

# Avendoo® price overview

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Learning technology as a service

Price overview for the Avendoo® platform

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All prices in the price list are exclusive of VAT.

Note

# With Avendoo it's easy to find your system of choice

Decide on one of the two variants depending on your personal preference. With the Avendoo® leasing models, you receive an all-round hassle-free package that includes all the services you need. Leasing is not for you? Of course, you can also purchase our Learning World the traditional way.

## Avendoo® leasing models

The all-round hassle-free package includes all updates, comprehensive support from our team and operation of your Learning World at our data centre.

### The rental price includes

- Licences
- Juna hosting & operation
- Maintenance & support

- Classic leasing model (page **4**)
- Classic Academy leasing model (page **5**)
- Flex Academy leasing model (page **6**)

## Avendoo® purchase model

The purchase model offers you full flexibility and control over the operation of your Learning World. In the purchase model, the licence fees are a one-off fee.

### Maintenance & support

- 17% of the licence value per year via our Juna hosting
- 20% of the licence value per year for hosting on your servers (private cloud)

### Hosting and operation by Magh and Boppert

optional

- The hosting costs are calculated according to the number of licences
- If you use our Juna hosting, you receive reduced **maintenance & support rates of 17%**

- Classic purchase model (page **8**)

## Avendoo® Classic leasing model

This model is particularly suitable for medium to large companies. The leasing prices listed apply per user per month and include all operating costs including hosting, maintenance and support.

Users	E-Learning Edition	Blended Learning Edition	Blended Learning Black Edition
from 250	€2.10	€2.70	€3.50
from 500	€1.90	€2.50	€3.10
from 1,000	€1.70	€2.20	€2.70
from 2,000	€1.30	€1.70	€2.20
from 5,000	€1.00	€1.40	€1.80
from 10,000	€0.90	€1.20	€1.50
from 20,000	€0.75	€1.00	€1.30

### Note

- The lease includes the licence, hosting and maintenance, incl. updates and support.
- Minimum order quantity: 250 users. Additional licences can be booked in increments of 10 at any time.
- The number of leasing licences can only be increased during the minimum term, not reduced.
- The minimum term is 36 months. Can subsequently be terminated with 3 months' notice.

## Avendoo® Classic Academy leasing model

The Avendoo® Classic Academy model is ideal for academies with an open audience of any size. In this model, you only pay for the services you use.

The leasing prices listed apply per active user per month. That means: You only pay for users who have logged on to the Learning World at least once per billing period (= month) and have learned or obtained information.

Users	E-Learning Edition	Blended Learning Edition	Blended Learning Black Edition
from 250	€3.10	€4.20	€5.30
from 500	€2.90	€3.80	€4.95
from 1,000	€2.50	€3.40	€4.40
from 2,000	€2.10	€2.60	€3.50
from 5,000	€1.60	€2.10	€2.90
from 10,000	€1.25	€1.75	€2.40
from 20,000	€1.15	€1.50	€2.00

### Note

- The lease includes the licence, hosting and maintenance, incl. updates and support.
- Minimum order quantity: 250 active users per month
- An active user is someone who logs on to the system at least once a month.
- The user can then log on to the system as often as they like during the month, but is only counted as an active user once.
- The minimum term is 36 months. Can subsequently be terminated with 3 months' notice.

## Avendoo® Flex Academy leasing model

The Avendoo® Flex Academy model is ideal for academies with an open audience of any size. With this model, you only pay for the services used per month. The leasing prices listed apply per active user per month. That means: You only pay for users who have logged on to the Learning World at least once a month. In this way, the Avendoo® Flex Academy model achieves the highest degree of flexibility a company could wish for.

Users	E-Learning Edition	Blended Learning Edition	Blended Learning Black Edition
<b>from 20</b>	€5.70	€7.90	€10.30
<b>from 250</b>	€5.10	€7.30	€9.40
<b>from 500</b>	€4.75	€6.50	€8.50
<b>from 1,000</b>	€4.20	€5.90	€7.60
<b>from 2,000</b>	€3.70	€5.00	€6.50
<b>from 5,000</b>	€2.90	€4.40	€5.80
<b>from 10,000</b>	€2.50	€3.50	€4.60
<b>from 20,000</b>	€2.10	€2.90	€3.80

### Note

- The lease includes the licence, hosting and maintenance, incl. updates and full support.
- Minimum order quantity: 20 active users per month
- An active user is someone who logs on to the system at least once a month. The user can then log on to the system as often as they like during the month, but is only counted as an active user once.
- The minimum term is 3 months.
- Can be terminated at any time with 3 months' notice

## Avendoo® Classic purchase model

When you purchase Avendoo®, you buy the licences you need as a one-off fee. You receive new versions and updates automatically and at no extra cost — these are already covered in the maintenance and support flat rate. If you purchase Avendoo®, you have the option of operating the system in-house on your own infrastructure. You don't want to have anything to do with hosting? It's simple and easy to opt for our high-performance Juna hosting.

