Pricing Models for
Android Enterprise Applications

Agenda

About CRMIT

Enterprise Phone / Apps

Unique Expectations

Android – Advts and DisAdvts

Android Enterprise Apps

Pricing Models

Our Observations

From Free To Paid

**Contact Information**

About CRMIT

- (Don't worry, I will be very quick!)
- CRMIT Solutions
  – Pioneers and leaders in Saas CRM Consulting
  – Providing CRM Configuration, Customization & Integration services
  – 100+ successful CRM / Portal / Back office Integration deployments worldwide
  – CRM++ Brand of CRM-based Enterprise Applications
  – Our Flagship Android Products: mCRM & mSCM
 – http://www.crmit.com/ & http://www.crmplusplus.com/

Enterprise Phone? Apps?

- Fun Vs Productivity

- Specific Expectations

- Existing Brand Images:
  - RIM's Blackberry: Enterprise Phone
  - Apple's iPhone: Fun / Artistic
  - Android: ??

- Remember: ***Mobile is always an enabler, most enterprises won't be moving there fast, just because there is huge buzz!***
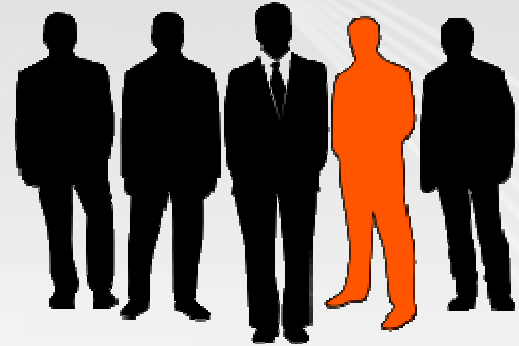
Enterprise Expectations

- Flexibility in terms of devices / Price

- Security (Communication / Storage)

- Data Ownership / Centralized source of truth

- Offline capability (Connectivity has a (sometimes large) Price!)

- Confidentiality / Data Protection / Preventing Misuse (intentional / unintentional)
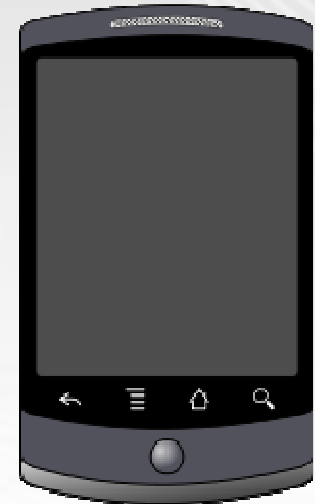
Enterprise Expectations (Contd)

- Corporate Authentication
- Access Control
- Backend Connectivity (J2EE / .NET like?)
- SaaS Connectivity (HTTP? SOAP / XML-RPC? REST? JSON? Others?)
- Reusing existing investments
- Protection against future technology changes
- Usage Control Vs Flexibility
  - Functionality for IT managers to deploy enterprise devices
  - Backup of apps and data
  - Centralized Policy Management
  - Compliance / Activity Logging / Retaining Communication

Android Advantages (& few disadvantages)

- Openness
- Flexibility to beta-test without going to the open market
- Tablet-ready (latest buzzword!)
- Cloud-ready (well, almost!)
- Fragmentation / No control on Hardware
- Very few enterprise apps available (Well, we are going to change that, aren't we?)

Android Enterprise Apps

- A (very short) sample:
  - Office Applications (QuickOffice, ThinkOffice etc.,
  - CRM Clients (CRM++ mCRM, MintFly Salesforce, Mobile CRM+ MS CRM, OnTheGo Sage SalesLogix CRM, RhoLogic SugarCRM)
  - Supply Chain Management / ERP Applications (CRM++ mSCM, ERP In, Open ERP, Mobility for SAP)
  - Enterprise Microblogging Applications (Yammer)
  - Helpdesk Applications (Zendesk)
  - Timesheet / Payroll Applications (Xora GPS)

Pricing Models (General)

- Pay Per Download (One time pricing)

- Subscription (I call it MaaaS)

- Freemium (Demo / Lite Version Upgrade)

- Ad-Funded

- In-App Purchases

- Combination of these

Pricing Models Comparison

Pricing Model	General Apps	Enterprise Apps
Pay Per Download	***	**
Subscription	**	****
Freemium	****	****
Ad-Funded	****	*
In-App Purchases	***	**
Combination	***	*****

