

GLOBAL MAPPER · SUBSCRIPTION FAQ

Frequently Asked Questions & Answers

Global Mapper is moving to a subscription model, with subscriptions available in September 2026. This document covers the questions we hear most from current customers: what changes, what stays the same, and what to do between now and launch.

01 What's New

What is changing?

Global Mapper is adding a subscription licensing model with three tiers: Essentials, Advanced, and Professional. Each tier is an annual, named-user license managed through Blue Marble Hub, a new administrative portal. A subscription includes the software, updates, support, and the training library in one license.

What is a named-user license?

Today, most Global Mapper licenses are tied to a machine: a node-locked key installed on a specific computer, a dongle, or a seat drawn from a floating pool on a network server. A named-user license is tied to a person instead. Each subscription seat is assigned to an individual through Blue Marble Hub, and that person signs in with their work credentials to activate it on any device they use.

The software still runs on your desktop. What changes is how the license is tracked. An administrator can see exactly who holds which seat, reassign it to someone else in minutes, and revoke access without a support ticket.

What is Blue Marble Hub?

Blue Marble Hub is the web portal that manages your subscription. Administrators use it to add and remove users, assign and revoke seats, issue offline tokens, and handle billing and renewals. Individual users sign in to view their license, request support, and reach the training library. It comes with every subscription at no separate fee. The full administrative detail is covered in the Blue Marble Hub and administration section below.

Why is Blue Marble moving to subscription?

Subscription keeps your software current on a regular schedule, gives administrators self-serve control over licenses, and matches each person's license to the work they actually do. It also folds support and training into the license you already hold, so there is no separate Maintenance and Service contract (M&S) to track and renew.

When can I subscribe?

Subscriptions become available in September 2026. You can talk to your account manager, or contact our support team, before then to plan your move and settle on your tier mix.

Do I have to switch right away?

No. Your perpetual license keeps work, and if you hold an active Maintenance and Support contract, you will continue to receive bug fixes and technical support. While you stay on perpetual, though, you miss the new features released for subscribers, including everything in the launch release and the four releases that follow each year.

02 Your current license and renewal

My M&S contract is due for renewal before September. Should I let it expire and wait?

Renew your M&S contract as usual. When subscription becomes available, you can switch and have your subscription cost pro-rated against what you have already paid. Your support and updates continue without a gap, and nothing lapses while you wait.

What happens to my perpetual license?

It is yours to keep, and it keeps running on the version you have. After September 2026, new features ship on subscription only, so perpetual licenses no longer gain new capabilities. While a perpetual license is covered by an active M&S contract, it continues to receive support. Once it is no longer under an active contract, it keeps running but stops receiving updates and fixes.

How long will perpetual licenses and M&S still be available?

You can buy a new perpetual license or M&S contract until September 2026. After that, Blue Marble stops selling both, as new purchases and as renewals. Any M&S contract you hold at that point keeps running on its existing terms. Nothing converts automatically. When it reaches its own renewal date, you decide: convert to subscription, or let it lapse and move to subscription when you're ready. Any perpetual license you already own stays yours and keeps running, subscription or not. It stops receiving updates and fixes once it falls outside an active M&S contract.

What happens if I don't renew my subscription?

You keep your files and data. Everything you create stays local on your machine, so nothing is lost if a subscription lapses. The software itself stops: without an active subscription, Global Mapper will not run. You keep access to Blue Marble Hub no matter your subscription status, and any perpetual license you already own keeps running as it always has.

Does my subscription renew automatically?

Yes. Auto-renewal is on by default, so your access never lapses by accident. You can turn it off at any time in Blue Marble Hub.

Can I align a subscription to my current renewal date?

Yes. The new system supports co-terming. Licenses you add mid-term are pro-rated and aligned to your existing renewal date, so you manage one date instead of several.

I have a multi-year or enterprise agreement (ELA). How does this affect me?

Enterprise agreements are handled case by case, and per-seat tier pricing does not map directly to an ELA. Your account manager will walk through your specific agreement and timing with you. If you don't have an account manager assigned, contact our support team.

We use a network or floating license today. How does that map to named users?

Subscription uses named-user licensing: each license is assigned to a person rather than drawn from a shared pool. How that maps to your account depends on how many people actually use the software, which is often fewer than the size of a floating pool. The best first step is a short seat audit with your account manager to count active users and match the right number of seats and tiers to your team. Administrators then manage those seats from Blue Marble Hub.

Is there a minimum number of seats?

No. You can subscribe for a single seat or for as many as your team needs, and mix tiers across them.

What should I do to prepare for switching to subscription?

Start with a seat audit. Count your active users and map each person to the tier that fits their actual workflows. If you need help with that mapping or want a quote tied to your account, reach out to your account manager or contact our support team.

When you are ready to move, time the switch around your renewal date. The system supports co-termining, so any licenses added mid-term are prorated and aligned to your existing renewal date. You manage one date instead of several.

Before your subscription goes live, designate at least one administrator in Blue Marble Hub to handle seat assignments, issue offline tokens, and manage renewals. There is no cap on the number of administrators you can designate.

03 Cost and value

Will subscription cost more than what I pay now?

Your cost depends on your license mix and how your team uses the software. For many customers the annual subscription will run somewhat higher than today's M&S spend. The subscription now includes things that were separate before: Global Mapper, Geographic Calculator, MAPublisher, support, the full training library, and four releases a year. Where a team holds licenses above what its work requires, right-sizing the tiers can offset part of the difference. Your account manager, or our support team, can compare your current costs to the subscription options for your account.

How is subscription priced?

Pricing is per named user, per year, by tier. Basic features are available on the Essentials tier starting at \$599/yr. The Advanced tier pricing starts at \$1,199/yr. and Professional starts at \$2,199/yr.

Why three tiers instead of one price?

The three tiers reflect how GIS teams actually work. Each person carries the capabilities their role calls for, so you pay for what each role uses. When someone's work grows into more advanced capabilities, you move them up a tier from Blue Marble Hub.

04 Tiers and capabilities

What is in each tier?



Essentials

- Data viewing & format conversion
- Geodetics engine
- Scripting & automation



Advanced

- Advanced scripting & automation
- Geographic Calculator standalone application
- Terrain & vector analysis
- Embedded cartographic production & map layout
- Cartographic finishing with MAPublisher



Professional

- Lidar point cloud processing
- Drone photogrammetry (Pixels to Points)
- AI/ML image classification

Each tier includes everything in the tier below it.

Which tier matches my current license?

As a starting point, a legacy Standard license maps to Advanced, and a legacy Pro license maps to Professional. The exact fit depends on the workflows your team runs day to day. Your account manager, or our support team, can confirm the right tier for each group of users.

Can different users be on different tiers?

Yes. The model is built for mixed-tier accounts. You can put occasional users on Essentials, most professional users on Advanced, and specialists on Professional, and manage them all from one place.

How often will I get new features?

Subscription delivers four releases a year, two major and two minor, with security patches throughout. That is four releases a year, up from the two perpetual customers receive today. You move to each release on your own schedule.

What new capabilities come with subscription?

Subscription puts every new release in your hands as it ships, starting at launch. Advanced users can exchange styled data with other GIS applications without losing symbols, labels, or feature types, open more survey and imagery formats natively, and stream raster and imagery services straight into the application with no conversion step. Professional users add full 3D and vertical-datum coordinate conversion inside the tool, multi-spectral drone imagery in Pixels to Points, faster photogrammetry, and a live preview that tunes point cloud classification in seconds instead of a full run. Every tier gains Blue Marble Hub and the subscription platform. Each release after launch adds more, and you get them the day they ship.

Is Geographic Calculator still available?

Yes. The Geographic Calculator geodetic engine is now embedded in Global Mapper and included in all three subscription tiers for coordinate transformation. For specialized batch and seismic workflows, the standalone Geographic Calculator application is included on Advanced and Professional tiers. Geographic Calculator Cloud is also included on those tiers.

What happens to MAPublisher?

As of September 2026, MAPublisher is no longer sold as a standalone product. It is included in full with the Advanced and Professional tiers. The cartography tools you use in Adobe Illustrator do not change.

05 Deployment and access

Is Global Mapper moving to the cloud?

No. Global Mapper remains a desktop application, installed on your machine and running locally, the same as it does today. The only change is how the software is licensed. Blue Marble Hub is described as a web portal, but it is the administrative layer only: administrators manage users and seats through it, and individual users sign in to view their license and reach support and training. The software itself never runs through it.

Do I need an internet connection to use Global Mapper?

Activating a seat takes a one-time internet check-in. After that, you may temporarily run the software offline in roaming mode. For permanently offline (air-gapped) deployments, reach out to your account manager.

How many devices can I use my subscription on?

As many as you need, one at a time. Your subscription is tied to a person, not to a machine, so you can sign in and activate Global Mapper on any device with your work credentials. The license itself runs on one device at a time: if you take a machine offline to work without a connection, that device holds the license until you reconnect and return it, and your other devices can't open Global Mapper until then. For most people moving between a laptop and a desktop, or handing a project off to a field machine and back, this just means signing in wherever you're working.

Can my team work offline or in air-gapped environments?

