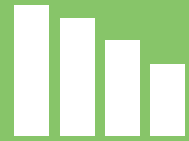


Pricing Guide

Learning Management Systems

Here's What We'll Cover



Pricing
models



Pricing
ranges

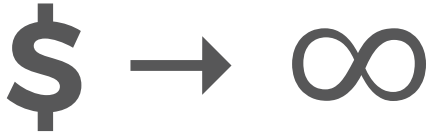


Unexpected
costs



Pricing of
popular systems

Three Common License Models



Perpetual License

An upfront sum for the license to own the software and use it in perpetuity. This is the more traditional model and is most common with on-premise applications.



Subscription

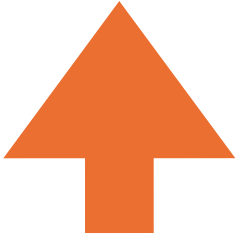
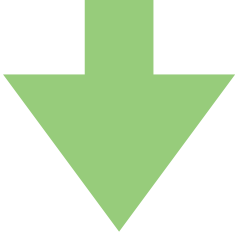
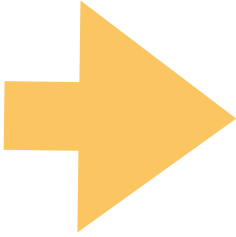


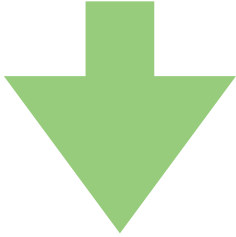
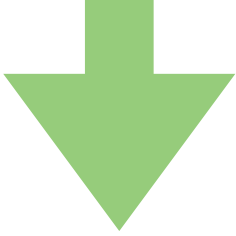
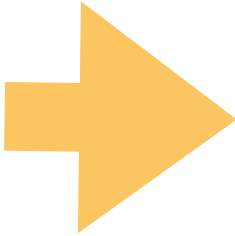

A monthly fee to use the software for a specific amount of time. Subscription pricing became popular with the advent of cloud-based software.



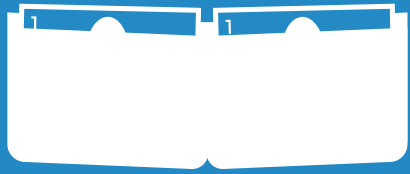
Open Source

Licenses are usually free of charge, which reduces upfront costs. Implementation, integration and ongoing maintenance, however, can be major expenses.

Comparing Costs by Pricing Model

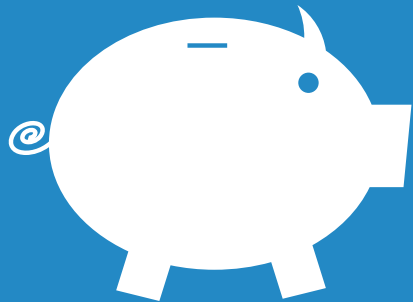
	Upfront costs	Recurring costs	Other costs
Perpetual License	 HIGH	 LOW	 MEDIUM
Subscription	 LOW	 HIGH	 LOW
Open Source	 LOW	 MEDIUM	 HIGH

Perpetual License Costs




Upfront costs

- Perpetual license fee
- Customizations
- Installation/setup
- Integration with existing systems

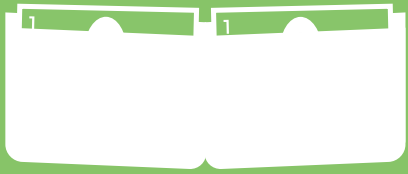


Recurring costs

- Maintenance (updates, patches and upgrades)
- Premium support services

 Customization and integration costs can be significant—often as much or more than the software—if you choose to change the software substantially.

Subscription Costs



Upfront costs

- Customizations
- Installation/setup
- Integration with existing systems



Recurring costs

- Subscription fee
- Premium support services



Customization and integration expenses are often less costly simply because cloud systems have not provided as much flexibility in this area—however, this is changing as these systems evolve.

