

## How to buy Dancerace products

**All our products are sold directly by us – nobody is our agent anywhere in the world.**

We have two sales centres: one is our UK headquarters in Bath, and the other is our Melbourne office. The contact details are below or on our website. Selling directly is necessary as we're not just selling you a boxed set of DVDs to load – we're providing a service. And our products can be adapted expertly by our staff to suit your business needs.

### *The cost model*

Our aim is to make it very simple to work out how much running our products will cost. So the items you buy from us are 2 or 3 of the following:

1. An annual 'Company' licence. That is, a licence for one commercial entity to use our products. You're probably one company, with one main operating centre, so that means you need one of these. Some of our larger clients are multiple operations, so they need more than one.
2. An annual 'Client' licence for each of the clients you finance. A client is defined in this context as a borrower company, and though he may have multiple accounts with you he or she will could as just one for billing purposes. So if you have 200 clients, you'll need 200 of these. Full back-office C3, and unlimited Internet access (E3) for your clients is included in this – there's no more to pay.
3. An annual hosting fee. You only need this if we run the back-office serving (C3) for you from our data centres. This is a popular option that can save you money, and certainly saves you time and worry.

Notice that all these are annual licences or fees. We bill you monthly, but you commit to a year at a time.

There's no initial outlay (particularly if you choose hosting), and usually we're able to import data from any old software you're currently using either for free, or for a modest charge. We've done quite a few 'migrations' of our competitors' data over the years, so we're good at it.

### *How much?*

We're not dodging the question, but you should contact us for exact figures. However, a small financier or one just starting out can have our products (that's including hosting, so no capital expenditure) for under £2,000 a month. Or approx, EUR 2,200 AUD 3,600 USD 3,300 at the time of writing (October 2009). Over a certain size (over 15 staff users) this will be more like £3,000 per month and gets more as you get more clients, naturally. \*\*

These figures are less if you don't use our hosting, but you'll have capital and running costs for servers, and this could easily be more expensive than using us. Worth checking.

**\*\* All costs are just a guideline, but are not misleading underestimates.**

### *For more information contact us:*

#### **Our UK office:**

**Dancerace plc  
2 Brock Street  
Bath  
BA1 2LN  
United Kingdom  
Tel: +44 870 777 3033  
Email: [info@dancerace.com](mailto:info@dancerace.com)**

#### **Our Australian office:**

**Dancerace plc  
Suite 108 (Level 1)  
530 Little Collins Street  
Melbourne VIC  
Australia 3000  
Tel: +61 3 9909 7668  
Email: [c.sheppard@dancerace.com](mailto:c.sheppard@dancerace.com)**