Yes. Blue Marble Hub issues self-serve offline tokens and admin-issued tokens for disconnected environments, and it supports hardware dongles for air-gapped and field deployments. Field crews authenticate once and then work without a connection.

We currently run a network or floating license server. What happens to it when we move to subscription?

You can retire it. Named-user licensing does not use a network license server. Blue Marble Hub replaces the license-management function your server performed: it tracks who holds which seat, handles activations, and lets administrators add, remove, or reassign users without IT involvement.

Before your subscription goes live, your IT team will need to set up one or more administrators in Blue Marble Hub and move seat assignments there. For teams that rely on offline or air-gapped access, Blue Marble Hub issues self-serve offline tokens, supports admin-issued tokens for fully disconnected environments, and supports hardware dongles.

Do updates install automatically?

No update is forced on you. Your administrators decide which release is deployed and when, and your team moves to each new release on its own schedule. IT keeps the same control over version and rollout it has today.

Will my projects, scripts, and settings carry over?

Yes. Subscription changes only how Global Mapper is licensed. The software is the same, so your files, custom scripts, and settings work exactly as they do today.

06 Blue Marble Hub and administration

What is the Blue Marble Hub?

Blue Marble Hub is a new web portal for managing your subscription. An administrator can add and remove users, assign and revoke seats, provision co-administrators, issue offline tokens, view billing, and handle renewals. Each user can sign in to view their own license, request support, reach the training library, and manage their profile. Blue Marble Hub comes with every subscription at no separate fee, and there is no cap on the number of administrators.

What changes for the people using Global Mapper day-to-day?

Subscription changes two things for individual users: how you sign in, and what you can do in the software.

License keys are replaced by single sign-on. You activate Global Mapper with your Apple, Google, or Microsoft account. No keys to enter, no keys to track down after a hardware change, and no calls to IT to reinstate access after a machine replacement.

What you can do in the software depends on the tier your organization assigns you. Essentials covers data viewing, format conversion, the geodetics engine, and scripting and automation. Advanced adds advanced scripting and automation, Geographic Calculator, terrain and vector analysis, cartographic production and map layout, and cartographic finishing in MAPublisher. Professional adds lidar point cloud processing, drone photogrammetry with Pixels to Points, and AI/ML image classification. Each tier includes everything in the tier below it. If your organization moves you to a tier that covers more than your current license, you gain those capabilities on day one.

Blue Marble Hub is also new for individual users. Sign in to view your license, request support, and access the full training library. It comes with every subscription at no extra charge.

We manage licenses across a large team or multiple sites. What does moving to named users mean for our IT team?

Floating and network licenses run through a license server that manages a shared pool. Named-user licensing replaces that server with Blue Marble Hub. Your administrators assign seats directly to users, issue offline tokens for air-gapped or disconnected environments, and manage the full license inventory from one place, with no separate server to maintain.

The main operational shift is moving from pool management to account management. Instead of monitoring seat utilization against a count, administrators see named users and can reassign or revoke seats as people join, leave, or change roles. There is no cap on the number of administrators

you can designate, and Blue Marble Hub comes with every subscription at no extra charge.

For large or distributed teams, the right first step is a seat audit: count active users, map them to tiers based on what they actually do, and right-size from there. Reach out to your account manager or contact our support team to work through that process.

Can I temporarily reassign a seat, or rotate one seat across multiple users?

Yes. Administrators can reassign any seat to a different user at any time from Blue Marble Hub, with no support ticket required. If a team member goes on leave and another person needs access in the meantime, you reassign the seat to the new user and reassign it back when the original user returns.

One seat covers one active user at a time. Reassignment is designed to be fast, so covering for absences, onboarding temporary staff, or adjusting for shifting project teams does not require a new license purchase.

Is support included?

Support and the full training library come with the subscription. For most customers this replaces the separate M&S contract. If you buy through a reseller, your support may route through your reseller instead of Blue Marble Hub, so confirm your support path with your account manager or reseller.

07 Special situations

I buy through a reseller. What changes for me?

Your reseller stays your purchasing channel and, in most cases, your support channel. Reach out to them to plan your move to subscription and confirm how support and the training library apply to your account.

We are an academic or non-commercial user. Does this apply to us?

Academic and non-commercial accounts are handled separately and do not use commercial tier pricing. Contact your account manager, or our support team, for the options that apply to your institution.

Is there a trial?

Yes. A 14-day trial gives full Professional access, so you can confirm the tier that fits before you commit.

Have questions about your move to subscription?

Reach out to your Blue Marble account manager, or contact our support team, for pricing matched to your license mix and help timing the switch around your renewal.

