# Orbit Mobile Mapping Version 11.2 - Prices and Sales

November 2015



# ABOUT THE PRODUCT PRICING

Major Changes in Version 11.2





- 1. Change of License Technique
- 2. Update of Desktop Products
- 3. Introducing Cloud Hosting services
- **4.** Use of Service Tickets for all types of services



- 1. Change of License Technique
- All Licenses now require online validation
- All Licenses are now on concurrent-use base, and free from hardware
- The customer receives an Activation Key instead of a License Key. Upon Activation, the license specifics are retrieved from our central License Server.
- License changes can now be applied in real time (e.g. expire date, # of concurrent users)



- 2. Update of Desktop Products
  - ▶ Feature Extraction products have been reshuffled.
- Extensions have been replaced by fixed bundles of tools

	Most Popular New	
Feature Extraction Basic	Asset Inventory Bundle	Feature Extr. Bundle
4000 €	7000 €	15000 €



- 3. Introducing Cloud Hosting services
  - Orbit GT now offers Cloud Hosting services
- Prices based on prepaid monthly fee (concurrent use and data volume)
- Price includes hosting facilities on a major cloud service Hosting includes data redundancy and data safety No more worries about hardware !



- 4. Use of Service Tickets for all types of services
- Service Tickets remain in place for online support
- use Service Tickets now for webinars, personal assistance and training
- Free Service Tickets remain available except for Training and Disc Service (see Cloud Hosting)

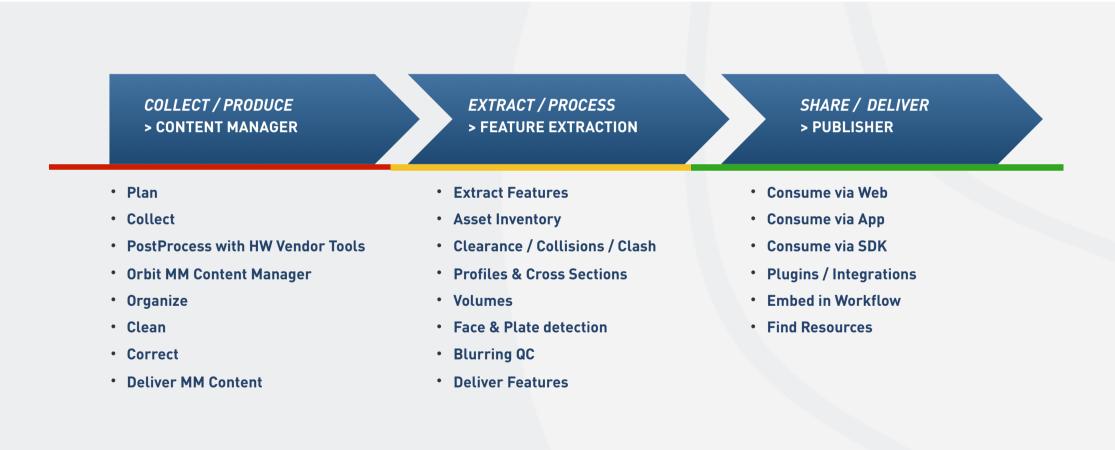
# ABOUT THE PRODUCT PRICING

**Explaining the Portfolio document** 



### The Life of Mobile Mapping data







#### Content Manager

Stand-Alone desktop setups

- Single Seat License
- Fixed price

MM Content Manager (S/A)	MM Content Manager	0MM-CMAN/SA	<u>8.000 €</u>	Updated
·				

### MM Feature Extraction Basic



#### Stand-Alone desktop setups

- MM Feature Extraction Basic
  - single seat license, fixed price

MM Feature Extraction (S/A)	MM Feature Extraction	basic	OMM-FE/BC	<u>4.000 €</u>	Updated

