



CorelDRAW Graphics Suite 2020 Pricing Changes

Summary and Partner FAQ
March 20, 2020

Background

In October 2019, Corel commenced a strategic review of the CorelDRAW product portfolio with the goal of identifying opportunities to better meet customer needs and drive incremental growth. Over 4 months, we collected detailed input directly from current and prospective customers on their key feature needs, package preferences, and price points through surveys. This extensive research led us to make a number of changes for CorelDRAW 2020 that we would like to walk you through today.

Key Findings

- Our research suggests current and prospective customer segments have unique needs, feature preferences, and desired price points
- In fact, many buyers actually perceive CorelDRAW as underpriced relative to the value it delivers and are willing to pay more to get the full rich feature set
- Other customers need fewer features and want to pay less
- We also learned that CorelDRAW's subscription pricing (vs. perpetual) was not consistent with market norms, and represented an incremental opportunity

Summary of Conclusions

Based on all these insights, we made adjustments to price points, feature sets, and packages. By making these changes, Corel aims to provide advanced offerings with full feature sets to meet the needs of more sophisticated users who are willing to pay more for that functionality, as well as simpler offerings for those who want more basic features at lower price points.

Corel will be releasing two additional offerings on April 30 2020 in order to meet the needs of our customers and potential buyers who are interested in simpler offerings. The traditional CorelDRAW Home & Student Suite will be replaced with two products: **CorelDRAW Essentials 2020** and **CorelDRAW Standard 2020** (both described overleaf).

CorelDRAW Graphics Suite 2020 (March 12, 2020):

targeting professional business users who leverage the full suite of advanced features, including:

- Full CorelDRAW Standard 2020 feature set **AND**
- Industry-leading external file format support, including DXF/DWG, DCS, CGM, JPEG 2000, TTF, DES, PPT, XLS, PUB, VSD
- Professional Print options (CMYK features, Composite, color separations, Postscript and prepress tabs in the print dialog)
- CorelDRAW.app for web-based vector design
- Symmetry drawing mode, Block Shadow tool, Impact tool, Pointillizer, PhotoCocktail, and others
- Enhanced Color management settings and large print preview
- AfterShot 3 HDR
- Corel Capture
- Corel Font Manager
- Color proofing options, Undo dockers, Universal Laser & Roland color palettes, Pantone color palettes, and the ability to create left & right master pages, and custom placeholder text
- Support for Color styles, Object styles, Color harmonies, a vast array of bitmap effects, collaboration, QR code support, and Planar Mask tool in Corel PHOTO-PAINT
- 7,000 clipart, digital images, and vehicle wrap templates, 1,000 high-resolution digital photos, over 1,000 TrueType and OpenType fonts, 150 professionally designed templates, and over 600 fountain, vector and bitmap fills
- VBA/VSTA (Windows) and Javascript scripting support for automation

CorelDRAW Standard 2020 (April 30, 2020):

advanced offering for small or home business users and hobbyists with features including:

- CorelDRAW Essentials 2020 feature set **AND**
- Additional vector and bitmap tools such as the Bevel tool, Shadow tools, Spiral tool, Smooth tool, Smear tool, Artistic Media, Contour tool, Color styles, Alignment guides, and others
- Corel PHOTO-PAINT 2020 for powerful photo-editing
- CorelDRAW PowerTRACE Quick Trace for bitmap to vector conversion
- Support for many additional external file formats
- Free content, including 1,000 vector images & 100 high-resolution photos, 175 fonts and 60 professionally designed templates
- Additional external file format support
- Access to training videos, hints, and expert tips

CorelDRAW Essentials 2020 (April 30, 2020):

user-friendly entry offering designed for non-business vector illustration hobbyists with features including:

- External file format support for GIF, JPG, PNG, BMP, CPT, CPX, CMX, FILL, and TXT only
- Powerful multi-page layout and typography features
- Selection of vector shape and editing tools
- Bitmap and photo support directly within CorelDRAW
- Multiple bitmap effects
- RGB color support
- Fills, transparencies, patterns and gradients
- Duplexing wizard
- Image rendering limited to 150 DPI

In addition to these three offerings, Corel has also made the following changes:

- CorelDRAW's 365-day subscription offering now includes more features in order to differentiate and better serve our customers who want a premium product (given stated customer preferences for subscription vs. perpetual)
- Customers who need flexibility and the ability to expand the functionality of perpetual products will now be able to with the introduction of add-on modules, beginning with Collaboration, powered by CorelDRAW.app
 - The **CorelDraw.app Collaboration Add-On** module allows users to gather feedback from colleagues and clients and make design changes in a shared cloud environment, enabling faster reviews, fewer errors, and increased output.
 - This module is included automatically with CorelDRAW annual subscriptions and for CorelDRAW Enterprise customers with current CorelSure Maintenance.
 - Customers who choose to purchase CorelDRAW perpetual licenses (ESD or Business) may add-on the Collaboration module for an additional fee.
- Corel will discontinue the ability to purchase Upgrade Protection Program (UPP) for new Single User Business license sales to simplify and streamline our maintenance offering for our Partners and customers. Going forward, Corel will offer a single maintenance option for all perpetual Business customers; **CorelSure Maintenance**.
 - Customers who have previously purchased UPP within the last 12 months will be migrated to CorelSure maintenance.
 - New CorelDRAW Enterprise license purchases will still automatically include CorelSure Maintenance for the first year.

Frequently Asked Questions

Given these significant changes to the CorelDRAW product portfolio in 2020 compared to previous years, we understand that both you and your customers may have questions.

Please reach out to us, if your questions are not covered here.

Question	Response
When will the new CorelDRAW products be released to market?	CorelDRAW 2020 Product Release Roadmap <ul style="list-style-type: none">• March 12, 2020: CorelDRAW Graphics Suite 2020• April 30, 2020: CorelDRAW Essentials 2020• April 30, 2020: CorelDRAW Standard 2020• June 2020 - CorelDRAW Technical Suite 2020
Why is Corel increasing the price of CorelDRAW in certain markets and for subscription?	<p>For many years, we have continuously added new features to the product while our prices have largely stayed the same, in many cases without even adjusting for inflation. While the product quality has increased, we have not historically raised prices to reflect the value of the enhancements. As a result, pricing was changed in some regions to reflect the business opportunity for both Corel and our partners.</p> <p>We set prices based on the US market, which are then converted to international prices using the prevailing foreign exchange rates. We do this to ensure consistency between the US and other regions, though as exchange rates move, prices may move up in other regions.</p> <p>CorelDRAW subscription has remained largely unchanged since it was introduced in 2012, and these price increases are intended to better reflect the richness of functionality & feature sets our users receive, as well as the relative value of subscription vs. perpetual.</p>
Which version of CorelDRAW should my customers choose?	A detailed comparison matrix of the products in the family will be provided ahead of the launch comparing all three products.
Are customers better off with a subscription or a perpetual license?	Subscription offers the convenience of a lower annual payment and access to new versions as they are released. Perpetual offers the comfort of knowing that you own the product.
What happened to the upgrade version of CorelDRAW Graphics Suite?	Late last year, Corel discontinued the availability of the Upgrade perpetual SKU of CorelDRAW Graphics Suite. Customers who are used to purchasing the upgrade are encouraged to consider the subscription version, which offers several advantages including additional features and access to the latest offering upon release.

	Alternatively adding CorelSure Maintenance is a great way for perpetual customers to stay current as new versions of CorelDRAW Graphics Suite are released.
How will Corel be supporting partners with subscription renewals done in the channel?	Corel will continue to work with our partners on ways to make the subscription renewal process easier for partners to sell.
What happened to the Upgrade Protection Program (UPP)?	Corel is consolidating some of the maintenance offerings. As a result, the program previously known as the Upgrade Protection Program (UPP) is being rolled into the existing CorelSure Maintenance program. Additional details about the current CorelSure offering can be found here .
If a customer currently has active Upgrade Protection (UPP), are they eligible for CorelDRAW Graphics Suite 2020?	Yes! Current active UPP customers should have received an email by March 13 with instructions on how to download and activate the new CorelDRAW Graphics Suite 2020. The email will be sent to the email address used to create the corel.com account. Customers should contact Corel Support if they have not received it by March 13.
How can my customers get the collaboration add-on?	The new collaboration feature functionality is not included with the perpetual version of CorelDRAW Graphics Suite 2020. Those customers can add collaboration functionality in any of the following 3 ways: <ul style="list-style-type: none"> • Upgrading their CorelDRAW.app version (which is included in the suite) from within the app itself, to CorelDRAW.app Pro. This unlocks collaboration, as well as many other professional features. • Acquiring the subscription version of CorelDRAW Graphics Suite • Buying a license version of CorelDRAW Graphics Suite and adding annual CorelSure maintenance to their purchase.
What will happen to CorelDRAW Home & Student?	After extensive research, it was decided that the CorelDRAW product portfolio would be better served by two products in the hierarchy rather than one (Home & Student). The needs of users vary, and this was a way to best serve those needs without having a “one size fits all” approach to non-professional graphics users. These two new products will be released on April 30 2020. You will receive more information about these new products in the coming weeks.