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SOLUTION BRIEF

Master Your Cost to Serve

Connect cost to value across every customer, product, and outcome — so you can protect margins, price confidently, and invest strategically.

The Financial Challenge

Modern infrastructure is powerful, but expensive. And the more diverse and dynamic your architecture, the more difficult it is to connect cost to outcomes. Each customer, product, and feature consumes resources differently. But without a clear view into cost-to-serve, most teams are flying blind:

- Pricing decisions are based on assumptions, not real delivery economics
- SaaS platforms generate consumption-based costs that are hard to attribute
- Product, finance, and engineering teams operate from disconnected data
- AI systems create persistent cost overhead—especially in GPU and model usage.
- Shared infrastructure leads to unallocated spend and budget misalignment

The result? Mispriced offerings, missed targets, and margin erosion, especially as infrastructure scales.

Key Capabilities

- Track Cost-to-Serve by Product, Customer, or Outcome: Attribute cloud, on-prem, AI, and SaaS consumption based on actual usage.
- Forecast Future Costs: Understand expected costs using actual consumption patterns across customers, features, and environments.
- Enforce Budget Guardrails: Set thresholds and alerts by business unit, workload, or SKU.
- Uncover Margin Drains: Identify underperforming features or customer segments dragging down profitability.
- Fill Gaps with Virtual Tagging: Add business context even when native metadata is incomplete.
- Push to Finance Systems: Sync mapped, attributed cost data into ERP, billing, or reporting tools.

The Business Impact: Informed Pricing, Better Margins

- Reveal Margin Blind Spots: Understand true unit economics across customers, features, infrastructure.
- Justify Pricing with Confidence: Base pricing and contract negotiations on real cost, not assumptions.
- Make Data-Driven Product Decisions: Know which SKUs to scale, reprice, or retire.
- Eliminate Manual Cost Modeling: Automate cost-to-serve insights for product, finance, engineering, partners, customers, or any team or stakeholder
- Enable Cross-Functional Accountability: Align teams with a shared, defensible view of what's driving spend and outcomes.

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