Free and Open Source Costs



Upfront costs

- Customizations
- Installation/setup
- Integration with existing systems



Recurring costs

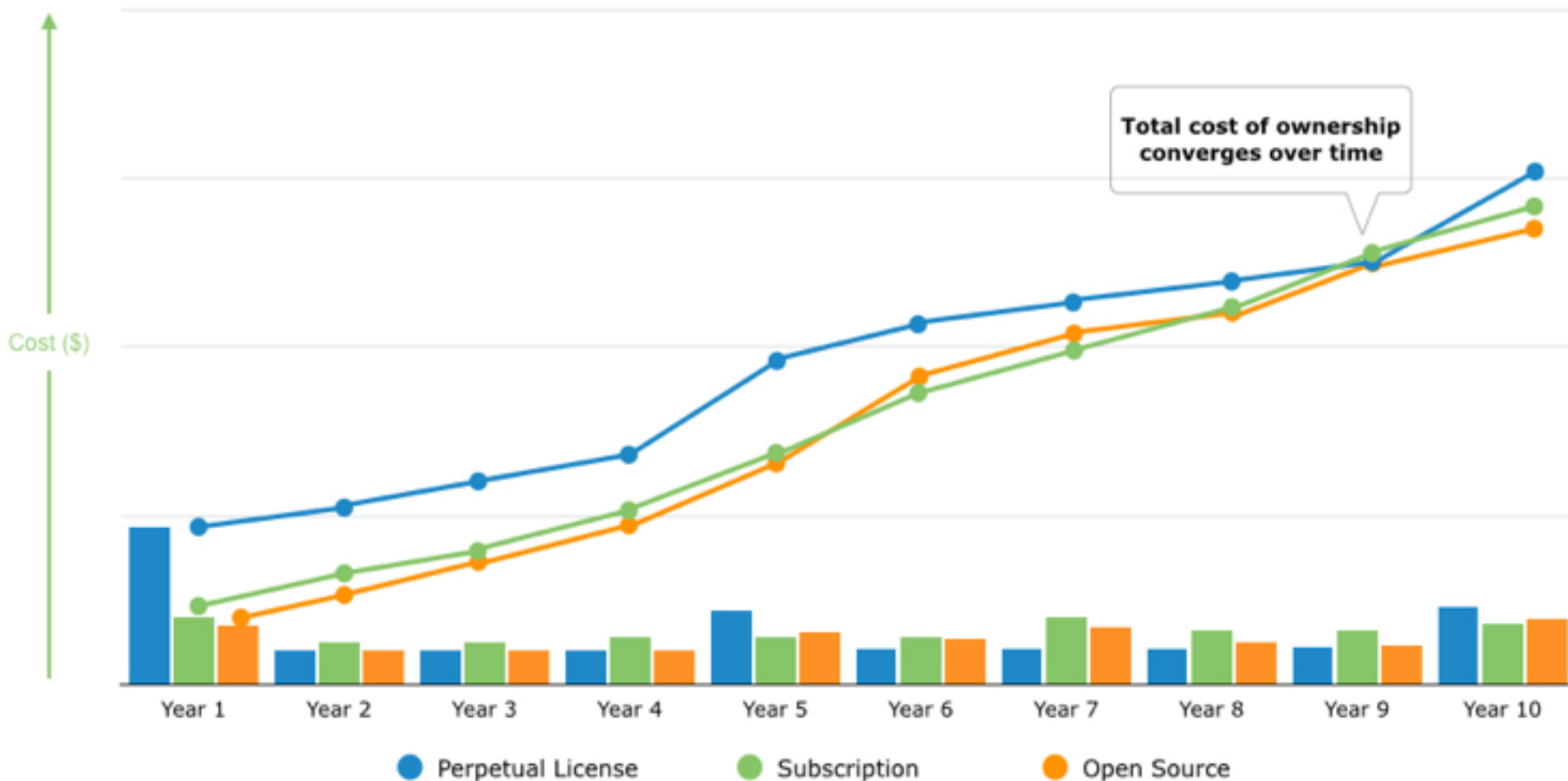
- Maintenance (updates, patches and upgrades)
- In-house or outsourced IT consultants



Open-source software is typically free to download and develop. Customization, integrations, ongoing maintenance and upgrades, however, can incur major costs.