#### Note :

Extensions are no longer separately available

#### Bundles

#### Stand-Alone desktop setups

- MM Asset Inventory Bundle
  - single seat license, fixed price

- Full Office Bundle
  - single seat license, fixed price

- Feature Extraction Bundle
- single seat license, fixed price

MM Asset Inventory Bundle (S/A)	MM Asset Inventory Bundle		0MM-FE/BUN/AI	<u>7.000 €</u>	Updated
MM Feature Extraction Bundle (S/A)	MM Feature Extraction Bundle	complete Feature Extraction bundle	OMM-FE/BUN/ALL	<u>15.000 €</u>	Updated
MM Full Office (S/A)	MM Full Office	Content Manager and complete Feature Extraction bundle	OMM-FULL/SA	<u>19.000 €</u>	Updated



### Asset Inventory Bundle (C/S)

#### Client-Server setups

- Asset Inventory Bundle
- price in relation to concurrent users
- price scale from 2 up to 10 users
- fixed price for each extra user

DESKTOP PRODUCTS	NAME	SPECS	PRODUCT CODE	BASE PRICE EUR PURCHASE
MM Asset Inventory Bundle (C/S) Asset Inventory in Client- Server	MM Asset Inventory Bundle MM Asset Inventory Bundle	2 clients 3 clients 4 clients 5 clients 10 clients extra clients from #11 on	OMM-FE/CS/2 OMM-FE/CS/3 OMM-FE/CS/4 OMM-FE/CS/5 OMM-FE/CS/10 OMM-FE/CS/Add1	12.000 € 15.000 € 17.400 € 19.800 € 27.000 € <u>900 €</u>

### Other Desktop Products



#### Stand-Alone desktop setups

- Blur & Erase
  - single seat license, fixed price

#### Explorer

single seat license, fixed price

MM Blur & Erase (S/A)	MM Blur & Erase	stand-alone (S/A)	OMM-BE	4.500 €
MM Explorer (S/A)	MM Explorer	stand-alone (S/A)	OMM-EXPL	300 €

# Publisher : 3 categories + hosting



- 1. Local Government
- Based on #inhabitants
- Price Scale
- Intranet only
- 2. Central Government
- Based on #concurrent users
- Price Scale
- Intranet Only

- 3. Private Companies
  - Based on #concurrent users
- Price Scale
- unlimited use
- Private Companies (old)
  - Based on throughput volume
  - No longer available



# Publisher : 3 categories + hosting

Hosting

- Publisher for Hosting services
  - ▶ is a 4<sup>th</sup> category for a Publisher purchase
  - May only be sold to service providers, not to end users.

#### Formula

- Monthly fees instead of purchase
- See further "Hosting by Service Provider"





#### Publisher : % dependance

#### Variations

- Base = Price Scales in every category
- Some products are based on the chosen Publisher license with prices expressed as a % of the Publisher price
  - Some products have a Replacement Price
  - Publisher for Only Panorama's, exclude LiDAR
  - Publisher for hardware with extra cores
- Or are Additional Products
- Extra Publishers for Load Balancing, Backup & Test servers
- Upgrade pricing



#### Publisher : Plugins

- Plugins require a Publisher (anywhere within premises or accessible via internet)
- End User can :
  - Buy a Plugin *per seat*

MM for ArcGIS for Desktop single seat 0MM-PUB-PLG/ARCG 600 €

• Buy Plugins *enterprise wide* : see price scales in relation to concurrent users

MM for ArcGIS	for Desktop ELA		OMM-PUB-ELA/PLG/ARCG	15.000 €	Updated
MM Plugins - ELA 50 seats	MM for ArcGIS for Desktop	ELA	OMM-PUB-ELA/PLG/ARCG/50	22.500 € for 50 seats = price of 25 seats *1,5	
MM Plugins - ELA 100 seats	MM for ArcGIS for Desktop	ELA	OMM-PUB-ELA/PLG/ARCG/100	33.750 € for 100 seats = price of 50 seats *1,5	New
MM Plugins - ELA 500 seats	MM for ArcGIS for Desktop	ELA	0MM-PUB-ELA/PLG/ARCG/500	101.250 € for 500 seats = price of 100 seats *3	

