PPI for Pre-Packaged Software

The French experiment

Outline of the presentation

- What is the scope ?

- Pricing methodologies

- Quality adjustment

The scope : pre-packaged and customized software

- The difference seems very clear in some cases...

- ...but in other cases the « pre-packaged software » is adapted according to the client's requirements.

The scope : what is maintenance ?

- Technical assistance and pre-payment for future versions

- Maintenance is very important in terms of turnover.

- The definition of the product : maintenance or not ?

The scope : the example of Microsoft

- What is the definition of import prices ?

- Microsoft's weighting coefficient

Price setting

- The production's cost of a pre-packaged software

- The cost, the estimated sales and…the market's reality

- The case of indirect selling

- The price of « maintenance »

Choosing the methodology

- Is it relevant to measure the changes in list prices ?

- Is it possible to measure average transaction prices ?

- The case of maintenance

Quality adjustment

- The evolution of the products and the weights inside the sample : an annual update

- And outside the sample ?

- The major problem : changes in versions

Quality adjustment : the changement of the version

- The price stays the same but not the product

- The software publishers' and the users' point of view

- The imputation method