Total Cost of Ownership (TCO) with PDFelement

Do Better Business through Better PDFs

A simple PDF solution that transforms your office documents in a faster, easier, and more affordable way.

Reduce the Total Cost of Ownership (TCO) with PDFelement

Many businesses enjoy the benefits of using PDF editing software, yet can't afford the significant licensing costs of company-wide implementation with programs like Adobe Acrobat DC Pro. Adobe users are often frustrated by its complexity and unfamiliar interface. As a result, collaboration and productivity are hindered.

The idea of a PDF editing software with an affordable licensing model is appealing for many reasons, the most important being that it greatly decreases their Total Cost of Ownership (TCO) and allows for smart saving initiatives and standardization across your organization.

Pain Points
For Users and Buyers

Higher ongoing cost for Acrobat – users end up paying for features they don't need.

Frustration over licensing and audits – pressure to upgrade to subscription model and pay for costly audits.

Price point for Acrobat - only limited number of employees get access to powerful PDF software.

Usability and productivity – complicated user interface with bloated and unnecessary features.

Unresponsive support – poor customer service, plus bug fixes and enhancements are slow.

Decreased productivity – users are affected by system slow downs and intermittent crashes.

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"Acrobat's feature set is so huge that you could probably spend a week exploring its menus and still miss some options"

PC Mag

The Solution?
PDFelement brings value and freedom of choice

Productivity at a fraction of the cost - improved worflows, document security, and corporate sustainability.

Enterprise-grade capabilities - 100% compliance to PDF standards and easy-to-use features

Simple pepetual volume licensing - eliminates seat-counting requirements or audits

No contractual requirements - avoid penalty fees for exceeded agreements on enterprise-level licenses

Improved business performance and collaboration - standardized format so teams can share, review, publish, and secure PDF files

Knowledgeable, friendly service and support - fast and friendly service with 98% customer satisfaction rate

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"Just about everything about PDFelement is beautiful – looks, functionality, features. If you thought PDF editing and creation was a pain, prepare to think again."

Tech Radar (2017)

Licensing Model
Not all PDF software licensing models are created equal

A perpetual licensing model means that you pay a larger sum upfront, however you only make one payment. Once you pay the upfront licensing cost, you own that software, and can enjoy unlimited use of the licensed version of the product, with minor updates included, for as long as you like.

With a subscription model you pay a smaller fee upfront, but have to make continual payments to re-new your subscription, usually on a yearly or monthly basis. You never fully own the product. You have full usage rights (including minor updates and major upgrades) only while your subscription is active.

One-time (perpetual) licensing	Cloud (recurring) subscription licensing
Full Ownership – one-time fee and no audits	**No Ownership** – higher premium and contract cost
Typically Capital Expense	**Typically Operating Expense**
Full Control over document storage and security	**Less control** due to built-in cloud hosting
Single Product Volume License	**Multiple licenses** to manage comes with higher IT overhead.

Transactional Licensing Program
Take control and seize the savings with our perpetual license purchase programs.

Type of License	Per Seat (min. 5 users)	Terminal/Virtual Server (min. 5 users)		Site (min. 500 users)
		Option 1	Option 2	
Installation	Single or multiple license keys	License manager tool, single license key	License manager tool, single license key	Company-wide roll out single license key
Licensed per	Workstation	Number of user profile	Number of concurrent users	User profile
Charged based on	Number of licenses purchased	Number of licenses purchased	Number of simultaneous users	Number of licenses purchased

Pricing Comparison

Not all PDF software licensing models are created equal

TABLE 1 : INDIVIDUAL PRICING

Say you are a customer wanting to purchase an individual license. For an Acrobat Pro DC subscription, you would pay a monthly fee of $14.99 per month with a continuous release cycle, totaling $178.88 per year. Your subscription would be renewed annually.

With the Acrobat DC Perpetual license you pay an upfront fee of $449, with an additional upgrade fee of $199 every 2 years. In contrast, PDFelement Pro's Perpetual license requires an upfront payment of only $99.95, with a $39 upgrade fee every 2 years.

In total, over 3 years the use of PDFelement would cost you only $139.95, versus Adobe Acrobat which would cost you either $539.97 over 3 years for a subscription license, or $648.00 over 3 years for the perpetual license:

LICENSE COSTS: CALCULATION TABLE (PRICING LISTED IS FOR SINGLE UNIT INIDIVUDUAL LICENSE.)

PDFelement (Perpetual)	Year 1	Year 2	Year 3	Total (for 3 years)
Single License Purchase	$99.95			
Upgrade from Previous Version		$39.00*	$39.00*	
				$139.95

Acrobat Pro DC (Perpetual)	Year 1	Year 2	Year 3	Total (for 3 years)
Single License Purchase	$449.00			
Upgrade from Previous Version		$199.00*	$199.00	
				$648.00

Acrobat Pro DC (Subscription)	Year 1	Year 2	Year 3	Total (for 3 years)
Single License Purchase	$14.99/month paid annually ($179.88/year)			
Upgrade from Previous Version	Continuous Release Cycle			
				$539.97

* Every two years. You must purchase an upgrade for access to new features.

SIMPLE BREAKDOWN

Here's a simple analysis of the cost of buying a perpetual license vs a subscription license for 5 years. This assumes you want to keep your software current throughout the product life cycle.