Our Observations

- Need to clearly differentiate individual productivity tools and corporate solutions

- Always start with a Free / Lite product in the Android Market
  - Use the right keywords (Search!)
  - Restrictions can be in terms of:
    - Time (30 day trial, But doesn't work most of the times)
    - Features
    - Objects
    - Connectivity (limited number of users can be connected)
    - Ads (Bad choice, Refer to previous slide)
    - None (Full Featured Free version, Pure Brand Building!)
  - Add an "About Us" Or "Premium" page
    - Clearly indicate full product features, price, how to buy (URL - Download from market / Contact us – One Click Phone, Email, Social Media)
    - What if they want more features? (on top of paid product)

After launching the Free / Lite Product

- Many websites / blogs pick content from Android Market and publicize it in their website
  - But it won't be enough
  - In your official website, design a dedicated page for this product:
    - Business Problem
    - Solution
    - Architecture, Extension capabilities
    - Screenshots / Video (Preferred)
    - Features (Free / Paid)
    - Download URL (Free / Paid)
    - Contact Particulars
  - Publicize this page in your official facebook / twitter / linked-in / other Social Media (But do a favor, don't over-sell!)
  - Watch-out for queries in Social Media about the business problem your app solves, and post your response (Again, don't over-sell and strictly no ALL CAPS!)

Share!

After launching the Free / Lite Product (Contd)

- Continuously monitor the downloads @ Android Market – which countries your users are from?
  - Believe me, You will be surprised!
- Plan for translations of your product to few other languages (Very easy - Power of Google Translate + Android, Yeah!!)
  - Do the same for your marketing material as well
  - Remember, Google Translation won't be perfect – Human translation preferred for an Enterprise (paid) product
- Encourage your friends / customers / prospects / cute-girl-next-door to download, try the app and pass feedback
  - What if they don't have an Android phone? Ask them to buy one!
- Listen to feedback, and make corrective changes – plan for a new release / patch every other week
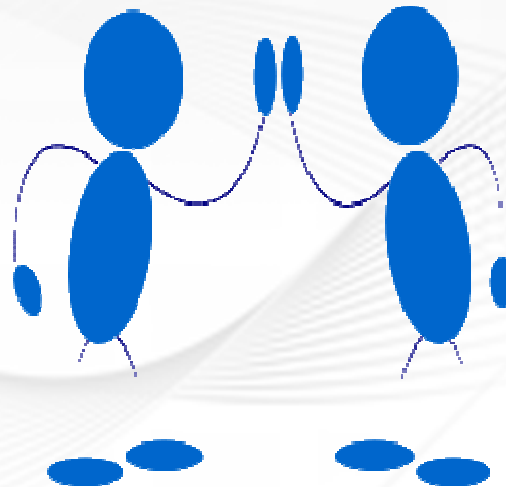
From Free to Paid

- One Time Fee Vs Subscription (PUPM)
  - Mostly this is decided on a case-by-case basis
  - Be careful while deciding One Time Fee:
    - Flat fee for unlimited number of users? Per user fee? (Can you count / control it? Is there any minimum purchase restriction?)
  - If it is PUPM:
    - Is there a minimum # of users / months they have to buy?
    - Do you have the right infrastructure to bill / collect from the client? Do you collect in advance or after use? Monthly? Quarterly? Yearly?
  - General questions:
    - Who owns the IP? Source Code?
    - How will the patches / new versions be distributed?
    - Which devices in which the product is supported?
    - Support mechanism / price / SLAs (X-hour packages for Online / Email / Phone Support work well)

Summary

- Android Enterprise Apps Market is maturing steadily
    - This is the right time to be there to ride the wave
    - A good balance between Fun / Mobile element and Business value is the key
    - Be reasonable, Good Luck!

Image Credits

- http://www.android.com/

- http://translate.google.com/

- http://www.openclipart.org/detail/99949/men-exception-by-pydubreucq

- http://www.openclipart.org/detail/118051/nexus-one-by-gmad

- http://www.openclipart.org/detail/83443/dollars-by-jhnri4

- http://www.openclipart.org/detail/81049/blue-men-clap-by-blauer-montag

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