# ABOUT HOSTING

Hosting by Service Provider



# Setting Up Hosting as a Service



- Any organization may setup up a hosting service for a range of third party end users.
  - In contradiction to the above MM Publisher prices where the end user is buying a MM Publisher (A.3.), this sales model provides a flexible way for a service provider to setup a hosting service using the MM Publisher.
- As alternative to a Purchase or a Subscription of a MM Publisher license, a MM Publisher for Hosting license is based on a startup fee and a monthly fee.



### Setting Up Hosting as a Service

#### The startup fee is :

- due once at startup time and subject to server configurations and accordingly adjusted unit prices as specified in A.3.2, A.3.3. and A.3.4.
- Idue at crossgrades to larger servers or server pools.

#### The monthly fee has 2 components :

- A Monthly License which is subject to server configurations, concurrent use and accordingly adjusted unit prices as specified in A.3.2, A.3.3. and A.3.4.
- A Data Volume fee calculated automatically each month.

### Setting Up Hosting as a Service



MM Publisher for	MM Publisher - Hosting	Starter License	OMM-PUB-HOST/START	<u>2.500 €</u>	initial price
Hosting Purchase of a	MM Publisher - Hosting	Monthly License	OMM-PUB-HOST/MON/15	300 €	per month
Publisher intended	MM Publisher - Hosting	Monthly License	0MM-PUB-HOST/MON/50	750 €	per month
for hosting to third parties	MM Publisher - Hosting	Monthly License	0MM-PUB- HOST/MON/100	<u>1.200 €</u>	per month
	MM Publisher - Hosting	Monthly License	0MM-PUB- HOST/MON/1000	<u>2.000</u> €	per month
	MM Publisher - Hosting	Monthly License	OMM-PUB- HOST/MON/5000	<u>3.750 €</u>	per month
	MM Publisher - Hosting	per TB, up to 10TB	0MM-PUB-HOST/TB/10	20€	per month, per TB
	MM Publisher - Hosting	per TB, from 10TB up	OMM-PUB-HOST/TB/up	14 €	per month, per TB
	MM Publisher - Hosting	3rd party cloud support	0MM-PUB-HOST/3RDCLD	200€	per month, per run

#### Updated

Orbit Mobile Mapping v11.2 - Confidential

# ABOUT CLOUD HOSTING

Hosting Service by Orbit GT





- Since version 11.2, Orbit GT offers a hosting service in the cloud. This service includes the Publisher and the hosting facilities.
- The Setup fee is a one-time fee per Customer and Project. All other fees are billed per month and are to be paid upfront. The Orbit GT Cloud Hosting service is subject to a Hosting Contract in relation to the hosting facilities, guarantees, operations etc. chosen by Orbit GT.
- The Orbit GT Hosting Service is limited to Mobile Mapping or Oblique content only. It does not provide hosting of any other resource, such as vector data or basemaps (OpenStreetMap is used as reference basemap).
- ▶ In price comparisons, do take into account that hosting facilities are an important cost factor.

© Orbit GT www.orbitgt.com, 2015



#### Delivering your data

Mobile Mapping or Oblique data is generally too large to upload. Orbit GT provides a service to securely wrap your data and send a disc to the cloud hosting facilities. Send a disc with Orbit-ready runs to Orbit GT and we'll do the rest.