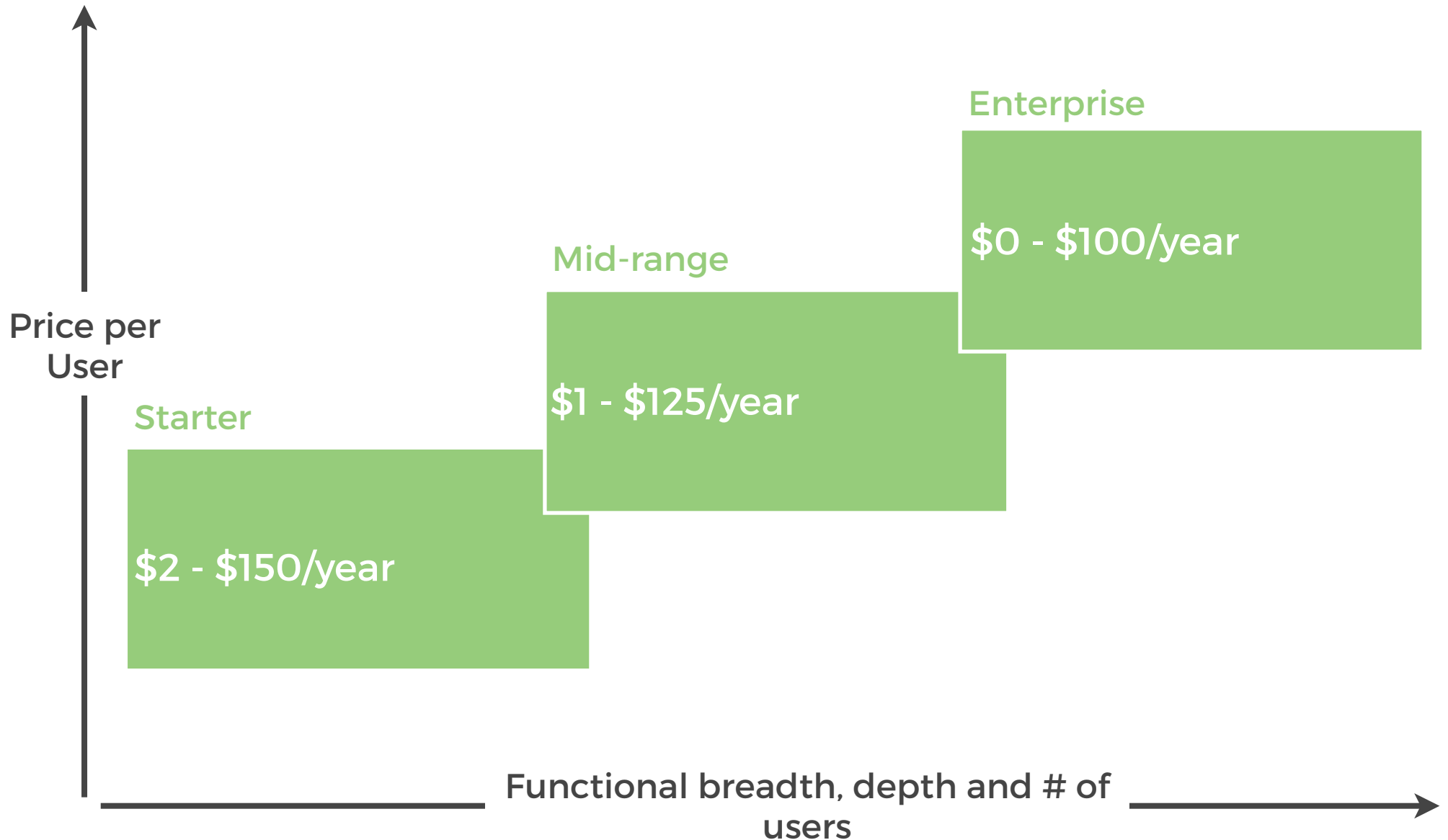
Total Cost of Ownership

While a perpetual license may cost more up front, the total cost of ownership for all system types typically converges over time.

