

Read the specification sheets and answer these questions.

Microforce Hypernamic database pricing plans

| | Free plan | Standard plan | Enterprise plan |
|----------------------|---------------------|------------------|-----------------------------|
| Maximum no. of users | 3 | 10 | unlimited |
| Cost | free (ad supported) | \$10.00/month | \$25.00/month |
| Trial period | n/a | 15 days | 15 days |
| Site licences | 1 site | 3 sites | unlimited |
| Support | web only | email | telephone and email |
| Max no. of records | 5,000 | 20,000 | 10,000,000 |
| Training | website | access to videos | 1 x trainer site visit/year |

Jozo Premier database solutions pricing

| | |
|----------------------|--|
| Maximum no. of users | unlimited (<100 recommended) |
| Cost | version 5.2: \$699.00 per site; upgrade from version 3 or 4: \$199.00 per site |
| Trial period | 60 days |
| Support | web, telephone and email |
| Max no. of records | 100,000,000 |
| Training | Contact our sales rep for current prices. |

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Open source, free image "Competitive Pricing Handwritten Text Encircled on Paper" <https://www.pexels.com/photo/advertising-business-calculator-commercial-262470/>

1 Which pricing model(s) in 2 do Microforce and Jozo use?

Subscription pricing

In this the buyer pays a regular fee, usually monthly, to use the software. This includes all updates, which are pushed out to the users. The advantage is that the software company can easily bring out updates frequently. This pricing model is often associated with cloud computing.

Freemium pricing

This model is just like tiered pricing but the lowest level is free. Often there are a very large number of free users, who act as advertising for the company. If a free user likes the program, they might encourage their employer to use it, who will then pay for premium features.

Freeware

As its name suggests, this is free software. It might be ad-supported. The disadvantage is that ads may take up space on the screen.

Tiered pricing

In this model there are at least two levels (or tiers) of the software product. Each level has a different price and may have a different feature set, or allow a different number of users.

Traditional pricing

This is the pricing model most common in consumer software. If you buy software in a box from a shop, you're probably using this model. Each major version of the software costs money; minor versions are free for licence holders. When a new major version comes out, licence holders have to pay extra but usually less than for a first purchase. Users can often try out the software for free for a short trial period.

2 How can you access support in each?

Microforce:

Jozo:

3 In how many locations can someone use Microforce's Free plan? In how many locations can someone use Jozo Premier with one licence?