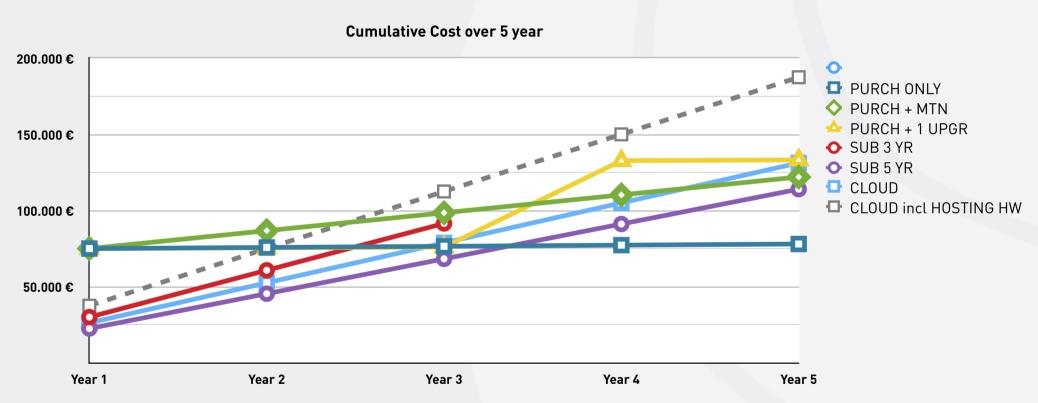


	MM Cloud Hosting by OGT	Custom Setup	OMM-HOST-SETUP	<u>2.500 €</u>	at setup
Hosting Service	MM Cloud Hosting by OGT	Publisher 15 conc. usr.	0MM-H0ST-SERV/15	<u>400</u> €	per month
Service per	MM Cloud Hosting by OGT	Publisher 50 conc. usr.	OMM-HOST-SERV/50	1.000 €	per month
customer, includes	MM Cloud Hosting by OGT	Publisher 100 conc. usr.	OMM-HOST-SERV/100	<u>1.500 €</u>	per month
Hosting Hardware and Facilities, includes upgrades	Facilities, MM Cloud Hosting by UG1 Publisher	Publisher 1000 conc. usr.	OMM-HOST-SERV/1000	<u>2.500 €</u>	per month
and maintenance.	MM Cloud Hosting by OGT	Publisher 5000 conc. usr.	OMM-HOST-SERV/5000	<u>5.000 €</u>	per month
	MM Cloud Hosting by OGT	Disc Shipping	OMM-HOST-SHIP/1	<u>2 tickets</u> per disc	
	MM Cloud Hosting by OGT	Storage per 1 TB	OMM-HOST-TB/1	50€	per 1 TB per month
	MM Cloud Hosting by OGT	Storage 3rd party cloud support	OMM-HOST-3RDCLD	<u>400 €</u>	per month, per run

New



#### Price Comparison



In price comparisons, do take into account that hosting facilities are an important cost factor.

# ABOUT SERVICES

Reseller Support, Service Tickets and other Services



### Service Ticket definition



Service Tickets for any service

- Service Tickets are the way to pay for any service from Orbit GT. New Prices for training, support or other services, are now expressed in # of tickets.
- Service Tickets need to be purchased upfront.
- Every Reseller and Customer has a 'budget' of free Service Tickets. Other tickets need to be purchased.
- Free Tickets can be used for any service except training.

### Service Ticket definition



Service Tickets for online support activities

- A Service Ticket covers 1 support issue, no matter how many communications are required.
  - A Service Ticket does not represent an email or bullet list, but each single issue.
- Every email, support request etc. is logged in our online Service Ticket system (support@orbitgt.com)
- Free tickets can be used for support.

