Pricing Guide
Applicant Tracking Systems
Here’s What We’ll Cover

- Pricing models
- Pricing ranges
- Unexpected costs
- Pricing of popular systems
Two Common Pricing Models

**Perpetual License**

An upfront sum for the license to own the software and use it in perpetuity. This is the more traditional model and is most common with on-premise applications.

**Subscription**

A monthly fee to use the software for a specific amount of time. Subscription pricing became popular with the advent of Software as a Service (SaaS).
Comparing Costs by Pricing Model

<table>
<thead>
<tr>
<th></th>
<th>Upfront costs</th>
<th>Recurring costs</th>
<th>Other costs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Perpetual License</td>
<td>HIGH</td>
<td>LOW</td>
<td>MEDIUM</td>
</tr>
<tr>
<td>Subscription</td>
<td>LOW</td>
<td>HIGH</td>
<td>LOW</td>
</tr>
</tbody>
</table>
Perpetual License Costs

Upfront costs

- Perpetual license fee
- Customizations
- Installation/setup
- Integration with existing systems

Recurring costs

- Maintenance (updates, patches & upgrades)
- Premium support services

Customization and integration costs can be significant--often as much or more than the software--if you choose to change the software substantially.
Subscription Costs

Upfront costs

• Customizations
• Installation/setup
• Integration with existing systems

Recurring costs

• Subscription fee
• Premium support services

Customization and integration costs are often less costly simply because SaaS systems have not provided as much flexibility in this area. Although that is changing as SaaS systems evolve.
Total Cost of Ownership

While a perpetual license may cost more upfront, the total cost of ownership typically converges with subscription packages over time.

Visit our Total Cost of Ownership Calculator for a more detailed estimate.
Subscription Price Ranges

- **Starter**: $50 - $400
- **Mid-range**: $100 - $500
- **Enterprise**: $200 - $1,000+

Customer requirements
Often Overlooked Costs

While this can be done in-house, most will want to pay the vendor to transfer data.

Often web-based training is included, but vendors will charge for in-person training.

This can be a major expense for on-premise software buyers that need their own servers.
## Pricing for Popular Packages

<table>
<thead>
<tr>
<th>Product</th>
<th>Pricing Model</th>
<th>Starter</th>
<th>Mid-Range</th>
<th>Enterprise</th>
</tr>
</thead>
<tbody>
<tr>
<td>ApplicantPRO</td>
<td>Subscription (per month)</td>
<td>$60 - $150</td>
<td>$150 - $400</td>
<td>$200 - $500</td>
</tr>
<tr>
<td>ApplicantStack</td>
<td>Subscription (per month)</td>
<td>$95</td>
<td>$135</td>
<td>$345</td>
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<tr>
<td>ExactHire</td>
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<td>JobScore</td>
<td>Subscription (per month)</td>
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<td>Newton</td>
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<td>Recruitee</td>
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# Pricing for Popular Packages Continued

<table>
<thead>
<tr>
<th>Product</th>
<th>Pricing Model</th>
<th>Starter</th>
<th>Mid-Range</th>
<th>Enterprise</th>
</tr>
</thead>
<tbody>
<tr>
<td>CATS</td>
<td>Subscription (per user, per month)</td>
<td>$99</td>
<td>$99</td>
<td>$99</td>
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<tr>
<td>JobAdder</td>
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<tr>
<td>Workable</td>
<td>Subscription (per user, per month)</td>
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<td>$50</td>
<td>$50</td>
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<tr>
<td>Zoho Recruit</td>
<td>Subscription (per user, per month)</td>
<td>$0</td>
<td>$25</td>
<td>$50</td>
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</tbody>
</table>
Sources of Pricing Data

The pricing information included in this presentation was collected from vendors’ websites in March 2017. Software Advice is not in a position to provide detailed price quotes on behalf of these vendors, and this data should not be considered as such. The information is a compilation of what is publicly available online. Buyers should contact the software vendor for actual pricing. Below is a list of sources from where this information was collected:

1. http://www.applicantpro.com/pricing
5. https://www.jazzhr.com/pricing
6. https://www.jobscore.com/pricing
11. https://www.catsone.com/pricing
12. https://jobadder.com/pricing
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