Users	E-Learning Edition	Blended Learning Edition	Blended Learning Black Edition
from 20	€55.00	€82.50	€105.00
from 250	€49.00	€73.00	€94.00
from 500	€45.50	€65.00	€84.00
from 1,000	€42.00	€56.50	€73.00
from 2,000	€37.00	€48.50	€62.00
from 5,000	€30.00	€40.50	€52.00
from 10,000	€24.50	€33.00	€42.00
from 20,000	€18.50	€25.00	€27.50

### Note

- The purchase price is a one-off fee and the licences are not tied to a fixed person.
- The maintenance and support flat rate for an in-house installation at a rate of 20% is calculated annually based on the licence value. When hosting via our Juna hosting, the maintenance and support flat rate is only 17%.
- Minimum order quantity: 20 licences



## Avendoo® Juna hosting for the purchase model

Our powerful Avendoo® Juna hosting is included in every leasing model. However, if you purchase the Learning World in the purchase model, you can benefit from our operating service in our data centre at any time. Avendoo® Juna offers a special level of security through geo-redundancy, because our customers' Learning Worlds are operated from a co-location area sealed off with firewall technology.

In addition to an affordable hosting model, we offer you a high standard of security and absolute flexibility should your performance requirements change. Our hosting is also suitable for international use.

### Performance features

- Traffic included
- Server monitoring
- Firewall
- Email delivery error detection
- Multiple redundant connection guaranteed
- 100% green electricity, 0% CO<sub>2</sub> emissions
- Daily backup, available for 14 days
- Email server connection
- Fault hotline, weekdays 8 am – 5 pm
- Access protection, fire alarm system

### Licences

### Prices per licence/month

**from 20** €1.40

**from 500** €1.20

**from 1,000** €1.00

**from 2,000** €0.65

**from 5,000** €0.50

**from 10,000** €0.40

**from 20,000** €0.25

### Labels

- DIN ISO/IEC 27001
- 100% green electricity
- CISCO Firewalls

### Locations

- Nuremberg Data Centre Park
- Falkenstein Data Centre Park



# Set up your Avendoo® Learning World exactly as you want it

## Avendoo® basic installation with Juna hosting

Basic installation in the Juna hosting environment (on-demand). A subdomain \*.avendoo.de incl. SSL certificate for the subdomain is included.

€750.00

## Basic set-up

Start as comprehensively as possible without investing a lot of your own time.

- Clients (basic structure)
- Basic configuration (parameterisation)

€1,070.00

## Autom. master data adjustment

Automatic master data synchronization helps keep the user database up to date. Every day, the Avendoo® Learning World updates itself with your IT landscape, ensuring that your Learning World users are kept up-to-date.

€930.00

## Single sign-on

As an additional feature, you get a single sign-on (SSO) interface. This enables your users to access the Learning World without logging in again after a one-time authentication in your IT landscape.

€650.00

# Design your Avendoo® Learning World how you want

The user interface determines the visual impact of your Avendoo® Learning World. To do this, we customise your Learning World according to your corporate identity to ensure the best possible learning experience.

## UI Small package

With UI Small, you get the classic Learning World interface adapted to your corporate design. The set-up includes:

- Integration of your logo.
- Adaptation of the Learning World name and icons in the browser tab.
- System display in your CI colours (primary/secondary colour).
- Set-up of the default login page for your Learning World.

**€259.00**

## UI Basic package

With UI Basic, you get a Learning World interface that engages learners emotionally and suits your business. The set-up includes:

- All services included with UI Small
- Integration of custom headers/atmospheric images for the user interface pages.
- Visual adjustments to the main navigation.

**€939.00**

## UI Basic Plus package

With UI Basic Plus, we build on the classic Learning World interface and create the optimal transfer for your corporate design. The set-up includes:

- All services included with UI Small and UI Basic
- Integration of your font(s) for the different text elements.
- Set-up of the login page and registration screen for your Learning World.
- Visual adaptations of menus, control elements or even footers.

