memoq

# Freedom of Choice

## Deployment and Licensing Options for memoQ server

# memoQ server is now available with three deployment and two licensing options giving you the ultimate freedom of choice.

When memoQ server was first introduced, buying a perpetual license was the only option available. Then, in 2014, we introduced memoQ cloud*, a new deployment method that, just as importantly, brought with it a new licensing model—subscriptions. memoQ cloud became our fastest selling product, growing over 80% in 2018 alone. The subscription model is now prevalent, with over half of our new customers currently choosing this licensing method.

Now, as of the beginning of 2019, you have the option of **subscription licensing for *all* deployment options, not just cloud deployments.** You can have both the security and robustness of an on-premise memoQ server deployment and the many advantages of subscription licensing. In other words, deployment and licensing are unbundled—cloud and subscription are no longer tied to each other.

In this document, we compare your options and explain the value of each for your business.

**memoQ ranks #407 on the Saas 1000 list* | *Indexing the Fastest Growing SaaS Companies*

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# Deployment Options for Your Organization

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Except as noted below, all deployments enable highly scalable systems offering project tracking, terminology and translation memory management, user and group administration, outsourcing and collaboration workflows, machine translation integration, automation, reporting, quality management, and highly configurable document filters.

**NOTE!**

memoQ cloud supports all of the features mentioned above except Enterprise License Management, Terminal server support, Content Connectors, Folder Connections, and Active Directory Integration.

# On-premise

memoQ is installed and runs on computers on the premises of the organization using memoQ software. This is suitable for businesses that have the necessary IT know-how and staff to manage an on-site server, or for organizations with IT security policies in place that don't allow off-site deployment.

# Cloud

memoQ server runs in the cloud. You can choose from among three different regional centers to access infrastructure close to you. One of these centers is in Europe, the other two are the MS Azure Japan East and West US centers. Chosen for reliability, the regional infrastructure centers make memoQ cloud among the most reliable SaaS products.

memoQ cloud deployment is particularly suitable for smaller teams. It provides a quick and powerful solution not only to companies but also to ad hoc teams of translators. We provide you with regular backup.

# Hosted

memoQ is installed and runs on dedicated Azure servers that are hosted and fully managed by our IT Services team. All maintenance responsibilities are shifted to us, eliminating your need to cover the extra work hours and downtime typically necessary to upgrade software. This option combines many key benefits of the cloud (no need for IT in-house resources) with the robustness and security of an on-premise deployment. We provide you with regular backup.

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# Licensing Options for Your Organization

memoQ server has two distinct licensing options, each offering unique benefits.

# Perpetual License

A perpetual license is the ‘traditional’ model used to purchase software. You pay for your software license up front and have the right to use the purchased* version indefinitely. Along with the purchase of a perpetual license, you get technical support and software upgrades for one year. After one year, you may purchase annual Support and Maintenance Agreements (SMA) for continuous access to Support and downloads of new versions of memoQ. (memoQ is on a frequent release cycle.) You also have the option to pay for additional ad hoc consulting and technical services on implementation or matters that are beyond the scope of user support.

*Perpetual license owners can use their most current version they obtained under SMA forever. They would need a new SMA if they want to upgrade to newer versions and/or need access to memoQ Support.

# Subscription (Software as a Service)

Subscription licenses can be paid monthly or annually, resulting in what is essentially a per-license fee. Customers typically pay for the subscription term up front and are entitled to use the software until the subscription term expires (unlike a perpetual license, which permits indefinite use of the purchased version of the software). The subscription payment includes software licenses, access to support services and new versions of memoQ that are released during the subscription term. Subscriptions replace the capital outlay of purchased perpetual licenses with ongoing periodic subscription payments, making software more affordable.

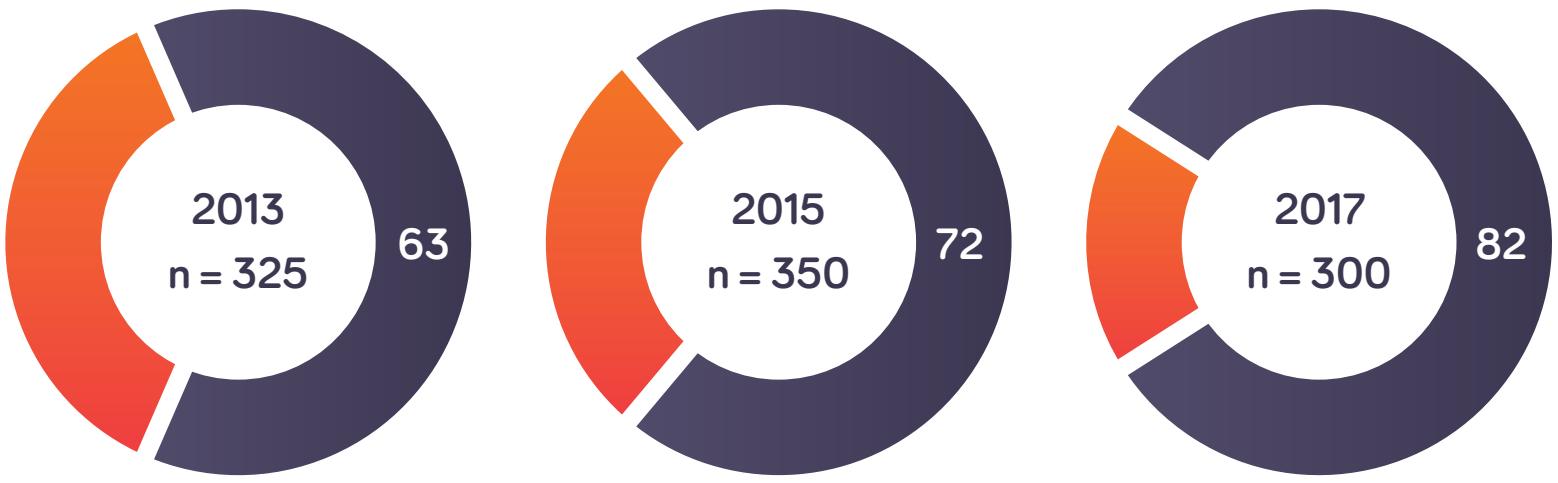
| | Perpetual license | SaaS (Subscription) |
| --- | --- | --- |
| On-premise | ✓ | ✓ |
| Cloud | ✗ | ✓ |
| Hosted | ✓ | ✓ |

