

# SaaS Pricing Model for Rayan Platform

## 1. Industry Context

- TagoIO: Freemium entry → charges by number of devices, dashboards, and users.
- Prosys OPC UA: License-based (per server/browser), upfront fees, less SaaS-oriented.
- Others (Ignition, Kepware): Expensive enterprise licenses, not developer-friendly.

Key Gap: These models either lock users into upfront licenses or scale costs aggressively with usage, creating friction for smaller teams and mid-size industrial users.

## 2. Recommended Pricing Structure

### a) Free Tier (Developer-Friendly)

- Limited devices/tags (e.g., 1,000 tags, 1 user).
- Access to API sandbox.
- Purpose: attract students, startups, and developers.

### b) Usage-Based Scaling

- Price per 10,000 tags / data points processed.
- Price per active connection/device beyond free tier.
- Add-on: storage retention (30 days free, charge for longer).

### c) Team & Enterprise Plans

- Team Plan: collaboration features, advanced dashboards, alerting.
- Enterprise Plan: SLAs, white-labeling, priority support.
- Optional on-prem / hybrid deployment for regulated industries.

## 3. Differentiation vs Competitors

- TagoIO: Ties growth to dashboards & users → Rayan focuses on data volume & features, giving teams freedom to add users without exploding cost.
- Prosys: Static license fees → Rayan wins with pay-as-you-grow SaaS flexibility.

Rayan Platform Unique Edge:

- Transparent pay-per-data-point model.
- Developer-first free tier.
- Hybrid deployment (cloud + edge).
- Built-in OPC UA focus with easy APIs bridging IT/OT gap.

## 4. Strategic Benefit

This model ensures:

- Easy adoption funnel (free tier → usage-based growth).
- Revenue aligns with customer value (scales with data, not seats).
- Strong differentiation from competitors that frustrate users with rigid or expensive models.