

From: Vladimir
To: Deanna
Subject: URGENT: Change in tablet pricing. Budget impact.

Dear Deanna,

I am writing to you to discuss changes in tablet pricing, so these changes will have an impact to project budget.

Terrific Tablets and I have a potentially big update for you. They just released a new pricing structure for their menu tablets and the software.

As we previously discussed and confirmed with Seydou, Terrific Tablets would sell the tablets to the restaurants, and part of that cost would include the menu software—kind of like a one-time licensing fee.

Now Terrific Tablets is going forward as a subscription-based service, which includes hardware, software, support, customization, POS integration, and more as part of a monthly flat rate.

Instead of \$200 per tablet for the 40 tablets we need, the subscription that matches our needs would be \$300 a month and would cover all 40 tablets, the software, 24/7 support, customization—everything.

So instead of \$8000 for using all the tablets in the first year, it will cost us only \$3,600, including support. But, that \$3,600 will need to be paid every year going forward.

As you understand, these changes could have an impact on some of our OKRs:

1. We run an efficient, profitable business model so we can continue to grow in our community.
2. We prioritize our customer needs and wants.

I guess a subscription-based service will be a better choice for our project and will help us to reach the OKRs faster.

I'm waiting your suggestion and decision with this problem.

Thank for your time.

Sincerely,

Vladimir