



VEGACONSULTING



PRICING AND LICENSING ANALYSIS

A Look at the Competition

Pricing and Licensing Analysis: A look at the competition.



Analyzing channel-based product licenses to find a competitive edge.

THE CHALLENGE

Vega was asked by a large enterprise software company to do a competitive analysis of certain channel - based server product licenses. The client was facing significant market pressures from several competitors offering Open Source and LAMP alternatives. The key channel for the client's licenses were hosting providers.

THE PROCESS

The project involved numerous interviews with internal experts to determine what work had already been done and to gather expert inputs and opinions regarding the current licensing agreement pricing and its competitive impact. Vega subsequently performed a detailed on-line search of leading hosters to understand and document differences between the client's pricing and that of both Open Source and the LAMP Stack.

VEGA DELIVERS

The final presentation highlighted the key findings which significantly helped improve the client's competitive positioning and licensing strategy. As a result, new programs were launched and the client's competitive position was substantially improved.

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