# cPanel®

**Store Licensing Guide**

## Table of Contents

## Executive Summary

This licensing guide provides an in-depth overview of cPanel's new account based pricing and licensing structure. Our pricing and licensing will now be standardized for all of our customers, be billed monthly, and include multiple Tiers.

cPanel's license structure and the way we price our products is changing. All licenses purchased or renewed after today will use our new pricing and licensing structure (see page 5). All monthly licenses will remain under the old structure until September 1st, at which time they will be automatically converted to the account based package that is most appropriate for that specific server.

Moving forward, we are transitioning all customers to monthly billing. As yearly licenses come up for renewal, we will do a one-time conversion from your current package to either Admin, Pro, or Premier based on what is most appropriate for your server unless you opt to have the license expire in the *Manage Licenses* interface of the cPanel Store.

Along with new account based pricing, our Tiers and product offering names have changed. Moving forward, VPS is now *Cloud* and Dedicated is now *Metal*.

*The full terms and conditions of these programs and pricing are available in your contracts and on our website. The programs and processes above may require additional documentation, and individual participation may be terminated.*

cPanel.net | **3**

# Who is this guide for?

This guide is for customers who purchased cPanel products directly from the cPanel Store on our website that want to learn more about the recent changes to our licensing structure and our shift to account based pricing. We hope that this guide is a useful summary of these changes. Please refer to your agreements and our new pricing and licensing information at cpanel.net/legal-store for the specific terms of the changes.

# Why Change?

Our goal is to be as transparent as possible with our prices. We want to simplify the process of adding new servers and make it easier to become a cPanel customer. Additionally, it is important for us to provide licenses that target smaller instances, opening up a new revenue opportunity for our customers.

Historically, cPanel has based its services and pricing around a VPS or Dedicated license with unlimited cPanel Accounts. When cPanel defined its original pricing structure, some twenty plus years ago, servers were not as powerful as they are today. Thanks to constant innovation in the hardware sector and optimization in our software, we can now run hundreds of websites on a single processor system. With this change, we align ourselves with this growing technology.

As the company has evolved, cPanel has added more development resources, more structure, and more brain power that, in turn, makes it possible to take on an increasing number of development projects. Adjusting our prices will ensure that we can continue to invest in product development, thrive in an increasingly hostile security landscape, grow our customer ecosystem, and remain a leader in hosting automation.

## Benefits

The benefits begin immediately. We are focusing on easing the common upgrade path from shared-customer to private cloud-customer. This new structure opens up the possibility of deploying lower density customer instances without the need to purchase a large multi-Account license. It defines the price of each license based on the number of Accounts hosted on the server. By continuing to focus on the user experience, and taking into consideration cPanel's Account density per instance, cPanel customers will be able to provision their hosting infrastructure more efficiently.

Customers with a lower cPanel Account density will also see benefits in performance, resource utilization, and in some cases, a reduction in their invoicing.

## What is new?

Moving forward, we are transitioning all customers to monthly billing. As yearly licenses come up for renewal, we will do a one-time conversion from your current package to either Admin, Pro, or Premier based on what is most appropriate for your server unless you opt to have the license expire in the *Manage Licenses* interface of the cPanel Store.

As of today, cPanel Solo licenses will only be available for purchase through cPanel Partners, and will no longer be available for purchase through the cPanel Store. On September 1st, any existing cPanel Solo licenses will be converted automatically to Admin Cloud or Premier Metal based on what is most appropriate for your server.

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cPanel.net | **4**

# New Licensing Explained

*Cloud* Packages (*formerly* VPS) will be offered on all Account Tiers, while *Metal* (*formerly* Dedicated) packages will only be available on Premier. Below is an example of our new pricing Tiers and Account limits for each Tier.

| | |
|---|---|
| cPanel **Solo** *Cloud* | 1 Account |
| cPanel **Admin** *Cloud* | Up to 5 Accounts |
| cPanel **Pro** *Cloud* | Up to 30 Accounts |
| cPanel **Premier** *Cloud* | Up to 100 Accounts |
| cPanel **Premier** *Cloud* **Bulk Accounts** | Each Account above 100 Accounts |

| | |
|---|---|
| cPanel **Premier** *Metal* | Up to 100 Accounts |
| cPanel **Premier** *Metal* **Bulk Accounts** | Each Account above 100 Accounts |

## What is a cPanel Account or User?

A cPanel Account often called a cPanel user, is an Account created by the root administrator or reseller, that logs into the cPanel interface to manage their website. The root administrator or reseller typically creates these accounts.

