



The Sitecore Consumption Model

Keeping up with the Times

Sitecore has traditionally been licensed on a “Perpetual” basis – once you own a license, you have it forever. The ramifications of this are that you need to purchase a license for every server you install the software on. In the age of big iron and locally hosted data centers, this licensing model made a lot of sense.

These days, as more and more companies are moving their infrastructure into the cloud Sitecore is swiftly pivoting its product offerings to address this shift. A little over a year ago, Sitecore introduced a “Consumption” based licensing model which allows you to pay for what you use. In short, what you pay is determined by the number of visits to your site, not the numbers of servers the CMS is installed on.

Sitecore Perpetual vs. Consumption Model

Here’s a quick overview of the key features of both models:

Perpetual

- Licensed per server installation
- Large up-front purchase
- Your company owns the license forever
- Annual maintenance for ongoing support and access to upgrades

Consumption

- Licensed based on the amount of visits your site receives.
- No large up-front purchase, but you don't "own" a license.
- Can be paid for as-you-go.
- One fee covers usage, support, and maintenance.

When presented with this overview and nothing else, Vertex sees that customers initially favor the Perpetual Model even when doing so isn't in their favor. This has been the traditional model for a long time, (it's like buying vs. leasing a car) and many companies are familiar and comfortable with it. If you're going to spend money on something, you want to have it forever, right?

The Consumption Model is newer and is oriented toward more flexible infrastructure needs, and is

a natural fit for cloud. Under this model, your cost is based on the number of people who visit your site, much like a utility bill. If you stop paying for the software you must discontinue use of the software. Vertex is seeing most companies are looking to cut cost on a license model and we have shown these companies this is the right approach for them.

Sitecore's maturing vision and feature set brings about solutions to many issues that affected them in their infancy. Let's just say Sitecore Consumption Model is a game changer.

Please feel free to sit down with one of our Sitecore Team members this year at the Sitecore Symposium to discuss what option would work best for your company's needs.

Please email all your questions and your available time to discuss this cost saving method to Christopher.rambo@vertexcs.com

About Us

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