



Six Questions to Ask About Licensing and Pricing

Flexible Licensing and Clear, Up Front Pricing

When we were starting Gurobi we heard from many people about their frustrations with companies that not only make it hard to find pricing information, but also use complicated licensing conditions leading to unexpected, and seemingly unnecessary costs when developing and deploying applications. In some cases, these costs arise simply because results are being shared with coworkers.

Gurobi uses a different approach: our price list is available on our website, and we have made every attempt to remove any surprises when evaluating your total cost of ownership. Below is a short list of questions to ask when considering the pricing options for a solver.

1. What are the possible use limitations for the license you are considering?

Gurobi: All our licenses can be used for both development and deployment, and with an unlimited number of applications. We also allow you to transfer licenses at no additional cost (such as from a consultant to an end-user).

Other: _____

2. If you change your hardware configuration, how will your licensing costs change?

Gurobi: Most of our licenses do not depend in any way on the characteristics of the machine. The one exception is our server license, where the price depends on the number of CPUs. However, even in that case, the price does not depend on the number of cores. This means, for example, if you have a server license for a two CPU socket machine with four cores per socket, and you want to move that license to a machine with two CPU sockets and six cores per socket, there will be no additional charge for that license.

Other: _____

3. How do you plan to track your license usage?

Gurobi: At Gurobi our license manager gives you the tools you need to make sure your licenses are being used properly. If you purchase a competing solver which does not have a license manager, then you should be asking how your IT department will manage license usage, and whether your usage could be audited.

Other: _____

4. When you pay for support, what do you actually get?

Gurobi: Ask hard questions about who you will have access to, their knowledge of the product, and the response times you can expect. At Gurobi, we treat support as a core part of our offering. We provide our customers direct access to PhD-level optimization experts with years of experience working with commercial models. With Gurobi, you get answers when you need them, not in days or weeks.

Other: _____

5. What will be your long-term maintenance and support costs?

Gurobi: At Gurobi our price for support and maintenance is 20% of a license's list price, and our list prices are published on our website, making it easy for you to know what your maintenance and support costs will be. When considering a competitive offer, particularly when a large discount off the license list price is involved, be sure to determine exactly how your maintenance costs will be computed, and whether they will be based upon your discounted price.

Other: _____

6. Do you have all the information you need to calculate your end-to-end licensing cost?

Gurobi: When you calculate the licensing cost from development to deployment, it isn't unusual for Gurobi to be *several times less expensive* than competing alternatives. If you see a much lower price, be sure to ask what can and can't be done with that license. Can it be used for deployment, what is the on-going cost, and can you share results internally without buying additional licenses?

Other: _____

We are always happy to discuss your needs and answer your questions. Feel free to contact us at: sales@gurobi.com or +1 713 871 9341.