NodaliQ

Tokalabs SDL Basic Integratin

www.nodaliq.com

Solution Vision

NodaliQ, powered by Tokalabs SDL Basic, creates a **unified intelligence layer for the modern lab** — combining SDL's proven orchestration with NodaliQ's AI-driven insight and automation.
It transforms lab operations from manual scheduling and topology management to **proactive detection, guided troubleshooting**, and autonomous resolution *(eventually)*.
Through a single, intuitive interface, every engineer gains a **virtual lab administrator** that simplifies operations, shortens setup time, and scales effortlessly — with a seamless path to the full SDL stack as lab needs grow.

Goals & Principles

Single pane of glass inside NodaliQ; no context switching.

SDL as backend (no data duplication beyond caches); upgrade to Full Stack preserves all data.

Parity where it matters: users & policies, inventory (limited), topologies, reservations.

Opinionated defaults strong/sensible defaults; advanced features deferred to Full Stack.

Terminology:

Topology == Sandbox

Scope Overview

In scope (MVP)

Users & Policies: full user and policy management, policy enforcement UI, and auditability.

Inventory: limited resource templates — only **Network Devices** and **Traffic Generators**. All other resource categories excluded in Basic.

Topologies (Sandboxes): create, view, and basic edit of topologies; quick actions on nodes/links within policy limits.

Reservations: schedule-in-advance or on-demand reservation of a topology; extend/release; conflict checks.

Scope Overview

Out of scope

Link Management systems (L1/L0 switching control UIs)

Public or private cloud integrations (VPC/VNet, EC2/GCE, etc.)

Resource templates other than Network Devices & Traffic Generators

Automation Sequencer

Core Flow

User & Policy Management

CRUD users, assign roles/quotas, apply enforcement policies.

Discover and Add Inventory

Populate, Edit and Search network nodes to be used in Topologies (within allowed policies)

Topology (Sandbox) Creation

Create device (inventory) topologies with basic linkage (within allowed policies).

Reservations

Search availability, create/update/extend, conflict resolution, release.

Defined Limits for “Basic”

Pricing

Context and Objective

The objective of this pricing strategy is to introduce **Tokalabs SDL Basic**, integrated with **NodallQ**, as a lower-cost, high-value entry point for customers who want to modernize and automate their lab operations without committing to the full $100,000 per year SDL license or the XXX licensing cost of Velocity

SDL Basic is designed for customers with smaller labs or those conducting proof-of-concept deployments. By pairing it with NodallQ, we deliver both **core lab orchestration capabilities** (via Tokalabs) and **AI-driven lab management** (via NodallQ). This combination provides customers with an intelligent, always-available lab administrator — a clear productivity and operational benefit at a fraction of current costs.

Market Positioning

Most (if not all) network test labs today rely heavily on human administrators to configure, manage, and troubleshoot test environments. A typical lab administrator costs between **$150,000 and $200,000 per year fully loaded**, including overhead and benefits.

The NodalIQ + SDL Basic bundle is positioned as a **virtual lab administrator**, available 24/7, capable of automating large portions of routine lab work, and proactively identifying configuration or performance issues.

This is not simply a cost-saving narrative — it represents a **shift from reactive to intelligent lab operations**, which can directly reduce project delays, accelerate time-to-test, and reduce dependency on scarce expert resources.

Pricing Strategy

The combined solution should be priced such that the **total annual spend is meaningfully less than one full-time lab administrator**, but high enough to signal enterprise-grade capability and long-term value.

The recommended customer price range is **$70,000–$95,000 per year**, depending on device count, feature configuration, and user volume.

At this price point:

- Customers can rationalize the purchase as “half the cost of one lab admin.”
- NodalIQ and Tokalabs both achieve meaningful subscription revenue and margin.
- The pricing aligns with the phased adoption model — starting small, proving value, and scaling up to Full SDL as usage expands.

Revenue Distribution and Partner Economics

Under the existing partner agreement, **NodaliQ receives 25%** of the Tokalabs revenue for any sale that includes SDL.

Component	Annual Price (to Customer)	Tokalabs Revenue (75%)	NodalIQ Revenue (25%)	Description
Tokalabs SDL Basic	$28K – $35K	$21K – $26K	$7K – $9K	Limited templates (Network Devices + Traffic Generators), up to ~150 devices
NodalIQ Platform (AI Assistant)	$45K – $60K	—	$45K – $60K	AI-driven help, troubleshooting, orchestration insights
Total Solution (Bundle)	$70K – $95K	$21K – $26K	$52K – $69K	Marketed as “NodalIQ + SDL Basic powered by Tokalabs”

Tiered SDL Basic Options

Tier	Max Devices	Target Customer	Annual SDL Basic Price	NodalIQ Share (25%)	Tokalabs Share (75%)
Starter	50	Small R&D / proof-of-concept labs	$20K	$5K	$15K
Standard	150	Mid-size enterprise or regional lab	$30K	$7.5K	$22.5K
Advanced	300	Larger labs or partner test environments	$40K	$10K	$30K

Justification and Value Logic

Alignment with Customer Value
The pricing is deliberately anchored to the economic value of replacing or augmenting human administrative effort. Customers understand this equivalence immediately — it connects the solution's cost directly to measurable operational savings.

Entry-Level Accessibility
The lower starting price enables Tokalabs and NodalIQ to penetrate accounts that may have been price-sensitive or risk-averse to a six-figure commitment. The SDL Basic offering serves as a gateway product for Tokalabs and a proving platform for NodalIQ's AI capabilities.

Upgrade Path and Lifetime Value
Because the SDL Basic backend is identical to the Full SDL backend, there is **no migration penalty** when a customer upgrades. This enables a clean upsell path:
From SDL Basic to Full SDL (+$60K–$70K uplift)

Margin and Partnership Health
With a 25% share on SDL revenue, NodalIQ maintains healthy upside while ensuring Tokalabs remains incentivized. The economics are balanced: