

Part 2: Enterprise Customers

A year later Sue gets back to us again:

Nowadays, we have a lot of users in our company using Postman, some on free plans, some on basic and we also have one pro plan that I know of. I'm trying to build a business case to my executive team and wanted to you know if you could help me with the following questions:

- 1. How can I present the value proposition of moving all these users into a single enterprise plan? I'm looking at this from an end user perspective as well as from a business perspective.*
- 2. When migrating from a free or basic or pro plan to an enterprise team can the whole structure (users, collections, workspaces, permissions) simply be moved to the enterprise team? Any best practices suggested here? Any automation for this?*

Added Discovery

Value - Enterprise option gives added collaboration features, Added admin privileges for more oversight, Full team onboarding, assisted migration

Economic buyer - Executive team

Decision process - Unidentified

Decision criteria - Unidentified

Identify pain - Compliance issues, workflow problems, standardization, security, test automation, governance

Competition - Swaggerhub, Spotlight, Insomnia, ReadyAPI, RESTassured, JMeter

Champion - Sue

Urgency - Unidentified

End-User

- Reports
- Priority support
- SSO and SCIM
- Up to 100,000 monitoring and mock server calls
- 1,000,000 Postman api calls up from 100,000

Business

- Partner workspaces
- Private API network
- Custom domains
- Purchase order and invoicing options with customer payment plans available

Number of integrations determined by plan. 50 with pro and enterprise. 100 with enterprise ultimate. Per user?

Number of collection runners limited per user. 250 on pro. Up to unlimited with Enterprise Ultimate

Improved API management

Auto-flex policy

Collections, APIs, and environments won't automatically move

Team merge tool available

Centralized and distributed migration

Postman supports [SCIM](#) (System for Cross-domain Identity Management), which allows you to automate the provisioning of your team. You can deploy Postman at scale across your organization and control access to it with your identity provider.

Group provisioning with Postman API

```
{
  "schemas": [
    "urn:ietf:params:scim:schemas:core:2.0:Group"
  ],
  "id": "561631fq14ed41872a8eea4c8aa2b38cda9749812cc55c00",
  "displayName": "Test-API",
  "members": [
    {
      "value": "b1c794f24f4c49f4b5d503a4cb2686ea",
      "display": "Taylor Lee"
    }
  ],
  "externalId": "1234",
  "meta": {
    "resourceType": "Group",
    "created": "2022-02-22T04:24:13.000Z",
    "lastModified": "2022-02-22T04:24:13.000Z"
  }
}
```

Sources

<https://learning.postman.com/docs/collaborating-in-postman/using-workspaces/partner-workspaces/>

<https://support.postman.com/hc/en-us>

<https://learning.postman.com/docs/introduction/troubleshooting-inapp/>

<https://learning.postman.com/docs/reports/reports-overview/>

<https://learning.postman.com/docs/publishing-your-api/custom-doc-domains/>

<https://learning.postman.com/auto-flex-policy/>

<https://www.postman.com/postman/workspace/postman-public-workspace/documentation/12959542-c8142d51-e97c-46b6-bd77-52bb66712c9a>

<https://www.postman.com/postman/workspace/postman-public-workspace/example/12959542-097a7b29-1b04-425a-a970-c07c5abc43ad>

<https://learning.postman.com/docs/administration/team-merge/>

Email draft

Hello Sue,

I'm delighted to hear that Postman has gained traction within your company. Migrating to a single Enterprise plan is a strategic move with multiple benefits which I've outlined below from both an end-user and a business perspective:

For End Users:

1. Improved Collaboration and Oversight:
 - End-users will have access to a shared workspace, simplifying collaboration and ensuring everyone is working from the same source of truth. This eradicates inconsistencies and version mismatches that can arise from using separate accounts or plans.
2. Robust Security Features:
 - With Single Sign-On (SSO) and SCIM integrations, users can have peace of mind knowing their data and work are secure, addressing potential compliance and security concerns.
3. Enhanced Features:
 - The Enterprise plan unlocks advanced features that can bolster individual productivity and collaboration. This includes enhanced mock servers and monitoring capabilities with up to 100,000 monitoring and mock server calls. As well as up to 1,000,000 calls per month to the Postman API, up from 100,000.
4. Advanced Reporting:
 - Upgrading to Enterprise truly unlocks a more powerful, granular, and customizable reporting suite. These enhanced reporting features not only provide better insights but also enable proactive decision-making, fostering both operational excellence and strategic growth.
5. Professional Learning & Support:
 - Access to Postman experts for troubleshooting and onboarding ensures users can navigate challenges efficiently. Users can expect quicker responses to their queries and issues, minimizing any downtime and enhancing productivity.

