Business model

Tom Rochette <tom.rochette@coreteks.org>

July 24, 2025 — b5600af2

0.1 Context

0.2 Learned in this study

0.3 Things to explore

1 Overview

1.1 Cartalyst

- https://cartalyst.com/
- 75$/3 months
- 25$/month
- Subscription-based model

2 Models

2.1 Subscription based

- Some development must be done in order to protect the software against forbidden use (no subscription)
- May require a "call-to-home" (Internet connection) to verify the subscription is still valid
  - Might be easily countered by firewalling the application
    * We may allow it to go unchecked for 1-X days until we tell the user to connect, but that is bad user experience

2.1.1 Examples

- https://www.ripstech.com/pricing/

2.2 On demand

- Similar to subscription based, but on a per use basis

2.2.1 Examples

- https://www.ripstech.com/pricing/

2.3 Open source

- Code is freely available
  - Makes it more difficult to live on producing the software

2.3.1 Support based

- ($X*0.2)/user/year in support fees
- Fee per request

2.4 Traditional - Major version and upgrades

- X$/user (one time fee)
- ($X*0.2)/user/year in support fees

2.5 Software as a service

- Tools are never shared with the outside world

2.6 Consultancy

- Develop tools to use on a per-project basis, where clients spent 5k$+ on a single pass
- Tools are never shared with the outside world

3 See also

4 References

- http://blogs.cisco.com/datacenter/seven-software-business-models-part-1