	PDFelement (Perpetual)	Acrobat (Subscription)	Acrobat (Perpetual)
Year 1	$99.95	$179.40	$449
Year 2		$179.40	
Year 3	$39.00	$179.40	$199 Upgrade
Year 4		$179.40	
Year 5	$39.00	$179.40	$199 Upgrade
Total	**$177.95**	**$897.00**	**$847**

"*Easy to use and powerful PDF software that covers all my day-to-day requirements. It has a well thought out metro-style start page so you can choose exactly what you want to do, an uncluttered user interface, strong content-editing tools, easy page manipulation, and built in OCR capabilities.*"

Ray Wright
Process Safety Consultant

"*PDFelement is a wonderful alternative to the super high-priced Adobe Acrobat Pro. My choice for PDF editing. I have been using this software for about 3 years now and have only seen improvements. I am thankful for the Wondershare team for keeping the price low and responding to customer needs with many updates.*"

Lonnie Gorbie
IT Administrator

TABLE 2: PRICING PER 100 LICENSES

Now, say you're the IT manager of a business wanting to purchase 100 licenses. An Adobe Acrobat Pro Subscription license requires a monthly subscription fee of $1,499 with no software assurance plan included. Over three years, this would cost your business $53,964.00.

The Acrobat Pro Perpetual license requires an upfront payment of $41,258.99 with an upgrade fee every 2 years of $19,999, totaling $61,257.00 over 3 years, with no software assurance. PDFelement's perpetual license would require an upfront payment of $9,985.00 with a $29/per user/year ($2,900) upgrade fee, and a software insurance plan included.

In total, 100 licenses from PDFelement would cost your business only $12,885.00 over 3 years, less than 25% of the cost of Acrobat's cheapest volume licensing option.

LICENSE COSTS: CALCULATION TABLE (PRICING LISTED 100 LICENSES.)

PDFelement (Perpetual)	Year 1	Year 2	Year 3	Total (for 3 years)
Volume License Purchase	$9,985.00			
Upgrade from Previous Version		$39.00	$39.00	
Software Assurance Plan	Included	$29/user/year $2900	$29/user/year $2900	
				$12,885.00

Acrobat Pro DC (Perpetual)	Year 1	Year 2	Year 3	Total (for 3 years)
Single License Purchase	$41,258.99**			
Upgrade from Previous Version		$19,999.00*	$19,999.00***	
Software Assurance Plan				
				$61,257.00

Acrobat Pro DC (Subscription)	Year 1	Year 2	Year 3	Total (for 3 years)
Volume License Purchase	$1,499/month paid annually ($17,988/year)			
Upgrade from Previous Version	Continuous Release Cycle			
Software Assurance Plan				
				$53,964.00

* Every two years. You must purchase an upgrade for access to new features
** Adobe Volume Licensing Cumulative License Program (CLP) - 100 Users License (CDW Canada)
*** Adobe Volume Licensing Cumulative License Program (CLP) - Upgrade 100 Users License (CDW Canada)

Choosing the Best PDF Solution

There are so many choices out there when it comes to PDF editing software that it can be difficult to choose the right one for your organization. You'll want to consider factors like features, cost, licensing issues, and support. We've identified 4 main steps you should follow in the decision-making process:

1. **Determine the need.**
   Regardless of the department they work in, most employees need to create, convert, edit, and share PDFs — from both electronic and paper documents. They may also need password security, digital signatures, collaboration, and conversion back to Word and other Office formats. Some may require form creation features and data extraction, while the IT staff needs to be able to manage each desktop at the server level.

   Ask yourself the following four questions about your current PDF editing software:

   1. Is your PDF software an all-encompassing platform that allows users to create, convert, and edit documents all at once?

   2. Does your software's licensing model allow you to deploy the same solution across your entire organization?

   3. Beyond the software cost, how much will you be expected to pay for support, maintenance, and updates along the way?

   4. Does your current PDF software support workflow automation? Will it streamline processes and cut down costs?

2. **Count the costs.**
   PDFelement is robust and affordable! It offers all the features business users need at a price that makes it possible to put PDF software on every desktop. The different editions of Adobe Acrobat are the most feature-laden PDF solutions, but they are stuffed with specialty features that most office workers will never use, which makes them even more expensive. When it comes to PDFsoftware, budgets become a determining factor in your decision-making process.

3. **Look at licensing and deployment.**
   Watch for software with licensing models that can accommodate growth without the cost spiraling out of control. Beyond the single-user box, group-licensing models can include a site license, which covers every seat in the organization. Open licensing comprises a set number of seats at a volume discount. Both make for predictable budgeting without surprise bills in the middle of the fiscal year. If you're installing a PDF solution on more than a few desktops, consider whether the vendor offers tools to enable IT staffers to manage the process from the server level.

The Bottom Line

PDFelement offers an easy solution for small to mid-size businesses. Through standardization across all devices, single-volume licensing, smart savings, and easy compliance, the benefits outweigh the minimal costs. Using PDF editing alternatives like PDFelement help to ease the blow when it comes to the cost of PDF editing software. When you choose PDFelement, you can take advantage of:

- Easier installation and configuration

- Plenty of online training resources and tutorials to assist users, as well as an active online community

- The ongoing support you require to keep your software fully operational through 1:1 sessions with product experts.

- Lowered TCO that has a huge impact on your business

To learn more about PDFelement, visit https://pdf.wondershare.com/