

	Strategy	Structure, Policy, & Level	Pricing in Distribution Channels	Pricing for Large Customer Accounts	Pricing for the Global Market	B2C (Business to Consumer)	SaaS Offerings	Pricing for Enterprise IT Organizations
Corporate level	Set strategy for overall pricing: optimized to short or long term. Determine relationship of Finance, Product Development, and Sales	Single price policy, consistently enforced (may be multiple for different lines of business)	Special needs of each distribution channel	Various approaches to dealing with large customers	Strategic approach to differential prices per country - Currency and how it plays with prices	Strategic guidance on channels to use - Intellectual Property strategy	Determination of how to position Corp in marketplace: fee, "free", subscription, service	How the IT organization may pay for itself:
Product/ Family level	Set product family strategies with respect to price structures and	Selection of product price structure, metric, price level, and charge options	Volume programs	Discounts	Approaches to pricing across geos: pro's and con's of each	Tactical decisions on channels	Selection of best go to market vehicle conforming to corporate strategy	Profit center
		Provide competitive advantage or optimize revenue	Distributor / reseller / influencer compensation	Negotiation	Relative costs of doing business and effects on price	Price levels compared to competition	Optimize based on same factors but different menu of options	Cost center
		Complete an offering	Market expansion	Special bids		Implementation of IP protection		Service organization
		Incidental to a service	Independent solution vendor	Role of procurement				Make vs buy
		Price over product life	Original equipment manufacturer (oem)	Value selling				Outsourcing
		Cost of implementation						

Fig. 5.2 Software Pricing Framework