

CloudX Enterprise Platform Pricing & Packaging Guide 2024

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TABLE OF CONTENTS

1. Pricing Philosophy
2. Standard Pricing Tiers
3. Enterprise Custom Pricing
4. Add-On Services
5. Discounting Guidelines
6. Contract Terms
7. Competitive Pricing Comparison
8. ROI & Value Justification
9. Pricing Objection Handling

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1. PRICING PHILOSOPHY

CloudX pricing is designed to:

- Align with customer value realization
- Provide predictable, transparent costs
- Scale with customer growth
- Reward long-term commitments
- Remain competitive while maintaining margins

Our pricing model is based on:

- Number of applications deployed
- Compute and storage resources consumed
- Support level required
- Contract term length
- Additional services and features

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2. STANDARD PRICING TIERS

STARTER TIER

Monthly: \$499 | Annual: \$4,990 (17% savings)

Included Features:

- Up to 10 applications
- 100 GB storage
- 50 GB bandwidth per month
- Standard compute resources (shared)
- Community support (48-hour response)
- Basic monitoring and logging
- 99.9% uptime SLA

- Single region deployment
- Email support only

Ideal For:

- Startups and small businesses
- Development and testing environments
- Proof of concept projects
- Teams under 20 developers

Limitations:

- No custom integrations
- No dedicated support
- Limited to 1,000 API calls/minute
- No multi-region deployment
- No advanced security features

PROFESSIONAL TIER

Monthly: \$1,999 | Annual: \$19,990 (17% savings)

Included Features:

- Up to 50 applications
- 500 GB storage
- 500 GB bandwidth per month
- Dedicated compute resources
- Business support (4-hour response)
- Advanced monitoring and alerting
- 99.95% uptime SLA
- Multi-region deployment (up to 3 regions)
- Phone and email support
- Basic CI/CD integration
- Standard security features
- API rate limit: 10,000 calls/minute

Ideal For:

- Growing companies
- Production workloads
- Teams of 20-100 developers
- Companies requiring better SLA

Additional Capabilities:

- Custom domain support
- SSL certificate management
- Automated backups (daily)
- Basic compliance reporting
- Integration with popular tools

Popular Add-Ons:

- Premium Support: +\$500/month
- Additional storage: \$0.10/GB/month
- Additional bandwidth: \$0.08/GB
- Extra regions: \$300/region/month

Pricing Variables:

- Application count and complexity
- Compute and storage requirements
- Geographic distribution
- Support level and SLA requirements
- Contract term (1-3 years)
- Volume commitments
- Strategic value to CloudX

Typical Enterprise Deal Structure:

Base Platform Fee: \$5,999 - \$15,000/month

- Covers core platform access
- Includes standard enterprise features
- Scales with application count

Resource Consumption: Variable

- Compute: \$0.08 - \$0.12 per vCPU hour
- Storage: \$0.08 - \$0.15 per GB/month
- Bandwidth: \$0.05 - \$0.10 per GB
- Pricing decreases with volume commitments

Professional Services: \$200 - \$300/hour

- Solution architecture
- Migration assistance
- Custom integration development
- Training and enablement

Support Packages:

- Standard Enterprise: Included
- Premium Enterprise: +\$2,000/month
- Mission Critical: +\$5,000/month

Example Enterprise Pricing:

Small Enterprise (100 apps, 5TB storage):

- Base: \$8,000/month
- Resources: \$4,000/month
- Support: Included
- Total: \$12,000/month (\$144K annually)

Mid Enterprise (300 apps, 20TB storage):

- Base: \$12,000/month
- Resources: \$15,000/month
- Premium Support: \$2,000/month
- Total: \$29,000/month (\$348K annually)

Large Enterprise (1000+ apps, 100TB storage):

- Base: \$25,000/month
- Resources: \$50,000/month
- Mission Critical Support: \$5,000/month
- Professional Services: \$10,000/month
- Total: \$90,000/month (\$1.08M annually)

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4. ADD-ON SERVICES

Premium Support Package: \$500 - \$5,000/month

- Faster response times
- Dedicated support engineer
- Proactive monitoring
- Monthly health checks