#### Support to Reseller



- Orbit GT encourages Resellers to gain proper knowledge of the technology
   This is required to *recognize opportunities*
- Orbit GT encourages Reseller to become an Authorized Training Center, hence Gold Reseller
- Orbit GT organizes Webinars regularly (generic) or upon request (specific)
   Knowledge Base and Video's provide information
- Reseller gets 10 free Service Tickets per year, each year (1 year valid not applicable for Training nor Disc Service)

### Pre-Sales support to Reseller



- Webinars to Prospects when regarding dedicated questionnaire
   Up to a reasonable level free of charge
- Extra Service Tickets or "Personal Webinars" can be purchased
- Extra pre-sales support can be purchased via Service Tickets



### Post-Sales support to Reseller



- Everything via Service Tickets or Personal Webinars
- either free (out of the 10 /year) or purchased
- Reseller can gain more Service Tickets (see further)

### Support to End Users



#### End User support :

- Upon Purchase, customer receives 4 free Service Tickets per P.O. except for purchase of MM Explorer, OBL Explorer, Plugins or Cloud Hosting services.
- Further Support requires Training
- After training, Customer receives 4 free Service Tickets per training day (per customer, not per trainee)
- All other support via prepaid Service Tickets

#### Training

- Price for On-Site training
  - Travel & Accommodation costs must be paid by Customer!
- Cheaper Price in Orbit GT office
- Check the conditions (Master Service Agreement) !
- Additional training : Personal Webinar Notes :

Training and support can be tuned to the knowledge level of the customer, according to sales opportunities.

# LICENSE & PAYMENT PROCEDURE

Chronological Overview



## License & Payment Procedure



#### Chronologically

- 1. Customer : Orders
- 2. Reseller :
- send MLA to Customer for signature
- send Purchase Order and Customer info to OGT
- 3. OGT : delivers product & temp license
  - Customer installs, does license request
  - OGT delivers activation key with 30-day limit

- 4. Reseller : invoices Customer
- **5.** Customer :
  - Signs & returns MLA
  - Pays
- 📕 6. Reseller :
  - Sends MLA and payment to OGT
- 7. OGT enables activation key for permanent use.

Updated

# ABOUT THE SALES MODELS

**Explaining the Portfolio document** 



### Sales Models

### 2 models to sell Orbit GT products

### Purchase Model

- Purchase:
  - indicated price (includes 1 yr Maintenance
    +Startup Support)
- Maintenance:
  - 15% per year, optional, must be consecutive from second year on
- Single Upgrade :
  - 75%, optional (includes 1 yr Maintenance)



### Subscription Model

Subscription 3-year:

40% per year (includes 3 yr Maintenance +Startup Support), license ends

#### Reminder

Subscription 5-year:

30% per year (includes 5 yr Maintenance +Startup Support), license ends

#### Only for Government customers

### 1. The Purchase Model



includes 1 year Maintenance and + Startup Support Maintenance = software upgrades etc (read the MSA) Support = Service Tickets (see further& read the MSA)

option to buy continued Maintenance from year 2 relates to software, not support must be ordered before year 1 is over yearly fee for continued support is not available : use Service Tickets instead

#### option to buy Upgrade

skip yearly maintenance and buy upgrade before year 3 is over upgrade includes 1 year of maintenance

© Orbit GT www.orbitgt.com, 2015

Orbit Mobile Mapping v11.2 - Confidential

### 1.1. Purchase Prices



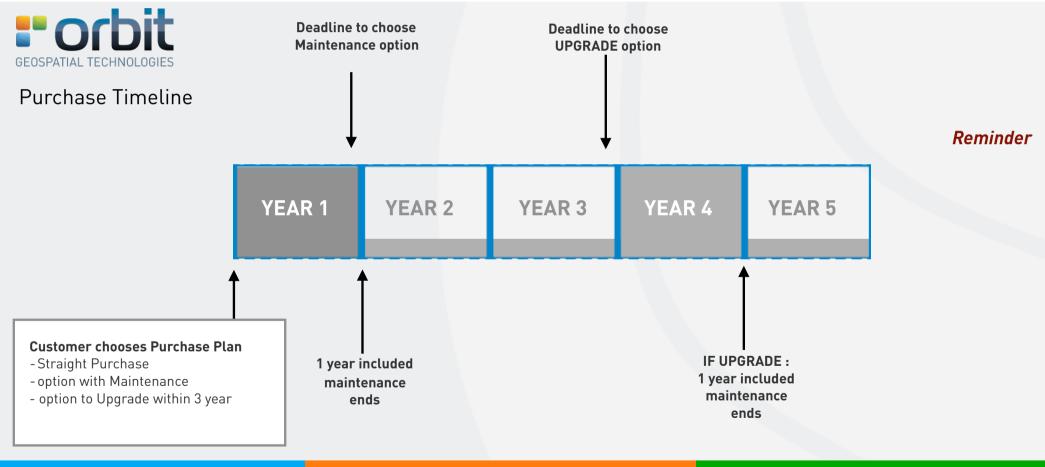
- To Purchase a Product, use the List Price in our Pricing documents.
- To purchase a Yearly Maintenance, charge is 15% of the List Price per year.

