### **Go-to-Market & Pricing Strategy**

**Objective:** To define a clear Ideal Customer Profile (ICP) and a compelling, value-based pricing model for the EUC Operating System.

### **1. The Ideal Customer Profile (ICP): Our Sweet Spot**

Our Total Addressable Market (TAM) is companies with a distributed workforce ranging from **100 to 10,000 employees**. This segment is large enough to feel the acute pain of EUC friction but often lacks the massive, specialized internal IT resources of a Fortune 500 company.

To execute an effective go-to-market strategy, we will segment this market and establish a "beachhead" to win our first customers.

| **Segment** | **Employee Range** | **Characteristics** | **Go-to-Market Focus** |
| --- | --- | --- | --- |
| **Mid-Market** | 100 - 999 | Extremely lean IT teams, highly cost-sensitive, shorter sales cycles. Often rely on MSPs. | **Secondary Target.** A good fit for a future channel partner strategy. |
| **Beachhead** | **500 - 2,500** | **The perfect blend of pain and agility.** They have enterprise-level problems (SaaS sprawl, productivity loss) but can still make purchasing decisions relatively quickly. The ROI of our platform is incredibly clear and impactful for them. | **Primary Initial Target.** Our direct sales and marketing efforts will be laser-focused here. |
| **Commercial Enterprise** | 2,501 - 10,000 | Have significant budgets and complex needs. Sales cycles are longer, but contract values are much higher. | **Primary Growth Target.** We will expand into this segment after establishing a strong foothold in the Beachhead. |

### **2. Pricing Strategy: Value-Based & Tiered**

Our pricing model must be simple, predictable, and directly tied to the value we deliver. The core principle is that **our platform should pay for itself.** We will use a standard **per-employee, per-month (PEPM)** subscription model, billed annually.

We will offer three tiers designed to align with customer maturity and needs.

| **Tier** | **Core Value Proposition** | **Target Audience** |
| --- | --- | --- |
| **Professional** | **Solve the Pain.** Dramatically reduce IT tickets and improve employee productivity. | Companies looking to solve their biggest support headaches and improve the day-to-day digital experience. |
| **Business** | **Generate ROI.** Solve the pain AND deliver hard-dollar savings by optimizing software spend. | The vast majority of our customers. This tier provides the clearest and most compelling ROI. |
| **Enterprise** | **Total Management.** A complete, holistic solution for complex organizations, combining the full software platform with Corserva's unique physical services. | Large, complex organizations that want a single partner to manage their entire EUC lifecycle, from software to hardware. |

### **3. Proposed Pricing Tiers**

This is a proposed model. The final numbers would be refined based on pilot customer feedback.

| **Feature** | **Professional<br>$8 PEPM** | **Business<br>$15 PEPM** | **Enterprise<br>Custom Pricing** |
| --- | --- | --- | --- |
| **Knowledge Agent** (On-Demand Guidance) | ✅ | ✅ | ✅ |
| **System Agent** (Proactive Performance) | ✅ | ✅ | ✅ |
| **Compliance Coach** (MDM & Training) | ✅ | ✅ | ✅ |
| **License Optimization** (Shelfware) |  | ✅ | ✅ |
| **Shadow IT Discovery** |  | ✅ | ✅ |
| **Advanced Integrations (e.g., APM, ERP)** |  |  | ✅ |
| **Services Flywheel (Depot, Swap)** | ✅ (Add-on) | ✅ (Add-on) | ✅ (Add-on) |
| **Dedicated Success Manager** |  |  | ✅ |

### **4. The "No-Brainer" ROI Pitch**

The "Business" tier is designed to be an incredibly easy decision for a CFO. Here is the simple ROI calculation we can lead with:

**Scenario: A 1,500-Employee Company**

1. **Average Annual SaaS Spend Per Employee:** ~$6,000
2. **Total Annual SaaS Spend:** 1,500 employees \* $6,000 = **$9,000,000**
3. **Industry Average Wasted Spend (Shelfware):** 30% = **$2,700,000**
4. **Our Goal (Conservative Savings):** We aim to save them just 10% of their total spend = **$900,000 in savings.**

**The Cost of Our Platform:**

* 1,500 employees \* $15/month \* 12 months = **$270,000 per year.**

**The Result:** For a **$270,000** investment, the customer gets **$900,000** in direct, hard-dollar savings—a **3.3x ROI** on the License Optimization feature alone. This doesn't even include the massive "soft" ROI from increased productivity and deflected IT tickets.