

# > Understanding Annual Licencing V16

# Aims

- Understand 3CX's V16 annual licencing
- Learn how recurring revenue benefits you and your customers
- Myth bust common misconceptions



# What is Annual Licencing?

- A subscription based payment plan
- One, simple recurring payment on the same date each year
- Price is based on the number of simultaneous calls you require & your choice of 3CX editions
- Includes maintenance

# Why should customers choose annual?

1

## Low CAPex

No upfront cost from 3CX  
Easy to approve & adopt

2

## More choice

Additional licence sizes  
Easy Scale Up/ Down

3

## Lower ongoing costs

Better value  
Better Budgeting  
No maintenance

# Price Comparison: 16SC Professional License

## Perpetual

One off cost: €1,570  
Maintenance per year: €432

### Cost By Term

3 Years: €2,434  
5 Years: €3,298  
8 Years: €4,594

## Annual

Cost per year: €571  
Maintenance per year: €0

### Cost by Term

3 years: €1,713  
5 years: €2,855  
8 years: €4,568

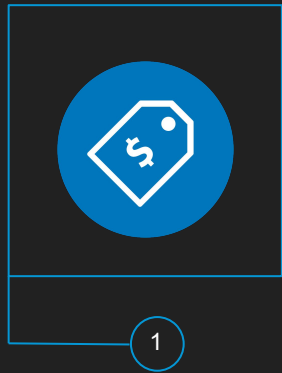
# Why should you choose annual?



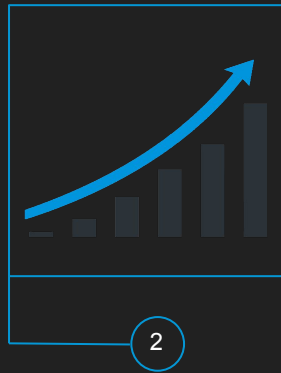
or



# Why should you choose annual?



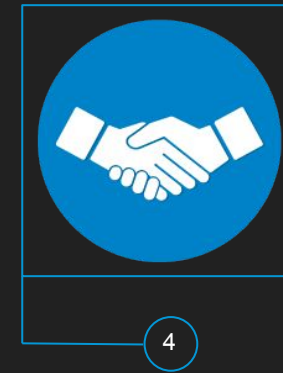
Value



Partner Growth



Stability



Relationships

# Why should you choose annual?

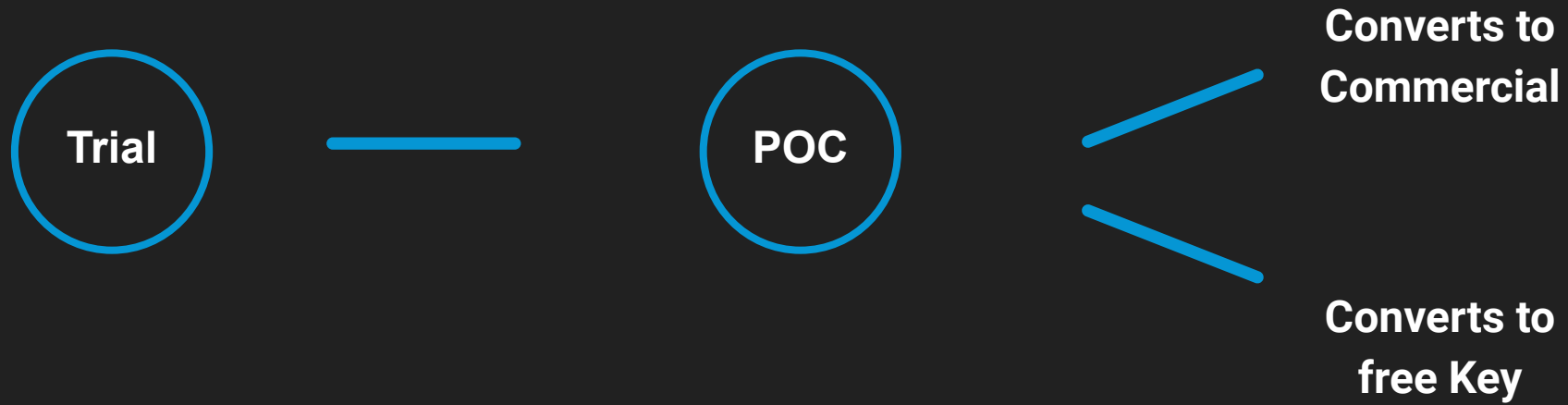


or





# Typical Path to Purchase



# Trial Keys

Partners can provide potential customers with trial keys from their partner portal



## Create Try Licence

Partner Portal > Keys > Create Try Licence



## Licence Allocated

Size based on the number of extensions required



## 40 Day Pro Trial

Expiry date will be set to 40 days  
- If you require a POC tell us before day 40!



## 1st Year Free

Standard Licence Only

# What about Free Licences?

- Up to 8 SC standard licences are free on an annual subscription
- Use them to introduce customers to 3CX and then upsell them later
- 3CX renews automatically on December 31st
- Includes maintenance!
- Does **NOT** contribute to partner status

# Renewals timeline

Key shows in  
expiring keys tab  
of partner portal &  
in management  
console

Initial reminder sent  
to end users

2nd reminder sent  
to end users

Final reminder  
sent

**Licence Downgraded**  
Licence downgrades  
to an 8sc standard  
upon expiry

-60 days

-30 days

-15 days

-7 days

Expiry Date

## Did you know?

- The clock starts ticking on an annual licence from the **date of activation**
- You can **purchase multiple years** of an annual licence at once!
- You can renew annual licences for an additional year at any point
- Upgrades are always available -
  - You **pay the difference** between your old and new licence for the remainder of the term
  - Your renewal date remains the same
- Downgrades are possible on your expiry date



Any questions?  
[www.3cx.com](http://www.3cx.com)