

# Business model

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## 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**

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

### **2.4 Traditional - Major version and upgrades**

- $X\$/\text{user}$  (one time fee)
- $(\$X*0.2)/\text{user}/\text{year}$  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>