



White Label Pricing Scenarios

The click2try™ White Label service is a highly individualized and custom solution. Each client has different markets, business goals, and technology requirements. Therefore, each project is unique and is priced according to each client's custom selections.

To help you develop an understanding of the effort and deliverables involved in providing the service, we have developed two scenarios, which will show you a typical range of costs.

In this document, we briefly describe the deliverables and costs for two levels of service. The basic scenario involves a cloud implementation with per VM hour usage pricing. The advanced scenario includes a standalone VM Jukebox™ that can accommodate up to 80 concurrent virtual machines and hundreds of named users for bundled pricing.

Because we provide a completely customized solution, each customer implementation will be different. These scenarios are based on real projects we have implemented or are in the process of implementing and deploying.

Initial Account Setup

The initial account setup includes configuring the necessary resources and security infrastructure to support your users, securely. The initial account setup includes configuration of the payment gateway, management console, and any other VM Jukebox functionality required to properly support your specific, customized solution.

VM Appliance Development

Each application that we convert into a VM appliance requires specific technical capabilities and resources. The numbers we present in this document are representative of the typical cost of developing one of our VM appliances. However, more complex appliances—for example, those involving sophisticated collaboration capabilities, inter-process communication, or multiple in-VM servers—can cost more to develop and configure.

Assumptions

These are not fixed-price solutions. We do not provide a menu of prices due to the highly customized nature of our White Label service. However, we acknowledge that the pricing included in this document is representative of our actual charges for the deployment scenarios we've described herein.

The best way to get an accurate quotation is to complete the White Label Assessment for your particular project. Upon our review of the completed assessment, we will be able to provide you with a much more accurate picture of the tasks involved and the corresponding pricing for your particular project.

Please don't hesitate to contact us if you have questions or need clarification about anything you read in this document. We are always happy to discuss your project and answer questions.

Introduction to Scenarios

We have prepared 2 scenarios to show a broad range of functionality that can affect the pricing of the White Label service. The first scenario is a basic, per VM-hour usage model that assumes one application, a small number of users, and a limited set of features. The second scenario is a basic standalone VM Jukebox implementation with many advanced features and no per VM-hour usage charges.

The following table summarizes the primary features included in the two scenarios:

Description	Scenario 1	Scenario 2
Client Site VM Launch	✓	✓
Viewer Branding	✓	✓
Factoid Panel Branding	✓	✓
4-Hour Response Time Email Support/Working Hours	✓	✓
Persistence (Saved user data)		✓
Client Web Page/Site for VM Launch		✓
User Dashboard for Resource Management		✓
Inbound Public Internet Access to VM		✓
Host Commercially Licensed Software		✓ ¹
VM Root Access		✓
User-Based Reporting		✓
DNS Branding		✓

¹ Customers are responsible for arranging for commercial licenses and for adhering to the licensing regulations of commercial software vendors, including for cloud usage. click2try cannot be held responsible for licensing compliance issues and all licensing costs and legal costs associated with licensing are the full responsibility of the White Label Service client.

Scenario 1: Per VM-Hour Usage Cloud Implementation

In this scenario, users access the custom VM appliance by way of your website, through a text or graphic link, which allows them to launch the application, use it for a configurable number of VM hours, and then shut down when finished. The appliance will not save any user data for later review or use. The Viewer system is branded using your company brand logos and colors, and you can provide ads, factoids, announcements or other textual or static graphics (no videos) for the startup panel in the VM appliance. Your custom VM appliance consists of one or more applications and configurations that you request, as long as these applications run on one of our supported Linux distros. Currently, we can construct custom appliances on CentOS, Ubuntu, openSUSE, and Fedora.

Scenario 1: Basic Per VM-Hour Cloud Implementation Example

The following scenario shows sample pricing for a low-volume, single appliance in a webinar type of situation:

Monthly Basic Service (same price regardless of number of applications hosted)	\$250
400 users (800 VM hours per month @ \$0.40 per VM hour)	\$320
Monthly Subtotal:	\$570
Initial Account Setup (one-time fee)	\$2,150
VM Appliance Development per appliance	\$1,375
Annual Total	\$10,365
Annual per User	\$25.91
Monthly per User	\$2.16

NOTE: As you add users, the price drops. Additionally, if you add appliances (different applications), the price drops incrementally, as you amortize the monthly basic service fee over multiple appliances.

NOTE: This scenario is an example only. For instance, if the client using this scenario wanted to provide inbound Internet access, click2try would provide that service and the pricing would change accordingly.

Scenario 2: Standalone VM Jukebox Implementation

In this scenario, the Standalone VM Jukebox Implementation provides a more sophisticated infrastructure that offers hosting for up to 80 concurrent VMs for as many hours as needed during the month. Depending upon the application, you can often give multiple users access to each VM instance, and therefore could accommodate hundreds of users at a time.

In addition to everything included in the basic scenario, this scenario provides **data and user persistence**, and allows the customer to specify parameters such as resource usage and overall duration of access. In addition to allowing VM launch from a link, click2try, in this scenario, also provided a web page, configured to the customer's specifications, that could be integrated transparently into the client's website workflow. This scenario provides:

- **Management console**—for managing users and user resources
- **Inbound Internet access to each VM**—if you are providing a web-based application such as a CMS, blogging platform, wiki, forum, or any type of collaboration tool, your users will be able to provide public access to their public-facing applications
- **User-based reporting**
- **DNS branding**—the White Label client's domain name appears on the Viewer address bar, instead of the click2try.com domain
- **VM root access**
- **Ability to run commercial software**—subject to your own licensing arrangements with the appropriate vendor (e.g., Microsoft, Adobe, etc.)

Scenario 2: Standalone Implementation Example

The following scenario shows sample pricing for a high-volume, single application:

Monthly basic service (up to 80 concurrent VMs for as many hours as needed, for as many applications as required) ²	\$2,000
Initial Account Setup (one-time fee)	\$5,350
VM Appliance Development per appliance	\$1,375
Annual Total	\$30,725
Annual per User (assuming 1000 named users)	\$30.73
Monthly per User	\$2.56

NOTE: If you add appliances (different applications), the price drops incrementally, as you amortize the monthly basic service fee over multiple appliances.

NOTE: This scenario is *an example only*. For instance, if the client using this scenario wanted to increase the number of concurrent users, click2try would provide that service and the pricing would increase accordingly, based on additional hardware and bandwidth resource costs.

² This scenario does not impose a per VM hourly charge, but is a flat rate of \$2000 monthly, covering up to 80 concurrent VMs, with no effective limit on the number of named users.