Your own website and/or a style guide, for example, can serve as the basis for the Basic Plus set-up.

**€2,820.00**

## UI Advanced package

The UI Advanced package is the solution for companies that want to offer their learners a unique learning environment. For this purpose, we fully customise the Avendoo® interface according to your wishes. Using an independent build, new menu structures and interfaces with storytelling and gamification factor can be implemented.

The set-up includes:

- All UI Basic Plus services
- Custom design advice for your project.
- Creation of a screen design for the main pages of your interface in Adobe XD.
- Implementation of your custom Learning World based on the screen design.

**€16,900.00**

# Experience your training plan

With the Avendoo® training plan, you can present more complex educational processes clearly and take your learners on a graphically emotional journey through your corporate design.

- With a training plan, you clearly combine several learning units into one unit.
- You can design the scope and structure of the training plan yourself using the training plan editor.
- Through visual storytelling, you create easily accessible educational processes.

The offer includes consultation, conception and creation of 2–3 drafts as well as the graphic implementation of your own custom training plan in your Learning World.

€2,750.00

## Examples



The standard training plan from Avendoo® with underwater design



A custom training plan with Toom Baumarkt's corporate design



The trainee training plan from Avendoo® Avendoo®



The standard training plan from Avendoo® with city design

# Create learning experiences with the graphic learning pathway

With a custom learning path, you arouse emotions in your learners and guide them purposefully through your learning content. You can choose one of three learning path models:

- Responsive learning path: Modern and flexible presentation of learning objects as tiles. Future-proof and also ideal for display on mobile devices.
- Storytelling learning path: Tell a story that fits with your business with a graphical learning path in horizontal presentation.
- Vertical learning path: Present your learning content in a clear and easy-to-understand vertical sequence.

The offer includes consultation, conception and creation of 2–3 drafts as well as the graphic implementation of your own custom learning path in your custom Learning World.

€2,750.00

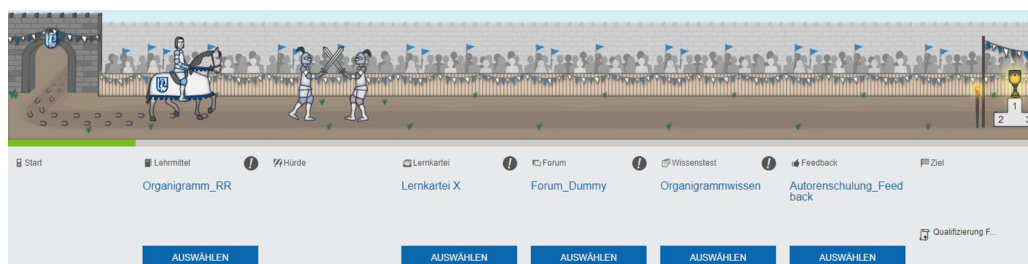
## Examples



A custom learning path with toom Baumarkt's own corporate design



A custom learning path with Viessmann's own corporate design



A custom learning path with ROLAND Rechtsschutz's own corporate design

# Avendoo® speaks lots of languages

Do you want your learning environment to be multilingual? In addition to the two standard language packages, German and English, Avendoo® offers many other languages for both the frontend and the backend.

## Standard languages (front and backend)



German



English

## Frontend language packages



Bosnian



Korean



Romanian



Thai



Bulgarian



Croatian



Russian



Czech



Chinese



Macedonian



Swedish



Turkish



Danish



Dutch



Serbian



Hungarian



French



Norwegian



Slovak



Vietnamese



Greek



Polish



Slovenian



Italian



Portuguese



Spanish

## Backend language packages



French



Italian



Russian



Spanish

Language packages	Purchase model One-off purchase price	Leasing model Month/language
Frontend	€2,800.00	€30.00
Backend	€10,800.00	€110.00

