

Case Study #1: Pricing Solution



- Client: Mid-Sized Software Tools Company
- Objectives:
 - Determine optimal prices for a single-seat version and for multiple-seat/server versions of a business tool
 - Understand the perceived value of one year of software upgrades



Case Study #1: Pricing Solution



- Approach

- Web-based survey of target business software users and purchase decision-makers
- Web-based pre-recorded audio-video session to educate respondents about software product
- Multiple “volumetric” choice screens with a focus on alternative prices for the company’s product line as well as competitive products



Case Study #1: Pricing Solution



- Recommendations

- Price single seat versions relatively high
- Price multiple seat versions low, but with relatively high prices for the server software
- Price department server version high to drive customers to enterprise version
- One-year upgrades very popular if not overpriced

