

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 Q1 2019. 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
Benchmark Software	Benchmark CRM	Monthly Subscription	From \$25 / user	i
BNTouch	BNTouch Mortgage CRM	Monthly Subscription	From \$79 / user	i
bpm' online	bpm' online	Monthly Subscription	From \$25 / user	i

Capsule	Capsule CRM	Monthly Subscription	From \$18 / 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	
Companyhub	Companyhub	Annual Subscription	From \$12 / user monthly	
Copper	Copper	Monthly Subscription	From \$19 / user	
Cosential	Cosential CRM	Monthly Subscription	From \$25 / user	
Freshdesk	Freshdesk	Monthly Subscription	Free - \$19 / user	
Greenrope	Greenrope	Monthly Subscription	From £119 / month	
Hansaworld	Standard CRM	Perpetual License	From free - £7.99 / module	
Hatchbuck	Hatchbuck	Sx Month Subscription	From \$29 / month	

HubSpot	HubSpot CRM	Monthly Subscription	From free	
Infusionsoft	Infusionsoft	Monthly Subscription	From \$99	
Insightly	Insightly CRM	Monthly Subscription	\$29 / 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 \$65 / user	
Mothernode	Mothernode CRM	Monthly Subscription	From \$49 / user	
NetHunt	NetHunt CRM	Monthly Subscription	From free - \$30 / user	
Nimble	Nimble	Monthly Subscription	From \$25 / user	
Ntractive	Elements CRM	Monthly Subscription	From \$14.99 / user	
Nutshell	Nutshell	Monthly Subscription	From \$19 / user	
Open CRM	Open CRM	Monthly Subscription	From £33 / user	
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	
QSOFT LLC	amoCRM	Monthly Subscription	From \$15 / user	
Really Simple Software	Simple CRM	Monthly Subscription	Free - £9 / user	
Salesbox	Salesbox	Monthly Subscription	From \$9 / user	
Salesflare	Salesflare CRM	Monthly Subscription	From \$35 / user	
Salesforce	Salesforce	Monthly Subscription	From \$25 / 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 \$35 / user	
Spiro	Spiro CRM	Monthly Subscription	From \$79 / user	
SugarCRM	SugarCRM	Monthly Subscription	From \$40 / user	
SuiteCRM	SuiteCRM	Annual Subscription	From £1,500	

SuperOffice Software	SuperOffice CRM	Monthly Subscription	From £34 / user	
VanillaSoft	VanillaSoft Pro	Monthly Subscription	From \$80 / user (\$100 for first user)	
WebCRM	WebCRM	Annual Subscription	From £480	
Workbooks.com	Workbooks CRM	Monthly Subscription	From \$30	
Zendesk	Zendesk Sell	Monthly Subscription	From \$25 / user	
Zoho	Zoho CRM	Monthly Subscription	From \$12 / user	

Pricing information reported in January 2019. 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, and edited by Megan Meade, Discover CRM Editor

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