**KEY TAKEAWAY:** Many people use the terms “cloud” and “subscription” synonymously. However, distinguishing between the deployment model (cloud versus on-premise) and the licensing model (subscription versus perpetual) is critical. Demand for cloud solutions is increasing, which is why we launched memoQ cloud in 2014 and are keen on further developing and refining this technology. But one particular demand from customers outstrips even the demand for the cloud in most market segments: flexible subscription offerings. McKinsey reported in December 2017, that **preference for on-premise software subscriptions** has increased to 82 percent, from 63 percent, over the past several years. The simplicity and flexibility of the subscription model are the main reasons cited for this shift.

## MARKET DEMAND FOR ON-PREMISE SUBSCRIPTION SOFTWARE HAS INCREASED SIGNIFICANTLY OVER THE PAST THREE TO FIVE YEARS.

Share of IT decision makers preferring subscriptions for on-premise software,

% of responses




*Source: McKinsey survey of large-enterprise IT decision makers*

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## Benefits of Subscriptions

# Cash-flow Management

With perpetual licenses, customers pay for software up front and annually thereafter for support and maintenance contracts. For larger software deployments the up-front cost can be significant, often requiring capital expenditure (CapEx). In comparison, a subscription model offers better affordability with a predictable payment schedule, smaller up-front costs, and all costs ultimately becoming a part of operational expenditure (OpEx).

# Compatibility

Although perpetual licenses may be used forever, specific product versions have a limited lifecycle and eventually become obsolete, due to factors such as supported hardware and companion software. As a result, you may need to upgrade periodically to ensure compatibility with other line-of-business applications.

If you continue to use a product that has reached its end of life, you will no longer receive updates, patches, and hotfixes. This could expose you to risks, including harmful viruses, spyware, and other malicious software that can steal or damage your data.

With a subscription model, you always have access to the latest version of memoQ. If the subscription is in the cloud, all upgrades and new features are released in real time. With any deployment, new releases are included in the monthly or yearly price, ensuring no compatibility or obsolescence issues.

# Flexibility

memoQ server subscriptions give you the ultimate freedom in licensing flexibility and associated costs. You can vary the number of user licenses you pay for from one subscription period to the next (rather than buying licenses in advance whether you will end up using them or not, as with perpetual licenses). You can even suspend activity on your memoQ server entirely for one or more subscription periods without charge (and without having to pay retroactively for SMA when you resume activity, a requirement if you own perpetual licenses).

# Simplicity

Perpetual models can be complicated with SMA and ad hoc deals for consulting services. With subscriptions, one single fee includes servers, licenses, support, professional services, and product upgrades.

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# Further Flexibility

No matter which deployment and licensing options you choose, memoQ server also gives you operational flexibility in managing user licenses and choosing an interface.

# License Management

With memoQ server your organization has flexibility in managing your pool of user licenses. Translator licenses can be assigned and returned anytime. For example, you can assign licenses to contractors for the duration of a translation project and have the licenses automatically returned at the end. If contractors already have memoQ, you don't have to pay for their access to your server.

# Desktop and Web: Choose your Interface!

memoQ server has both desktop and web versions. The web version can be easily accessed with a URL by the owners of the server and any translators assigned to an active project. The web interface also works in browsers under other operating systems such as Linux or Mac OS.

**NOTE!**

memoQ server administrators need to use the desktop version of memoQ.

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# So, Which Choice is Right for You?

There are no right or wrong choices, only what is a good fit for your business.

Key considerations include:

- **OWNERSHIP**—is it important to own your licenses?
- **CASH FLOW**—do cash constraints make up-front investments difficult?
- **NEW RELEASES**—is it important to use the latest technology?
- **ACCOUNTING**—do you prefer operating (OpEx) rather than capital expenses (CapEx)?
- **IT RESOURCES**—do you have in-house expertise and resources to manage hardware and software or would you outsource this to us?

# About memoQ

memoQ Translation Technologies is the developer of memoQ, one of the world's most advanced translation environments. Used by hundreds of enterprises and translation companies all over the world, memoQ is the #1 solution to automate and optimize the entire localization process, and manage translation and localization projects in a time- and cost-efficient manner.

# Contact us

Take your localization processes to the next level. Let our localization professionals to establish a workflow for you, or optimize your existing one even further.

Get in touch with us at sales@memoq.com

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