

Choosing the right SDK pricing model for your enterprise use case

Fixed annual fee

In a fixed annual pricing model, enterprises pay a set yearly license fee for an SDK.

This flat cost is independent of the number of users, devices, or interactions.

Advantages



Predictable cost

Enterprises have perfect control over the SDK-related expense, as it is not subject to fluctuations in usage.



No monitoring

There is no need to track usage metrics under a flat fee model.



Data privacy

Enterprises are not required to send usage data to the vendor for billing. This reduces the risk of data leaks and fraud.



Incentivizes lasting partnerships

Flat-fee models offer long-term planning security for both vendors and enterprise buyers.

Disadvantages



Potentially higher cost for low usage

If the software is only used sporadically, enterprises may find themselves paying more than under variable pricing.



Limited flexibility

A fixed fee may limit adaptability to changes in usage patterns or business needs.

Volume-based pricing

In the volume-based pricing model, the cost depends on the volume of service or product usage. Users, downloads, or calls to the component are common metrics.

Under this model, more usage always results in higher costs.

Advantages



Cost-effective for low usage

Variable pricing is well-suited for low-volume use cases, as enterprises only pay for what they actually use.



Flexibility

The model adapts to changed usage patterns, making it suitable for businesses with dynamic needs.

Disadvantages



Unpredictable cost

Costs are difficult to foresee, potentially causing budget uncertainty – especially if usage is highly variable.



Data risks

Enterprises must track and share usage data for billing. This increases the potential for data leaks and fraud.



Monitoring

Tracking interactions with the component, users, and devices requires extensive technical setup prior to the integration, and must be maintained throughout the licensing period.



Complexity

Need to track usage metrics and pay separate fees for additional services complicates billing, requiring more attention and analysis.

Key considerations

Usage volume



Fixed pricing

Are more cost-effective in high-volume use cases than variable fees. Moreover, they simplify financial planning, especially for projects where usage is challenging to predict precisely.



Volume-based pricing

On the other hand, are a good fit for low-volume use cases, such as seldom-used functionalities of an app or website.



Data privacy



Fixed pricing

Are ideal for industries handling sensitive data, such as insurance, finance, or the public sector, as they do not require usage data to be shared with third-parties.

Conversely, solutions that use **variable pricing** require careful consideration, because the enterprise must ensure that the necessary tracking complies with all applicable data privacy laws.



Cost transparency

Buyers need to carefully evaluate any extra costs they may incur, such as charges for support or access to new features.



Fixed pricing

Often include some or all of these services in a comprehensive package. This makes the cost predictable and transparent for customers.



Volume-based pricing

Tends to involve additional charges for support or feature updates. To avoid unexpected expenses, the pricing structure needs to be examined closely.

We don't punish your success: Scanbot SDK's fixed pricing model

Fostering our customers' success is central to our business. The Scanbot SDK's flat annual license model reflects this commitment: Our clients can freely expand their user base without worrying about rising costs.

We believe in transparency. This is why our fixed license fee covers everything: From technical support and regular updates to any new features, it's all part of the package.

We are committed to data security and privacy. There is no usage tracking, and all scan data is processed exclusively on the end user's device – 100% offline. No data is ever sent to us or any third-party servers.

Trusted by 300+ enterprises globally



Ready to explore synergies?

Our solution experts are happy to assist with your questions about functionality, integration and best practices.