Reminder

To purchase an Upgrade, charge is 75% of the List Price (on date of upgrade)

The List Price or Base Price is the basis for all other prices.

### 1.2. Purchase Timeline



**Probit** 

GFOSPATIAL TECHNOLOGIES

### 1.3. Purchase means :



- Purchase is a direct buy of the software according to the list price.
- A Purchase includes 1 year maintenance+Startup Support (see further).
- The Software License is permanent, but maintenance privileges end after 1 year
  - To ensure updates of the software, the customer has 2 options :
    - A Purchase can be followed by yearly Maintenance, must be ordered before end of year 1.
    - A Purchase can be followed with Upgrade which includes 1 year of maintenance, must be ordered before end of year 3.
- A Migration to a 3 or 5 year Subscription formula is simply starting the subscription there is no discount involved.

### 1.4. Maintenance means :



- Maintenance, included in a purchase means :
- The Customer has Purchased a product (in which a 1 year maintenance+Startup Support formula is included).
  Reminder
- Maintenance includes the right to receive upgrades of the software, bug fixes, patches and more. See MSA (Master Service Agreement). It does not include installations or training.
- Please read the MSA carefully to be fully aware of the conditions under which maintenance is delivered (item C.2.2)

# 1.4. Maintenance means (cont'd) :



### Maintenance, continued after year 1, means :

- Precondition : The Customer has purchased the product, and the Maintenance option has been ordered before the expiry of the inclusive 1 year maintenance+Startup Support.
- Once the Maintenance option is ordered, Maintenance is automatically extended year per year until the customer cancels.
  Reminder
- Maintenance will be invoiced upfront, i.e. before start of the year at hand.
- Maintenance includes the right to receive upgrades of the software, bug fixes, patches and more. See MSA (Master Service Agreement). It does not include installations or training.

## 1.5. Startup Support means :



- The Customer has purchased a product in which a 1 year Maintenance + Startup Support formula is included.
- Startup Support contains 4 free Service Tickets, access to the Orbit University and online documentation (Knowledge Base) as long as valid licenses are in place. Explorer and *Reminder* Plugin products do not include free Service Tickets.
- Service Tickets can be used for any support as described in the MSA (Master Service Agreement).
- Supplementary Service Tickets can be gained by getting trained (see B.3.) or by purchase.
- Supplementary Service Tickets need to be purchased before requesting the service.

Please read the MSA carefully to be fully aware of the conditions under which support is delivered (item C.2.3)

### 1.6. Upgrade means :



- Precondition : The Customer has purchased the same product before, and the included 1 year Maintenance + Startup Support has expired.
- Customer gets a discount on the normal Purchase price to upgrade to latest version as follows :
- Discount is available only when ordered within 3 years after initial Purchase.
- Standard discount price is 25% upon standard Purchase Price at that time. Prices given today are only indicative.
- The Upgrade includes 1 year maintenance. It does not include installations, training or other support.

