

Module Pricing Summary (EUR per month)

PROJECT – ARTWORK PRODUCTION

Starter (€250)	Pro (€650)	Enterprise (€1,500–2,000)
3 users, predefined workflows, version control	10 users (extra €25/user), standard workflows, advanced review, KPI Starter	Unlimited users, automation, SSO, audit trails, integrations

Extra users – €25 per seat

BRAND STUDIO 360 (DAM) – ASSET MANAGEMENT

Starter (€150)	Pro (€400)	Enterprise (€1,000–1,500)
Approved asset library, version control, basic access governance, 200 GB storage	Searchable DAM with metadata, permissions, asset–project linking, 500 GB storage	Enterprise-grade governance, audit logs, custom metadata, PIM integration, 1 TB+ storage

Storage coverage – €20 per additional 100 GB

SHARING – SECURE DISTRIBUTION

Starter (€50)	Pro (€150)	Enterprise (€350–400)
100 GB outbound traffic	300 GB outbound, branding, external uploads	Unlimited outbound traffic, partner portals, advanced analytics

Traffic coverage – €10 per extra 50 GB

INSIGHTS – OPERATIONAL INTELLIGENCE

Starter (included in Project Pro)	Pro (€200)	Enterprise (€600–1,000)
Starter – Standard KPIs	Export, advanced filters, historical comparisons	Bottleneck detection, predictive insights, cross-module analytics

PRODUCT INFORMATION (PIM) – SKU & VARIANT DATA

Starter (-)	Pro (€650)	Enterprise (€1,500–2,500)
-	Up to 1,000 SKUs	Unlimited SKUs, multilingual structures, automation, ERP/MDM integration

SKU coverage – €100 per additional 1,000 SKUs

Cway Services

TRAINING & ONBOARDING

Starter (€2,000)	Pro (€5,000)	Enterprise (€10,000–20,000)
2× remote training sessions (90 min) Core setup walkthrough aligned to: • Project predefined workflows • Library basic structure • Sharing basics Admin + Creator introduction Q&A and best-practice guidance Access to recorded material All other types of support are subject to hourly rates.	Structured onboarding over 4–6 weeks • 4–5 live remote sessions: • Admin & configuration • Creators & Approvers • External collaborators • Insights Pro usage • PIM Pro SKU–artwork alignment Workflow configuration guidance (within Pro limits) Go-live checklist Initial KPI & reporting walkthrough	€10,000 – Enterprise Core Single brand or limited markets Project + DAM Enterprise Standard governance setup Role-based training (Admins, Creators, Reviewers) €15,000 – Enterprise Multi-Market Multi-brand or multi-market PIM Enterprise or heavy DAM usage Workflow & approval governance design Pilot + phased rollout €20,000 – Global Enterprise Complex PIM structures Regulatory markets ERP / MDM integrations Train-the-trainer enablement Stabilisation & adoption phase

EXPERTS AND CONSULTANTS (HOURLY RATE)

Cway Artwork Management Specialist (€195/hour)	Cway Project Management Specialist (€195/hour)	Cway Integration Specialist (€295/hour)
Provides expert guidance on artwork workflows, approvals, version control, and compliance-driven processes to ensure efficient and error-free artwork production.	Provides expertise in the design and optimisation of project workflows, roles, and governance structures to improve visibility, predictability, and operational efficiency.	Provides technical expertise for integrating Cway with ERP, PIM, DAM, and other enterprise systems to ensure reliable data flows and scalable automation.

SUPPORT & SUCCESS

Standard (included)	Enhanced Support (8% of ARR*, min €1,500/year)	Enterprise (12–15% of ARR*)
In-app support Business hours (CET) SLA: response within 2 business days Knowledge base & release notes All other types of support are subject to hourly rates.	In-app & email support Priority ticket handling Faster SLA (same / next business day) Quarterly success check-in Guidance on: • Feature adoption • Module expansion • Usage optimisation	Named Customer Success Manager Same-day response SLA Escalation management Quarterly Business Reviews (QBRs) Usage & adoption analysis Roadmap & expansion planning Governance & scaling guidance Optional add-ons: 24/7 support (regulated industries) Dedicated Slack / Teams channel

*ARR (Annual Recurring Revenue) refers to the total annual value of the customer's Cway subscription.

SUGGESTED STARTING SETUP FOR QUICK SUCCESS

The recommended starting setup is designed for organisations that want to establish a controlled, professional artwork operation quickly, without introducing enterprise-level complexity. It covers the full artwork lifecycle from production and approval to asset management and secure external distribution, providing immediate operational value with a clear path for future expansion. The suggested configuration includes Project Pro, Media Center Pro (DAM), and Sharing Pro, supported by Pro Onboarding to ensure a structured and confident rollout. Enhanced Support is recommended to provide faster response times and ongoing guidance as adoption grows. This configuration represents a recommended starting point and is not a discounted bundle.

Modules (€1,200 monthly)	Onboarding (€3,000 one time)	Support (€1,500 annual min)
Project Pro Media Center Pro (DAM) Sharing Pro	Pro	Enhanced Support



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