## Packages Explained

A package is a combination of Account Tier (Admin, Pro, Premier) and License type (Metal or Cloud) that is generated according to what a customer selects as their cPanel offering.

The Admin and Pro tiers are fixed, meaning that an upgrade process is required via the Store or in-product to move to a higher Account Tier. After upgrading to the Premier Tier, no further upgrades are needed to add additional accounts, and Bulk Accounts start when a server on a Premier Tier reaches 101 Accounts.

## Bulk Accounts

Any Account on a cPanel & WHM® server over 100 Accounts is considered a Bulk Account. Bulk user pricing starts with the 101st cPanel Account at the price of $0.20 per additional cPanel Account.

## Fixed Packages

A fixed package is a package that limits the server to a fixed quantity of Accounts.

# Account based Pricing

| | Solo | Admin | Pro | Premier | |
|---|---|---|---|---|---|
| Accounts | 1 | Up to 5 | Up to 30 | Up to 100 | Bulk Accounts |

**Store Pricing**

| | Solo | Admin | Pro | Premier | |
|---|---|---|---|---|---|
| Cloud | $15.00 | $20.00 | $30.00 | $45.00 | *$0.20* |
| Metal | N/A | N/A | N/A | $45.00 | *$0.20* |

*Additional accounts are billed based on a fixed reporting date per-month and by Account. Bulk Accounts start once you reach 101 Accounts. Pricing terms and adjustment are set out in your contract.*

## What License package do I need?

Customers should select the package based on their server environment and how many cPanel Accounts you will require on your server.

## I don't have a credit card. How can I get a license?

If you are looking for other payment alternatives, you may contact one of our distributors at: https://go.cpanel.net/distributors

## Account Tier Changes

If you want to upgrade or downgrade the Account Tier of your license, you can achieve this anytime through the cPanel Store under Manage Licenses. ***Changes will be prorated and reflected immediately.***

**For more information, visit our FAQs.**
https://go.cpanel.net/directfaqs

# Become a PartnerNOC

## PartnerNOC

Maximize your business growth by becoming a cPanel PartnerNOC. Get VIP access to our best-in-industry Support Team, cPanel Partner pricing, a dedicated Account Manager, and access to the licensing API. Partners will also enjoy flexible billing options with our Auto-Scale deployment functionality that upgrades or downgrade your license Account Tier automatically based on usage. Partner up and maximize your benefits!

## Simplified Partner Application Process

The cPanel Store is in the process of being remodeled. We want to simplify the process of becoming a Partner. The cPanel Store release scheduled for August 2019 will provide a dramatic improvement on the process to become a Partner. Customers with a large number of accounts that meet Partner requirements will see a significant discount on our new pricing with Bulk accounts starting a $0.10 USD per account.

## Reduced Partner Requirements for Developing Economies

In addition to a simplified Partner application process, as described above, we are also lowering the financial requirements to become a Partner for companies in developing economies. We are reducing the minimum monthly spend from $500 to $200 for qualified companies who wish to become partners located in developing economies*.

*\* To qualify under the developing economies minimum, companies and their billing address must be registered in a country on the United Nations Developing Economy report as of July 3, 2019. A comprehensive list of current Developing Economies is available here: https://unctadstat.unctad.org/EN/Classifications/DimCountries DevelopmentStatus_Hierarchy.pdf*