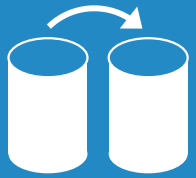


Visit our [Total Cost of Ownership Calculator](#) for a more detailed estimate.

Subscription Price Ranges



Often-Overlooked Costs



Data migration

While this can be done in-house, most will want to pay the vendor to transfer data.



Training

Web-based training is often included, but vendors will charge for in-person training.



Hardware & IT

This can be a major expense for on-premise software buyers who need their own servers.



Maintenance & Upgrades

Maintenance and upgrades incur additional costs and may be significant for open-source buyers.

Pricing for Popular Packages

Product	Pricing Model	Starter	Mid-Range	Enterprise
Blackboard Learn ¹	Subscription (user/year)	N/A	\$25 - \$30	\$17 - \$20
Brightspace ¹	Subscription (user/year)	\$25 - \$30	\$17 - \$20	\$13 - \$15
Canvas by Instructure ¹	Subscription (user/year)	\$17 - \$20	\$13 - \$15	\$10 - \$12
Collaborize Classroom	Free License	Free	Free	Free
Cornerstone	Subscription (user/month)	\$6	\$6	\$6
DigitalChalk ⁴	Annual Subscription	\$4,200 - \$12,000	\$12,000 - \$36,000+	N/A
Edmodo ⁵	Open Source License	Free	Free	Free
Latitude Learning	Annual Subscription	\$0 - \$2,875	\$2,875 - \$25,000	\$29,000 -
Litmos ⁷	Annual Subscription	\$3,600 - \$8,400	\$8,400 - \$18,000+	Custom
Moodle ⁸	Open Source License	Free	Free	Free

Pricing for Popular Packages Continued

Product	Pricing Model	Starter	Mid-Range	Enterprise
Schoology ⁹	Free License	Free	Free	Free
Skillsoft Skillport ¹⁰	Subscription (user/year)	\$2.03	\$1.09 - \$2.03	\$0.19 - \$1.09
SuccessFactors ^{11,12}	Subscription (user/year)	\$150	\$125	\$100
TOPYX ¹³	Annual Subscription	\$22,500	\$22,500	\$22,500
eFront ^{14,15}	Open Source License	Free	Free	Free
	Annual Subscription	\$10,000	\$20,000	\$20,000

Sources of Pricing Data

The pricing information included in this presentation was collected from vendors' websites and third-party sources in July 2015. Software Advice is not in a position to provide detailed price quotes on behalf of these vendors, and this data should not be considered as such. The information is simply a compilation of what is publicly available online. Buyers should contact the software vendor for actual pricing. Below is a list of sources for where this information was collected:

1. http://lmsreview.missouri.edu/wp-content/uploads/2015/02/LMS-recommendation_Official.pdf
2. <http://www.collaborizeclassroom.com/faqs>
3. <https://www.getapp.com/hr-employee-management-software/a/cornerstone-ondemand-csb/#pricing>
4. <http://www.digitalchalk.com/pricing/corporate-lms-pricing>
5. <https://www.edmodo.com/teachers>
6. <http://www.latitudelearning.com/Pricing/LMSSubscriptions/ActiveUserSubscriptions.aspx>
7. <http://www.litmos.com/litmos-pricing/>
8. <https://docs.moodle.org/29/en/Features>
9. <http://www.teachinglikeits2999.com/2013/02/schoology-vs-edmodo-round-2.html>
10. <https://procure.ohio.gov/PriceList/534252%20pricelist.pdf>
11. <http://www.zdnet.com/article/successfactors-shows-a-path-to-enterprise-2-0/>
12. http://www.successfactors.com/en_us/lp/employee-central-successfactors-core-hris.html
13. <https://topyx.com/lms-pricing/>
14. <http://www.efrontlearning.net/hosted>
15. http://wiki.efrontlearning.net/FAQ#I_want_to_install_eFront_for_my_campus_2f_organization_2f_company_I_can_just_download_and_install_it.3f_No_fees.3f

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