1. **Job Execution License**: The primary metric for pricing is the number of job executions per month. This includes both production and non-production environments.
2. **Agent Licenses**: Certain agents require additional licensing, and this needs to be factored in separately.
3. **AAI Integration**: Each instance of Automic Automation requires one AAI Integration for Distributed License. Additional integrations with other scheduling solutions are also licensed separately.
4. **Volume Discounts**: Discounts for higher volumes of job executions can be offered to encourage larger purchases.

### **Pricing Model Components**

1. **Base Job Execution License**:
   * Initial license fee: $X per job execution per month.
   * Volume tiers for discounts:
     + 0-10,000 executions: $X per execution.
     + 10,001-50,000 executions: $X \* 0.95 per execution.
     + 50,001-100,000 executions: $X \* 0.90 per execution.
     + 100,001+ executions: $X \* 0.85 per execution.
2. **Automic Automation Agents**:
   * Unlimited usage included with active job execution license.
3. **Automation Analytics & Intelligence (AAI) Engine**:
   * Unlimited usage included with active job execution license.
   * AAI Integration for Distributed: $Y per instance of Automic Automation.
4. **Additional Integrations**:
   * Integration with other scheduling solutions (e.g., AutoSys, CA 7, IBM, BMC): $Z per integration.
5. **Specific Agents Not Included in Hybrid Cloud Edition**:
   * BS2000 Agent: $A per server.
   * Avaloq Agent: $B per Avaloq instance.
   * Automic Omniview: $C per concurrent user.
   * Automic Automated System Copy for SAP: $D per 100 copies per year.

### **Example Pricing Table**

| **Component** | **Metric** | **Price (USD)** |
| --- | --- | --- |
| Base Job Execution License (0-10,000) | Per job execution | X |
| Base Job Execution License (10,001-50,000) | Per job execution | X \* 0.95 |
| Base Job Execution License (50,001-100,000) | Per job execution | X \* 0.90 |
| Base Job Execution License (100,001+) | Per job execution | X \* 0.85 |
| AAI Integration for Distributed | Per instance | Y |
| Additional Scheduling Solution Integration | Per integration | Z |
| BS2000 Agent | Per server | A |
| Avaloq Agent | Per Avaloq instance | B |
| Automic Omniview | Per concurrent user | C |
| Automic Automated System Copy for SAP | Per 100 copies per year | D |

### **Assumptions**

* **X, Y, Z, A, B, C, D** are placeholders for actual pricing values that need to be determined based on market research, cost analysis, and competitive pricing.
* Volume discounts are provided to incentivize larger deployments.
* Unlimited use of agents and AAI Engine under active job execution licenses adds value to the base license.

### **Next Steps**

1. **Determine Pricing Values**: Establish the actual values for X, Y, Z, A, B, C, D based on detailed cost analysis and competitive benchmarking.
2. **Define Contract Terms**: Clarify the terms and conditions in the Transaction Document to ensure transparent and enforceable agreements.
3. **Review with Legal and Finance**: Ensure the pricing model aligns with legal and financial guidelines.
4. **Customer Communication**: Prepare communication materials to explain the pricing model and its benefits to customers.

This model provides a structured approach to pricing Automic Automation for Hybrid Cloud, ensuring flexibility and scalability for various customer needs.

### **Example Use Case**

**Scenario**: A financial services company is using Automic Automation for Hybrid Cloud to manage their end-of-day (EOD) batch processing and reporting across various departments, including transactions processing, compliance checks, and financial reporting.

**Details**:

* The company has the following job executions:
  + Transaction Processing Jobs: 5,000 jobs per day
  + Compliance Check Jobs: 2,000 jobs per day
  + Financial Reporting Jobs: 1,000 jobs per day
* They also need to integrate with an existing AutoSys scheduling solution for historical job tracking and reporting.

### **Job Execution Calculation**

1. **Transaction Processing Jobs**:
   * Daily: 5,000 jobs
   * Monthly: 5,000 jobs/day \* 30 days = 150,000 jobs
2. **Compliance Check Jobs**:
   * Daily: 2,000 jobs
   * Monthly: 2,000 jobs/day \* 30 days = 60,000 jobs
3. **Financial Reporting Jobs**:
   * Daily: 1,000 jobs
   * Monthly: 1,000 jobs/day \* 30 days = 30,000 jobs

**Total Job Executions per Month**: 150,000 + 60,000 + 30,000 = 240,000 jobs

### **Pricing Calculation**

Assuming the following example values for X, Y, and Z:

* X (Base Job Execution License): $0.10 per job execution
* Y (AAI Integration for Distributed): $5,000 per instance
* Z (Additional Scheduling Solution Integration): $10,000 per integration

**Base Job Execution License**:

* First 10,000 executions: 10,000 \* $0.10 = $1,000
* Next 40,000 executions (10,001-50,000): 40,000 \* $0.095 = $3,800
* Next 50,000 executions (50,001-100,000): 50,000 \* $0.09 = $4,500
* Remaining 140,000 executions (100,001+): 140,000 \* $0.085 = $11,900

**Total Base Job Execution Cost**: $1,000 + $3,800 + $4,500 + $11,900 = $21,200

**AAI Integration for Distributed**:

* 1 instance: $5,000

**Additional Scheduling Solution Integration**:

* Integration with AutoSys: $10,000

**Total Monthly Cost**: $21,200 (Job Execution) + $5,000 (AAI Integration) + $10,000 (Scheduling Integration) = $36,200

### **Summary**

* **Total Monthly Job Executions**: 240,000 jobs
* **Total Monthly Cost**: $36,200

This pricing model ensures the company has the flexibility to manage a large volume of job executions while also integrating with their existing AutoSys scheduling solution. The cost includes base job executions, necessary integrations, and advanced analytics capabilities provided by the AAI engine.