For the Business:

1. Cost Efficiency:
 - Consolidating into a single plan is typically more cost-effective than maintaining multiple separate plans. Over time, the cost savings can be substantial.
2. Streamlined Management:
 - Managing licenses, users, and renewals becomes considerably easier with a single plan, reducing administrative overhead. It also makes it easier to extract meaningful insights about API usage, team performance, and other key metrics that can guide strategic decisions.
3. Partner Workspaces & Private API Network:
 - These features foster a more collaborative environment with external partners while maintaining security and governance standards.
4. Customization & Branding:
 - Custom domains allow for a personalized and branded experience, which can be valuable for stakeholder interactions.
5. Flexible Payment Options:

- Purchase order and invoicing options, coupled with custom payment plans, make financial processes more manageable and tailored to your company's needs.
6. Auto-Flex Policy & Enhanced Resources:
- With increased collection runners and more integrations available (up to 100 with Enterprise Ultimate), your team can scale its operations more efficiently.

To build your business case, consider:

- Comparing the cumulative cost of disparate plans against the Enterprise plan.
- Highlight potential productivity gains from enhanced collaboration and features.
- Emphasize risk mitigation through unified security and compliance features.

As for best practices and automation around migration. Migrating to the Enterprise plan is designed to be as smooth as possible, retaining all your crucial structures and settings.

1. ****Users, Collections, and Workspaces****: When you upgrade to the Enterprise plan, all existing users, collections, and workspaces remain intact. You won't lose any of your established structures, and the transition should be seamless.
2. ****Permissions****: Permissions will also carry over when you migrate. However, the Enterprise plan offers more granulated role-based access control. After migration, you'll have the opportunity to refine and further customize these permissions as per your organization's needs.

****Best Practices****

1. ****Audit Before Migration****: Before making the switch, conduct an audit of your current users, workspaces, and permissions. This helps in identifying any outdated collections, inactive users, or redundant workspaces that don't need to be carried over. A clean migration ensures you're starting your Enterprise journey with optimal organization.
2. ****Utilize Advanced Features****: Post-migration, familiarize your team with the advanced features that the Enterprise plan offers. Training sessions or workshops can be beneficial here.
3. ****Refine Permissions****: With more advanced permission controls in the Enterprise plan, review and potentially refine permissions for each user or team. Ensure that every member has access to what they need, but not more than what's necessary.

****Automation for Migration****

With the Team Merge tool, it will facilitates the merging of individual user accounts into a team. It is especially useful when consolidating several individual accounts into a single Enterprise team. The tool allows you to automatically move users, collections, workspaces and permissions from individual user accounts to the team.

With SCIM automation, this allows for systematic, automated user management, ensuring that user onboarding in the new Enterprise environment is streamlined. Using SCIM, you can automate user provisioning and group assignments I have provided an example JavaScript code structure that can be employed for group creation and user addition to groups:

```
{
  "schemas": ["urn:ietf:params:scim:schemas:core:2.0:Group"],
  "id": "561631fq14ed41872a8eea4c8aa2b38cda9749812cc55c00",
  "displayName": "Test-API",
```

```
"members": [  
  {  
    "value": "b1c794f24f4c49f4b5d503a4cb2686ea",  
    "display": "Taylor Lee"  
  }  
],  
"externalId": "1234",  
"meta": {  
  "resourceType": "Group",  
  "created": "2022-02-22T04:24:13.000Z",  
  "lastModified": "2022-02-22T04:24:13.000Z"  
}  
}
```

Considering the pain points we've identified in the past, consolidating your team under the Postman Enterprise umbrella seems to be a strategic move. This will not only bring immediate operational benefits but also set a foundation for future scalability and efficiency.

If there are any further specifics you'd like to delve into or if a detailed demonstration would help solidify this case for the executive team, I'm here to assist. Let's ensure you have all the ammunition you need to make a compelling case.

Warm regards,

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Postman