Professional Services:

- Migration Services: \$50K - \$500K (project-based)
- Custom Integration: \$25K - \$100K per integration
- Training Programs: \$5K - \$25K per program
- Architecture Review: \$15K - \$50K

Advanced Features:

- AI-Powered Operations: +\$1,000/month
- Advanced Analytics: +\$800/month
- Custom Compliance Reporting: +\$500/month
- Disaster Recovery (enhanced): +\$1,500/month
- Multi-Cloud Orchestration: +\$2,000/month

Security Add-Ons:

- Advanced Threat Protection: +\$1,200/month
- Security Operations Center: +\$3,000/month
- Penetration Testing: \$15K - \$50K annually
- Security Audit Support: \$10K - \$30K per audit

Managed Services:

- Fully Managed Operations: 15-25% of infrastructure costs
- Database Management: \$500 - \$2,000/month per database
- Application Performance Management: \$1,000 - \$5,000/month

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5. DISCOUNTING GUIDELINES

Standard Discount Authority:

Sales Rep (up to 10%):

- Competitive situations
- Multi-year commitments
- End-of-quarter deals
- Requires manager approval

Sales Manager (up to 20%):

- Strategic accounts
- Large deal sizes (>\$200K ACV)

- Competitive displacements
- Requires director approval

Sales Director (up to 30%):

- Enterprise deals (>\$500K ACV)
- Strategic partnerships
- Market expansion opportunities
- Requires VP approval

VP of Sales (up to 40%) :

- Mega deals (>\$1M ACV)
- Strategic importance
- Reference customers
- Requires CFO approval

Discount Justifications:

Acceptable Reasons:

- Competitive pricing pressure (with proof)
- Multi-year commitment (3+ years)
- Large volume commitment
- Strategic reference customer
- Market expansion (new vertical/geography)
- Upsell from existing customer

Unacceptable Reasons:

- Customer asked for discount
- End of quarter pressure
- Sales rep behind on quota
- "Everyone gets a discount"

Volume Discounts:

- \$100K - \$250K ACV: 5-10% discount
- \$250K - \$500K ACV: 10-15% discount
- \$500K - \$1M ACV: 15-20% discount
- \$1M+ ACV: 20-30% discount

Multi-Year Discounts:

- 2-year commitment: 10% additional discount
- 3-year commitment: 15% additional discount
- Payment upfront: 5% additional discount

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6. CONTRACT TERMS

Standard Terms:

- Payment: Monthly or annual (annual preferred)
- Contract Length: 1 year minimum
- Auto-renewal: Yes (with 60-day notice)
- Payment Terms: Net 30
- Price Increases: Up to 5% annually

Enterprise Terms (Negotiable):

- Payment: Quarterly or annual
- Contract Length: 1-3 years
- Auto-renewal: Negotiable
- Payment Terms: Net 30-60
- Price Lock: Available for multi-year deals
- Termination: 90-day notice
- Service Credits: Available for SLA breaches

Cancellation Policy:

- Starter/Professional: 30-day notice
- Enterprise: 90-day notice
- Early termination fee: 50% of remaining contract value
- No refunds on annual prepayments

Service Level Agreement (SLA):

- Starter: 99.9% uptime
- Professional: 99.95% uptime
- Enterprise: 99.99% uptime
- Service credits: 10% per 0.1% below SLA

Payment Options:

- Credit card (all tiers)
- ACH/Wire transfer (Professional+)
- Purchase order (Enterprise only)
- Invoicing (Enterprise only)

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7. COMPETITIVE PRICING COMPARISON

CloudX vs. CompeteCloud:

- Professional Tier: \$1,999 vs. \$1,799 (11% higher)
- Enterprise Tier: \$5,999 vs. \$6,500 (8% lower)
- Value Justification: Multi-cloud support, better SLA, superior support

CloudX vs. SkyPlatform:

- Professional Tier: \$1,999 vs. \$1,499 (33% higher)
- Enterprise Tier: \$5,999 vs. \$5,200 (15% higher)
- Value Justification: Enterprise scalability, AI features, global presence

CloudX vs. TechGiant Cloud:

- Professional Tier: \$1,999 vs. \$3,299 (39% lower)
- Enterprise Tier: \$5,999 vs. \$8,500 (29% lower)
- Value Justification: Modern architecture, better pricing, faster innovation

Total Cost of Ownership (3-Year):

- CloudX: \$719K (baseline)
- CompeteCloud: \$780K (+8%)

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Typical Customer ROI:

- Payback Period: 12-18 months
- 3-Year ROI: 250-400%
- 5-Year ROI: 500-800%

Infrastructure Costs (30-45% reduction):

- Reduced hardware expenses
- Lower maintenance costs
- Optimized resource utilization
- Eliminated over-provisioning

- Automated operations
- Reduced manual tasks
- Faster incident resolution
- Improved monitoring

- Faster deployments
- Reduced infrastructure management
- Better developer tools
- Improved collaboration

- Faster time-to-market (40-60% improvement)
- Improved customer satisfaction
- Reduced downtime costs
- Enhanced security posture
- Better compliance management

- Current infrastructure costs
- Number of applications
- Development team size
- Deployment frequency
- Downtime costs
- Compliance costs

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Company Profile:
- 200 applications
- 50 developers
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1. Understand: "Help me understand your budget constraints."
2. Explore: "What budget do you have for [related initiatives]?"
3. Reframe: "Let's look at this as cost optimization, not new spending."
4. Options: "We have flexible payment terms and phased approaches."

5. Value: "The cost of not modernizing is often higher than the investment."

Key Points:

- Explore budget sources
- Offer phased approach
- Highlight cost savings
- Discuss financing options
- Show opportunity cost

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Objection: "We need to see more value before committing"

Response Framework:

1. Validate: "That's a reasonable request."
2. Clarify: "What specific value metrics are most important to you?"
3. Demonstrate: "Let's run a proof of concept to prove the value."
4. Reference: "Here's how [similar customer] measured value."
5. Commit: "We'll define success criteria together upfront."

Key Points:

- Offer POC or pilot
- Define success metrics
- Provide references
- Show quick wins
- Risk mitigation approach

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Objection: "Can you match [competitor's] price?"

Response Framework:

1. Understand: "What specifically about their pricing is attractive?"
2. Compare: "Let's do an apples-to-apples comparison of what's included."
3. Differentiate: "Here's what you get with CloudX that justifies the difference."
4. Negotiate: "I can work with you on pricing, but let's ensure we're comparing equivalent solutions."
5. Value: "The lowest price isn't always the best value."

Key Points:

- Don't immediately match
- Compare features and value
- Highlight differentiators
- Negotiate strategically
- Focus on long-term value

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PRICING APPROVAL PROCESS

1. Standard Deals (List Price):
 - No approval required
 - Process in Salesforce
 - Generate quote automatically
2. Discounted Deals (up to 20%):
 - Manager approval required
 - Submit discount request form
 - Provide justification
 - Approval within 24 hours
3. Strategic Deals (20-30% discount):
 - Director approval required
 - Business case required
 - Competitive analysis
 - Approval within 48 hours
4. Enterprise Deals (30%+ discount):
 - VP/CFO approval required
 - Executive business case
 - Strategic justification
 - Approval within 1 week

RESOURCES & TOOLS

- ROI Calculator: tools.cloudx.com/roi
- TCO Comparison: tools.cloudx.com/tco
- Quote Generator: salesforce.cloudx.com/quotes
- Discount Request: salesforce.cloudx.com/discount

- Pricing FAQ: docs.cloudx.com/pricing
- Competitive Pricing: compete.cloudx.com/pricing
- Customer Case Studies: resources.cloudx.com/roi

- Pricing Questions: pricing@cloudx.com
- Deal Desk: dealdesk@cloudx.com
- Finance Team: finance@cloudx.com

IMPORTANT REMINDERS

4. Document all pricing discussions in Salesforce
5. Update competitive pricing intelligence regularly
6. Focus on value, not just price
7. Use ROI calculator with every enterprise deal
8. Involve finance team early for complex deals
9. Consider multi-year deals for better pricing
10. Remember: we sell value, not commodity pricing

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