------------------|-----------------|----------------------|---|---|
| SugarCRM | SugarCRM | Monthly Subscription | From \$40 / user |  |
| SuiteCRM | SuiteCRM | Not Available | Free |  |
| SuperOffice Software | SuperOffice CRM | Monthly Subscription | From £34 / user |  |
| toutapp | toutapp | Monthly Subscription | \$49 / user |  |
| VanillaSoft | VanillaSoft Pro | Monthly Subscription | From \$80 / user (\$100 for first user) |  |
| WebCRM | WebCRM | Monthly Subscription | From £18 / user |  |
| Workbooks.com | Workbooks CRM | Monthly Subscription | Free - £56 / user |  |
| Zoho | Zoho CRM | Monthly Subscription | From \$12 / user |  |

Pricing information reported in January 2018. Pricing displayed corresponds to lowest pricing tier available.

HOW THIS DATA WAS GATHERED

Pricing information for CRM software is notoriously difficult to pinpoint as the costs involved can display extensive variety from project to project . The information shown above was gathered from a variety of public sources including, where possible, the vendor's pricing documentation (click on the source icon next to each product for more information). Where pricing information was provided by the vendor directly, This data should be used as a rough estimate of CRM prices and does not constitute an official price quote. Please contact editor@convertedmedia.com to report pricing changes.



PRICING MODELS

Despite the many pricing permutations – and leaving aside the ‘freemium’ option that some vendors offer – there are basically two types of CRM pricing model: the subscription and the license; to put it into more evocative terminology: the rental and the purchase.

The subscription approach is common with off-site cloud CRM packages and its popularity has risen due to it piggybacking on the Software as a Service (SaaS) model. The subscription payment is usually made on a monthly basis and the amount is often dependent on either the number of system users or, more frequently, the number of employees in the client organisation.

The license fee is a more traditional model and is still largely associated with systems running via on-premises servers. This is the “you-buy-it-you-own-it” model and carries a greater degree of responsibility for the system’s operation but also a greater degree of freedom.

SUBSCRIPTION MODELS

A subscription model often costs less up front and it’s largely on this basis that it’s become so sought-after, especially among small to medium-sized businesses which may not want a high initial outlay. Subscription models are also popular with sales and marketing departments experiencing volatile growth due to the flexibility in most payment plans and the rarity of lengthy system contracts.

The license fee (i.e. purchase cost) isn’t the only factor that makes the ‘day one’ cost of the perpetual license more expensive. Licensed, on-premises software usually costs more to customize and integrate with your other logistics and supply chain systems. Similarly, depending on your requirements, you may incur additional hardware and middleware costs as part of the installation. SaaS CRM vendors tout their low to non-existence maintenance costs, with ‘owned’ systems generally needing more in the way of manual upgrades, updates and patches.

LICENSE MODELS

So far, so SaaS. However, licensing CRM is like buying a home; it may cost a lot up front but once you’ve paid for it, it’s yours. The tenant in the property next-door will be paying rent every single month for as long as they live there; even if they decide to move, they’ll be paying rent somewhere

else. In that sense, the ongoing costs of the subscription approach are greater and, sooner or later (most sources suggest around the seventh year of use), the costs begin to converge. Before long, the total cost paid for the subscription outweighs that of the license.

At the end of the day, it's "horses for courses" and your decision depends on your business requirements and project budget. Hopefully this clarifies a few terms you may have seen during your research and will better prepare you for these costing terms coming up in conversations with vendors.

This guide was written by Kathryn Beeson, Discover CRM Editor

For more exclusive CRM advice and resources follow Discover CRM on social media



This guide was brought to you by www.discovercrm.com

Icons made by Freepik, www.flaticon.com licensed by CC BY 3.0