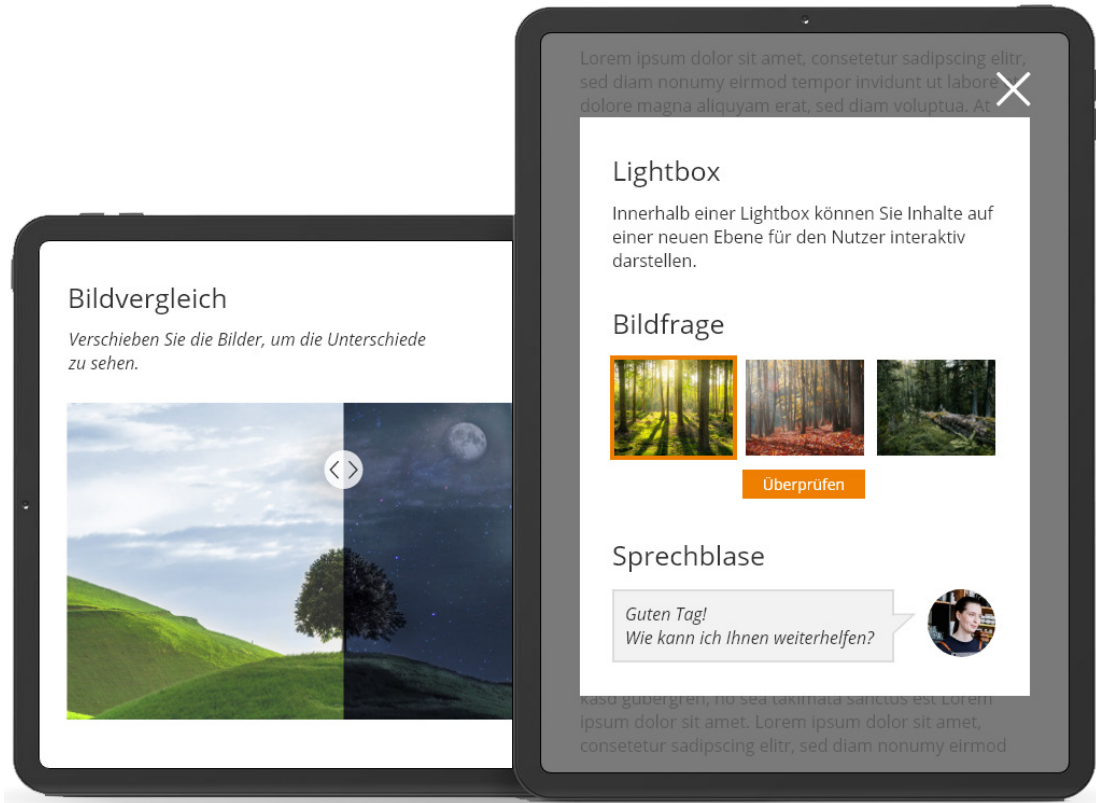
The monthly costs for maintenance and support of the Avendoo® Learning World amount to 17% or 20% of the licence price per year.

### Note

When language packages are purchased, the licence fee is increased. This increases the monthly costs for maintenance and support accordingly. If all the language packages listed are purchased, the ongoing monthly costs increase by the amount indicated.

# Avendoo® Move

Our authoring tool offers you numerous content functions. With user-friendly buttons, you can easily create custom content via drag & drop, which adapts to your end devices thanks to the responsive design.



## Starter-Edition

- Image slider
- Single/multiple choice questions
- Accordion
- Tab element
- Picture with hotspots
- Timeline
- Slider
- Flashcards

Included with Avendoo®

## Interaction package

- Lightbox
- Image comparison
- Speech bubbles
- Notepad
- Image questions
- PDF
- Order test
- Cloze test
- Slider test

Leasing 52.00€ mtl. | Purchase: 1880€

The monthly costs for maintenance and support of the Avendoo® Learning World amount to 17% or 20% of the licence price per year.

When the interaction packages are purchased, the licence fee is increased. This increases the monthly costs for maintenance and support accordingly.

### Note



# Hourly rates – services

## Project management

Project Manager	€176.00/hr.
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- Consultations with the client
- Coordination of the project progression
- Creation of schedules
- Internal meetings and discussions about the project process
- Agreements on the technical and content-related implementation

## Software development

Software Architect/Conceptual Designer	€145.00/hr.
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Software Developer	€132.00/hr.
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Software Designer	€121.00/hr.
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- Further development of Avendoo®
- Testing
- Development of new features
- GUI development
- Testing and debugging of third-party SCORM packages

## Learning content development

Learning Content Conceptual Designer	€145.00/hr.
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Learning Content Developers	€132.00/hr.
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Learning Content Designer	€121.00/hr.
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- Conception of courses and training plans
- Design templates, learning content, etc.
- Translation of the learning content into one of the available languages

#### Travel expenses and costs (one way)

Travel costs per km incl. working time, under 100 km	€3.50/km
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Travel costs per km incl. working time, over 100 km	€2.50/km
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Overnight stays, incl. meals	€262.00/day
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This price list is subject to change. Subject to errors and omissions.



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