Become a Partner.
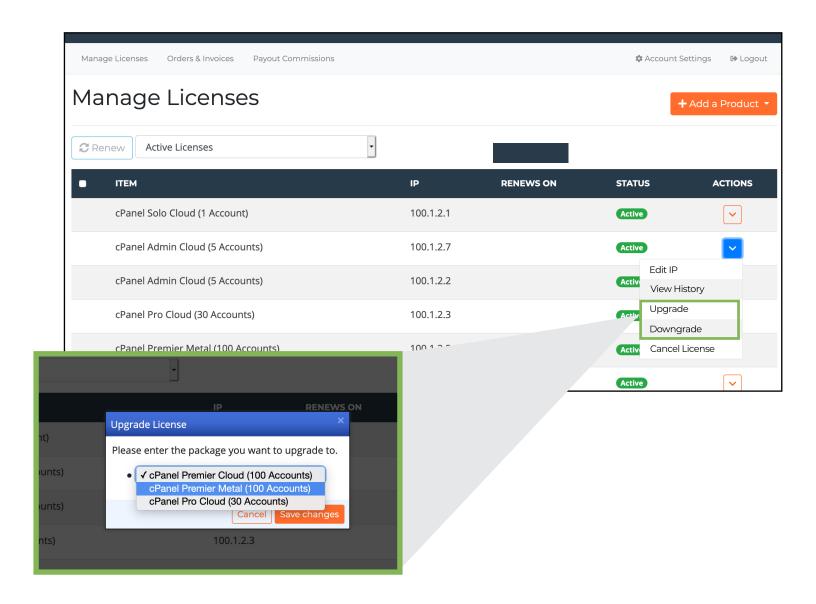https://www.cpanel.net/partners/

Learn about our cPanel Certified Partner Program.
https://university.cpanel.net/certified-partner

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cPanel.net | **6**

# Manage Your Licenses

The Manage Licenses page offers the status and upgrade paths available for each Account Tier. Customers can upgrade or downgrade between Tiers anytime.
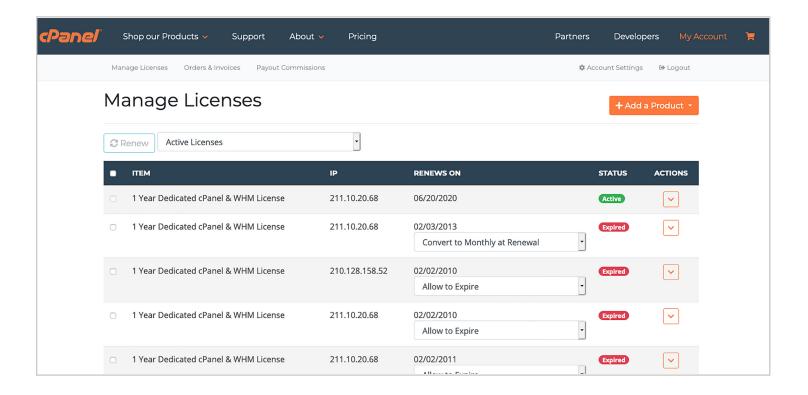
*Changes will be prorated and reflected immediately.*

# Yearly License Conversions

Shown below is an example of the one-time conversion process within the cPanel Store from yearly packages to monthly packages of either Admin, Pro or Premier based on what is most appropriate for your server.

Customers also have the option to "Allow to Expire" for those who choose not to renew.



# Glossary of Terms

**Account Based Licensing:** The new license types are based on the number of Accounts hosted on a server.

**Auto-Scaling:** The seamless transition between Tiers based on the number of Accounts on the server at the time of invoicing: the 15th of each month. *Only available to PartnerNOCs

**Bulk Accounts:** Any Account on a cPanel & WHM server over 100 Accounts is considered a Bulk Account.

**Cloud:** A license for a virtual private server (VPS) or a virtual machine sold as a service by an Internet hosting provider.

**cPanel Account or User:** A cPanel Account often called a cPanel user, is an Account created by the root administrator or reseller, who logs into the cPanel interface to manage their website.

**Fixed Package:** A package that limits the server to a fixed quantity of Accounts.

**Metal:** A license for a physical dedicated server in which the client leases an entire server not shared with anyone else.

**Packages:** A combination of license type and Tier.

**PartnerNOC:** A cPanel customer who has entered into a PartnerNOC Agreement with cPanel. A PartnerNOC Agreement is only available to certain cPanel customers who, among other things, maintain their own servers.

**Tier:** A specific named license such as: Admin, Pro, or Premier.

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cPanel.net | **8**