

Cost Structure WebB2B for MYOB Exo





Introduction

WebB2B is an eCommerce package designed specifically for MYOB Exo users to sell to wholesale clients.

This document makes clear up front all costs involved with a purchase of WebB2B.

Core License

The core license fee is for the basic, unmodified WebB2B package only. You require one license for each Exo database for which you wish to have a storefront.

Annual License Fee

The annual license fee is payable in the first year, and all subsequent years during which you wish to keep using WebB2B. You require an annual license for each Exo database for which you wish to have a storefront. It includes:

- No license fee for any new versions of WebB2B that are released during the period
- Support during Exo upgrades
- Free upgrades of WebB2B in the case where a bug is found
- Free bug fixes in general

Note that a bug is defined as an existing feature of WebB2B that is not behaving correctly; or otherwise at KKL's discretion.

Common Setup Fees

The following are common setup costs, all charged at our regular hourly rate. It is by no means exhaustive, but should give you an idea of what we often need to do to setup WebB2B on your system.

- General consulting
 - Deciding on configuration parameters
 - Site visits
- Setup and installation on your server, eg.
 - Obtaining remote access
 - Downloading and installing the .Net framework
 - Uploading and installing WebB2B
 - Configuring Internet Information Services (IIS) on your server
 - Enabling HTTP compression for maximum performance of your site
 - Configuring port-forwarding on your ADSL router
 - Configuring WebB2B (see the WebB2B User Guide for all possible settings)



- Setting up a new domain for users to access your WebB2B
 - Calling your ISP or domain registrar
 - Configuring IIS to respond to the new domain
- Graphical design work
 - Modifying our default theme to match your colour and layout requirements
- IT work that cannot be carried out by your IT support staff
 - Sharing folders
 - Setting file system permissions

Customisation

WebB2B comes by default in an excellent working state, with many features. However, you may decide that you require a simple or complex enhancement or change to WebB2B. We call this a customisation request.

Note that many things about WebB2B can be changed through its general configuration file, or by graphical design. Outside of this, actual code changes will be required.

KKL will evaluate your code change request and decide if it's appropriate to include in the version of WebB2B made available to everybody. We generally do not maintain customisations specific to one client, except for a special agreement.

KKL charges by the hour at our regular consulting rate for all customisation work, even though it will be included in the WebB2B product. In effect, what you are paying for is to have the feature now, and the way that you want it.

It's important to understand that if you pay for enhancements to WebB2B, all other users of WebB2B will get access to those features once a new version is released. This might even include competing companies. Similarly, you enjoy the benefits of development work paid for by other companies, and perhaps even your competitors.

Fee Summary

Item	Fee
WebB2B Base License	\$4,995
Annual License	\$749
Hourly Rate	\$180 p/h



Worked Example

Motopartz has decided to offer an online buying system for their clients. Motopartz has a large investment in MYOB Exo, and most importantly requires pricing policy support. Their clients are not the general public, but instead they wholesale to retailers with whom they have existing debtor relationships.

They spend some time evaluating the demo put up by KKL and decide that it fits their needs. They require colour changes, a logo change and a layout change in the design of WebB2B. They had an internal technical person who could arrange for a new domain to be setup and delegated to their server. They decide they want a KKL staff member to visit them for training, rather than relying on the free WebB2B User Guide.

Here is how it all worked out:

Item	Quantity	Unit Price	Subtotal
WebB2B Base License	1	\$4,995	\$4,995
Initial Annual License	1	\$749	\$749
Design and Layout Hours	5	\$180	\$900
Consulting and Installation on Server	2	\$180	\$360
Training	1.5	\$180	\$270
		Total ex GST:	\$7,274

Motopartz is delighted! This is good value for money for a complete online ordering system for all their customers.

A month later, Motopartz decides that in fact they wish to change WebB2B so that their customers can see shipment status, which is not part of WebB2B. KKL treats this as a development project with a proper scoping and quotation process. The scope takes half an hour to prepare and the resulting estimate is for 16 hours of development. Hence the total quote is \$2,970. Motopartz decides to go ahead.

This brings the new balance to:

Item	Quantity	Unit Price	Subtotal
WebB2B Base License	1	\$4,995	\$4,995
Initial Annual License	1	\$749	\$749
Design and Layout Hours	5	\$180	\$900
Consulting and Installation on Server	2	\$180	\$360
Training	1.5	\$180	\$270
Customisation	16.5	\$180	\$2,970
Total ex GST:			\$10,244

This is a reasonable additional amount, but Motopartz believes that it's worth it based on strong demand from their customers.

The work was completed and a new version of WebB2B was released to Motopartz, and other WebB2B users who were interested in the feature.

Conclusion

WebB2B is a cost-effective eCommerce solution for small business, however it is always good to understand all costs up front.

If you have any questions regarding WebB2B or its cost structure, please contact KKL.