

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.

image credit:



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?

LIVEWORKSHEETS