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](https://saas1000.com/alternatives/memoq.com/) I Indexing the Fastest Growing SaaS Companies*





**Deployment Options for Your**

**Organization**

Deployment Options for Your  
Organization

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.





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](https://www.memoq.com/en/frequent-release-policy).) 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**

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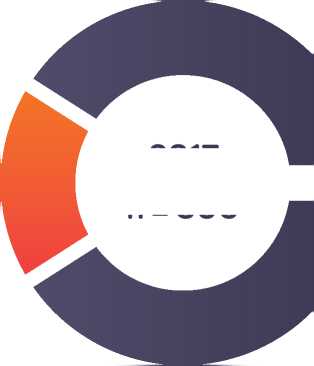
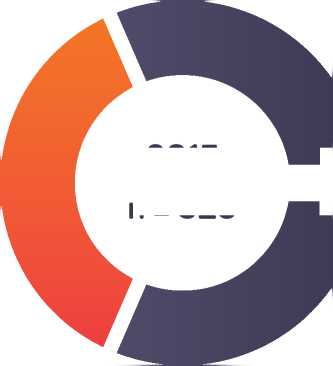
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**KEY TAKEAWAY:** Many people use the terms “cloud” and “subscription” synonymously.  
However, distinguishing between the deployment model (cloud versus on-premise) and  
the licensing model (subscription versus perpetual) is critical. Demand for cloud solu-  
tions is increasing, which is why we launched memoQ cloud in 2014 and are keen on fur-  
ther 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](https://www.mckinsey.com/industries/high-tech/our-insights/subscription-myth-busters) in December 2017, that **preference for on-premise soft-  
ware 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

**2013**

**n = 325**

1

**63**

**72**

**72**

**2015**

**n = 350**

**2017**

**n = 300**

1

**82**

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

**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.

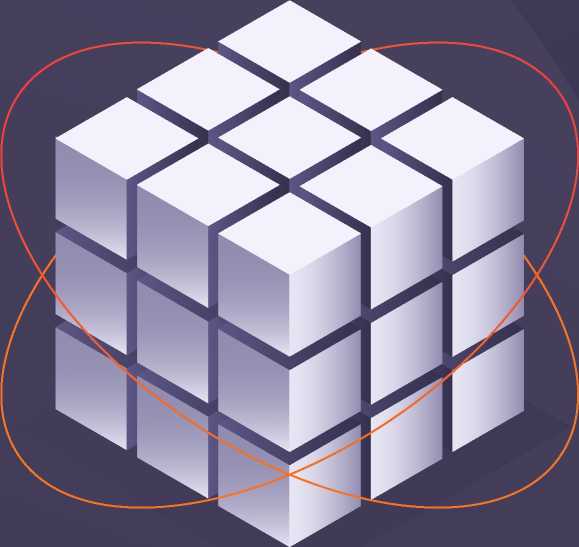
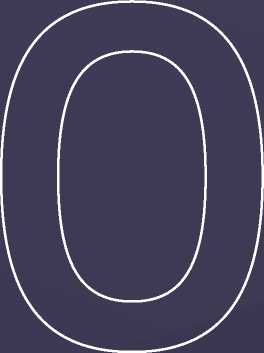


memoQ server subscriptions give you the ultimate freedom in licensing flexibility  
and associated costs. You can vary the number of user licenses you pay for from one  
subscription period to the next (rather than buying licenses in advance whether you will  
end up using them or not, as with perpetual 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).





With subscriptions, one single fee includes servers, licenses, support, professional services,  
and product upgrades.



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.

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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.



**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](mailto:sales@memoq.com)

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