

# Premier vs Professional

Small business owner or consultant? We have the perfect FormAssembly plan for you. Our Professional and Premier plans are perfect for smaller businesses with less complex use cases and smaller budgets. Still, these plans offer a huge amount of functionality and customization for their price. Compare the two and pick the one that's best for you and your business.

## PREMIER

Users: 1  
Pricing: \$224/month (paid annually)

Includes all features of the Professional plan and more.

★ *Best for: Small to mid-sized businesses with a need for more than the basic functionality with features like prefilling and e-signatures.*



- ✓ **Advanced Prefilling** - Prefill forms using our Salesforce Prefill Connector and ExactTarget Prefill Connector to ease the form filling process.
- ✓ **E-Signatures** - Get digital sign-off from internal or external stakeholders with the ability to add e-signature capabilities to your forms.



- ✓ **CAPTCHA and reCAPTCHA** - Protect against spam submissions with CAPTCHA and reCAPTCHA.

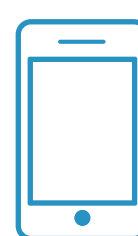


- ✓ **Salesforce Connector** - Pre-populate information into forms with the Salesforce Prefill Connector, create and update Salesforce records automatically with the Salesforce Submit Connector.
- ✓ **Payment Connectors** - Create payment forms connected with Paypal, Stripe, Authorize.net, Chargent, CyberSource and more.
- ✓ **API and 15 connectors including Salesforce, and Salesforce Marketing Cloud** - Build with our API and take advantage of powerful connectors with Salesforce, SFMC and more that give you unprecedented abilities to collect and connect your data.

## PROFESSIONAL

Users: 1  
Pricing: \$89/month (when paid annually)

★ *Best for: Small businesses or individual consultants who want the ability to quickly create forms and collect information at a lower price.*



- ✓ **Mobile App** - Use our handy iOS (Android app in development) app for easy online and Offline data collection that lets you take FormAssembly wherever your job requires.



- ✓ **Salesforce Connector** - Ditch time-consuming data entry with our powerful Salesforce connector that allows you to send data to Salesforce or update your existing records.
- ✓ **Payment Connectors** - Process payments or create invoices with connectors such as PayPal, Stripe, and Freshbooks.
- ✓ **Smart Formulas** - Use our formula capabilities to conditionally redirect users after they've filled out a form, create custom thank you messages based on information in the form, and more.



- ✓ **Email Notifications & Autoresponders** - Customize notifications you receive when someone fills out your form, and create autoresponder messages to be sent to form respondents.



- ✓ **Drag-and-Drop Form Builder** - Easily create and modify forms with our intuitive form builder that offers multiple field types, including radio buttons, drop-downs, hidden fields and much more.

### Premier Users Include:

- Michael J. Fox Foundation
- Spectranetics
- Big Brothers Big Sisters of Metro Atlanta



### Professional Users Include:

- Allied Investment Group
- University of St. Thomas
- The Boston Foundation
- Child Matters



### Premier User Results

Big Brothers Big Sisters of Metro Atlanta switched to a FormAssembly solution from a paper and pen application process with the help of nonprofit consultant Tech-bridge. It was estimated that the project as a whole would save them

**\$65,000 a year** in resources (including time). Of that amount, the FormAssembly-Salesforce pairing was estimated to be responsible for savings of **\$13,000 and \$15,000 sheets of paper annually.**



### Case Study Snapshot: Child Matters

New Zealand charitable trust Child Matters implemented FormAssembly on the suggestion of consultant Greg Devine of Manukau Road Consulting. Their main issue was the incorrect and incomplete data they had to work with as a result of ineffective data collection processes. The data problems were hurting their ability to present data to stakeholders and use it for funding and grant applications.

*"I told them, 'You need to get FormAssembly. It's essential for you,'" Devine said.*

With FormAssembly, Child Matters was able to improve their data collection methods and data quality and accuracy with Salesforce-integrated forms.

*"FormAssembly has streamlined the processes. It's just fantastic," Devine said.*