PolicyCortex — Pricing & Valuation

Multicloud control plane for cost, RBAC/IAM, compliance, and operations. Value-based pricing guidance and valuation snapshots.

Pricing strategy overview

Price on measurable business value captured and scope managed. Use a platform base fee plus usage bands across controlled cloud spend and governed assets/identities, with add-ons for predictive AI and access automation.

Packaging

- **Platform Base**: FinOps + SecOps + Compliance workspace, multicloud connectors.
- **Usage Metrics**: Cloud spend under management (CSUM), governed resources/assets, managed identities/users, policy/control count.
- **Add-ons**: Predictive/Correlations AI, SoD/JIT automation, Auditor Workspace, Private Inference / Dedicated VPC, Premium SLA.

Recommended pricing levers

- Base platform fee per tenant (size-tiered).
- CSUM bands (e.g., $0–$1M, $1–$5M, $5–$20M, $20M+).
- Per-governed resource/identity bands (keep bracketed to avoid per-unit nickel-and-diming).
- Add-on multipliers: Predictive/Correlations +15–30%; SoD/JIT +20–35%; Auditor +10–15%; Private/VPC +20–30%.

Target ACVs by segment (multicloud)

Segment	Base + Usage	Typical ACV
SMB	$15k–$25k base + usage	$50k–$80k
Mid-market	$60k–$100k base + usage	$180k–$260k
Enterprise	$150k–$250k base + usage	$450k–$700k

Value capture rationale

- Cost savings: 8–15% of cloud spend (FinOps anomaly detection, optimization guidance).
- Risk reduction: least-privilege, SoD conflict prevention, JIT reduce high-impact exposure.
- Audit efficiency: 15–30% reduction in audit effort/fees via evidence and continuous controls.
- Ops velocity: faster MTTR/approvals from AI triage and correlations.

Sample tiering

Tier	CSUM	Resources	Identities	Price (annual)
Growth	$0–$1M	≤5k	≤2k	$60k
Scale	$1–$5M	≤20k	≤10k	$200k
Enterprise	$5–$20M	≤100k	≤50k	$480k
Elite	$20M+	200k+	100k+	$700k+

Enterprise uplift & terms

- Uplifts: SSO/SCIM, private inference, dedicated VPC, premium SLA (99.9%+), data residency.
- Multi-year incentives: 2-year (−7%), 3-year (−12%) if prepaid annually.
- Volume/CSUM discounts when customers onboard additional cloud accounts or business units.

ARR and valuation snapshots

- 10 customers (mixed): ARR ≈ $2.05M → EV ≈ $16M–$25M (8–12× ARR).
- 100 customers (mixed): ARR ≈ $20.5M → EV ≈ $125M–$250M.
- Enterprise-leaning: 10 cust ARR ≈ $3.52M → EV $25M–$42M; 100 cust ARR ≈ $35.2M → EV $210M–$420M.

10-year scenarios

- Conservative: ARR $60M → EV $300M–$480M (5–8×).
- Base: ARR $150M → EV $900M–$1.5B (6–10×).

- Upside: ARR $300M → EV $2.1B–$3.6B (7–12×).

Operational guidance

- Start with base + CSUM + resource bands; attach SoD/JIT and Predictive as add-ons.
- Quote ROI with a savings/risk model; target 4–7× ROI for procurement alignment.
- Offer land-and-expand: begin with one cloud, expand to multicloud for uplift.

Tagline

> *Price the correlated value: one AI control plane that reduces spend, risk, and audit burden across all clouds.*