### 2. Subscription Model

#### 2 Possible formulas :

- ▶ 3 Year Subscription, 3 years mandatory, extendible, license ends.
- ▶ 5 Year Subscription, 5 years mandatory, extendible, license ends.
- 📕 Fee per year
  - Includes Maintenance
  - Includes Startup Support

#### Only applicable to Government customers



### 2.1. Subscription Prices



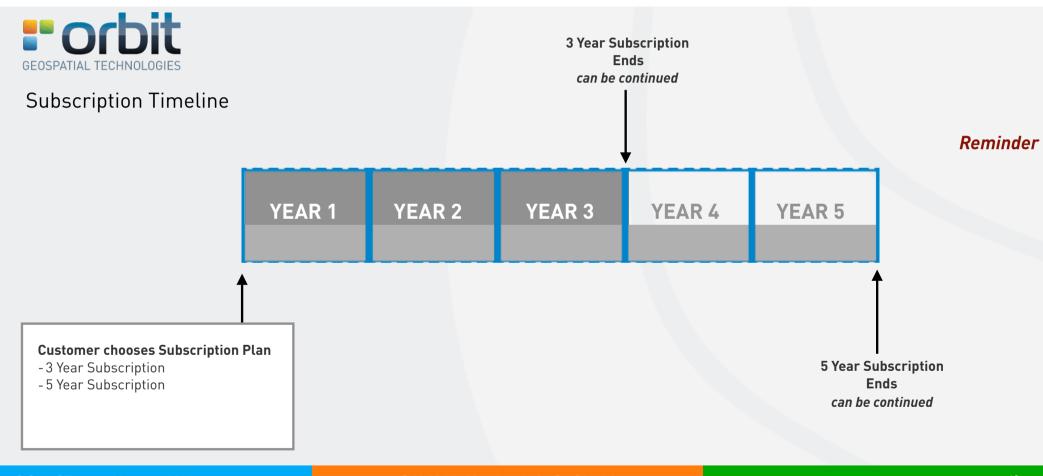
3 Year Subscription : 40% of the List Price, per year.

5 Year Subscription : 30% of the List Price, per year

The List Price or Base Price is the basis for all other prices.

# 2.2. Subscription Timeline





## 2.3. Subscription means :



- Fixed contract for either 3 or 5 years, payments per year at the start of each year.
- Software License Right of Use ends after 3 or 5 years, but :
- Subscription can be extended.
- A Migration to a Purchase formula is simply ordering the Purchase there is no discount involved.
- Includes Maintenance + Startup Support.
- Maintenance and Startup Support as described above.
- Continued Support must be pre-ordered as Service Tickets.

## 3. Why Purchase or Subscribe



	Purchase	Subscribe						
PRO	Immediate turnover Higher customer engagement Options for after-sale	Lower threshold to sell Repetitive income Longer direct customer re	lation <i>Reminde</i>					
CON	Higher threshold, especially for mor expensive products Continued income unsure - requires sales effort	Need to avoid customers with payment risk Lower immediate turnover						
Customer	Private sector	Public Sector						

## 4. Price Evolution Compared

Example Cumulative Cost over 5 years

- Purchase, Purchase + Maint., Purchase + Upgrade
  - add estimated additional services
- Subscriptions
- add estimated additional services
- Price Balance
- Low priced products vs Higher priced products
- Beware of difference in Maintenance (!!)
- Beware of difference in Support needs

# 4. Example Product Calculation



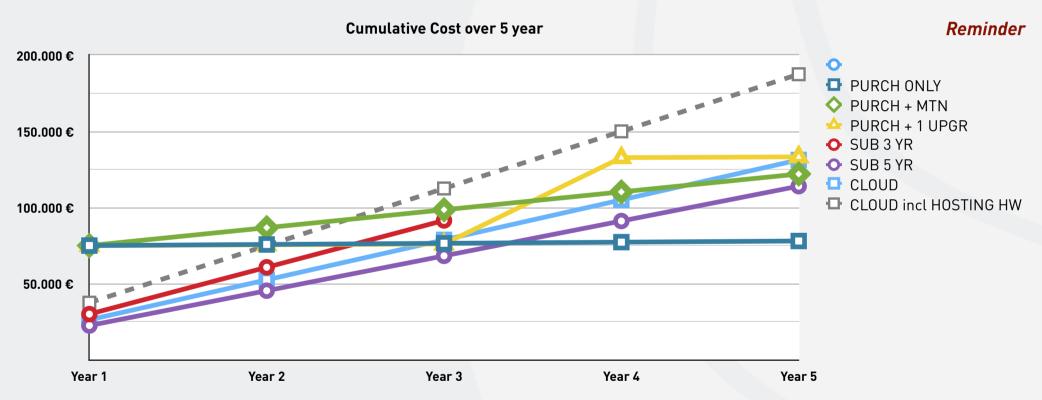
#### Example figures

														Rem	inder
ALES MODEL PRICE - CON	PARISON O	/ER 5 YEA	RS INCLUD	ING CLOU	D EXERCIS	E									
	NAHE		SPECS	PRODUCT CODE				BASE PRICE EUR							
arrent PRODUCT :	MM Publisher - Enterprise users. 1 000 OMM-PUB-ELA/ENT/1000					45.000 €									
	YEARLY COST							CUMULATIVE COST							
		PURCH + MTN	PURCH + 1 UPGR	SUB 3YR	SUB 5YR	CLOUD	CLOUD incl Hosting			PURCH + MTN	PURCH + 1 UPGR	SUB 3YR	SUB 5YR	CLOUD	CLOUD incl Hosting
ar 1	45.000 €	45.000 €	45.000 €	18.000 €	13.500 €	15.750 €	22.500 €	Year 1	45.000 €	45.000 €	45.000 €	18.000 €	13.500 €	15.750 €	22.500
ar 2	0€	6.750 €	0€	18.000 €	13.500 €	15.750 €	22.500 €	Year 2	45.750 €	52.250 €	45.500 €	36.750 €	27.375 €	31.500 €	45.000
ur 3	0€	6.750 €	0€	18.000 €	13.500 €	15.750 €	22.500 €	Year 3	46.500 €	59.500 €	46.000 €	55.500 €		11 10 1 1	67.500
ur 4	0€	6.750 €	33.750 €	0€	13.500 €	15.750 €	22.500 €	Year 4	47.250 €	66.750 €	80.250 €		55.125 €	63.000 €	90.000
ar 5	0€	6.750 €	0€	0€	13.500 €	15.750 €	22.500 €	Year 5	48.000 €	74.000 €	80.750 €		69.000 €	78.750 €	112.500
timated Supplementary Support kets	3.000 €	2.000 €	2.000 €	1.500 €	1.500 €										
stal	48.000 €	74.000 €	80.750 €	55.500 €	69.000 €	78.750 €	112.500 €		48.000 €	74.000 €	80.750 €	55.500 €	69.000 €	78.750 €	112.500
		15%	75%	40%	30%	35%	50%								

# 4. Example Product Calculation



#### Higher priced product



▶ In price comparisons, do take into account that hosting facilities are an important cost factor.

# HOW TO BECOME GOLD RESELLER

Become Authorized Training Center and boost profit



# Gold Reseller = Authorized Training Center



#### IF :

- Reseller gets these trainings :
- Full Office bundle
- Publisher Portfolio
- Applications & Target customers
- Reseller gets update training
- once every 2 years
- or when key personnel is replaced
- Reseller Signs in to webinars when possible

#### THEN :

- Reseller becomes Authorized Training Center
  Reminder
- Reseller Gets 20 extra Service Tickets per year
- Reseller Gets 40% fee on all products

# Join us Follow Us Repost our Messages

LinkedIn, Twitter, Facebook, YouTube, Vimeo see: <u>www.orbitgt.com</u>

\_f У in 🛅 ۷

