



2019 Sawtooth Software Price List

All software is sold as a 12-month subscription. Free technical support, maintenance, hosting for online data collection*, and upgrades are included. Prices are in US dollars. Each subscription is for the exclusive use of a specific, named individual and may be transferred upon approval by Sawtooth Software.

Suite Subscriptions

Suite Subscriptions are discounted combinations of Sawtooth Software products and services. There are four types of suites: the Standard Suite, the Premium Suite, the Premium Suite Plus, and the Discover Suite. We also give multi-user discounts. Once you have purchased once a 10-User Suite Subscription, additional users may be added at \$3,090 for the Standard Suite, \$3,690 for the Premium Suite, and \$3,990 for the Premium Suite Plus. For example, an 11-person Standard Suite Subscription would be \$30,900 + \$3,090 = \$33,990.

Suite Subscriptions	1 Person	5 Person	10 Person
Standard Suite <i>Includes Lighthouse Studio's CBC ADM, ACBC, ACA30, CVA, General Interviewing Unlimited, and MaxDiff 500 components. Also includes the Choice Simulator, Offline Surveys, CBC/HB, CBC Latent Class, ACA/HB, CVA/HB, CCEA, HB-Reg, Discover, Online Simulator, MaxDiff Analyzer, and free survey hosting*. Everything but MBC!</i>	\$9,900	\$19,500	\$30,900
Premium Suite <i>Includes Standard Suite and MBC</i>	\$13,900	\$23,500	\$36,900
Premium Suite Plus <i>Includes Premium Suite, 5 hours free consulting, 15% off workshops & conferences</i>	\$15,500	\$25,100	\$39,900
Discover <i>For simplified CBC (8 attributes, 15 levels per attribute) and simplified general interview surveys</i>	\$3,000	\$5,900	\$9,300

Component Subscriptions

Component Subscriptions give a single user 12 months access to a specific piece of software. When you purchase a General Interviewing, CBC, ACBC, ACA, CVA, or MaxDiff Component Subscription, you are also entitled to free survey hosting*. A 30% discount is granted on the annual renewal of your Component Subscriptions (not Suite Subscriptions) if the renewal payment is received by Sawtooth Software on or before the anniversary of your annual contract.

Conjoint Analysis	Size	Price	Renewal
CBC (Choice-Based Conjoint) <i>Includes CBC/HB and CBC Latent Class</i>	10 attributes/15 levels	\$5,500	\$3,850
CBC ADM (CBC + Advanced Design Module)	250 attributes/250 levels	\$7,000	\$4,900
ACBC (Adaptive Choice-Based Conjoint)	100 attributes/250 levels	\$7,500	\$5,250
MBC (Menu-Based Choice)	1000 attributes	\$6,000	\$4,200
ACA 10 (Adaptive Conjoint Analysis)	10 attributes/15 levels	\$2,000	\$1,400
ACA 30 (Adaptive Conjoint Analysis)	30 attributes/15 levels	\$4,000	\$2,800
CVA (Conjoint Value Analysis)	30 attributes/15 levels	\$2,000	\$1,400



Component Subscriptions (continued)

General Interviewing	Size	Price	Renewal
General Interviewing 50 <i>Included for free with CBC, ACBC, ACA, CVA, and MaxDiff subscriptions</i>	50 data fields	\$0	\$0
General Interviewing 100	100 data fields	\$1,750	\$1,225
General Interviewing 500	500 data fields	\$3,400	\$2,380
General Interviewing 1000	1,000 data fields	\$4,500	\$3,150
General Interviewing Unlimited	unlimited data fields	\$6,000	\$4,200
MaxDiff (Best/Worst Item Scaling)			
MaxDiff 30 (for up to 30 items) and MaxDiff Analyzer	30 items	\$2,000	\$1,400
MaxDiff 500 (for up to 500 items) and MaxDiff Analyzer	500 items	\$2,750	\$1,925
MaxDiff Analyzer Online Service	10 projects	\$500	\$350
Advanced Analytical Tools			
CBC/HB (stand-alone HB estimation for CBC)	1000 variables	\$1,500	\$1,050
CBC LC (stand-alone latent class estimation for CBC)	1000 variables	\$750	\$525
ACA/HB (stand-alone HB estimation for ACA)	300 variables	\$1,500	\$1,050
CVA/HB (stand-alone HB estimation for CVA)	30 attributes	\$750	\$525
CCEA (Convergent Cluster & Ensemble Analysis)	1000 variables	\$500	\$350
HB-Reg (HB for regression problems)	1000 variables	\$750	\$525
Market Simulation Software			
Choice Simulator <i>Comes with purchase of CBC, ACBC, ACA, or CVA subscriptions (not perpetual licenses). Includes free access for your clients.</i>	30 attributes	N/A	N/A
Choice Simulator: ASM (Advanced Simulation Module)	30 attributes	\$2,000	\$1,400
Online Market Simulator (administrators)	1-year admin account	\$500	\$350
Online Client Market Simulator (2 years)	2-year user account	\$500	\$350



Academic Subscriptions

Academic Subscriptions are highly-discounted collections of Sawtooth Software products and services designed for academia. All subscriptions come with free survey hosting*. Academic Lab and Academic Research Subscriptions differ in capabilities. Visit www.sawtoothsoftware.com/768 for full details.

Product	Price
Academic Lab Subscription <i>(up to 50 users, 250 respondents per project)</i>	\$1,000
Academic Research Subscription <i>(up to 50 users, unlimited respondents per project)</i>	\$4,000

Legacy Online Data Collection Hosting Services

Subscription holders (either Suite, Component, or Academic) receive free hosting services. Legacy license holders (purchased prior to January 1, 2015) may continue to purchase hosting services for their projects at the following rates:

Service Level	First 30 Days	Daily Rate After 30 days	Per Completed Respondent
Lite	\$100	\$3.33	\$0.50
Basic	\$300	\$10.00	\$0.35
Premium	\$750	\$25.00	\$0.20

For large volume hosting services, contact us for special pricing.

Additional Resources

Product	Price
Book: Getting Started with Conjoint Analysis (3rd Edition) <i>For individual copies, USPS Priority Mail shipping rates are \$6 within the USA, \$21 to Canada, and \$25 to other countries. (Available at Amazon.com)</i>	\$45 (plus shipping)
PDF eBook: Getting Started with Conjoint Analysis (3rd Edition)	\$36 (no shipping)
Book: Becoming an Expert in Conjoint Analysis <i>For individual copies, USPS Priority Mail shipping rates are \$6 within the USA, \$21 to Canada, and \$25 to other countries. (Available at Amazon.com)</i>	\$45 (plus shipping)
PDF eBook: Becoming an Expert in Conjoint Analysis	\$36 (no shipping)

*Free survey hosting covers per-respondent and standard monthly hosting fees for annual Suite, Individual Component, or Academic Subscriptions to the following authoring modules: CBC, ACBC, ACA, CVA, General Interviewing, MaxDiff, and Discover. Free hosting is limited to 50,000 maximum completes per month per organization (contact us if you need higher limits). Other services may incur fees (e.g. custom domains).