

## SD-CyberOffice Price Sheet

First, we want to give you an idea of what you might expect to pay, in total.

As of 8/15/09, most CyberOffice users are paying solely the \$10/mo minimum (per-item fees have usually totaled within the \$3 to \$10 range). However, most users have been lazy: typically, just placing the scheduler on their website, and doing nothing more. Among those who've harnessed more intensively (actively promoting on their website, and using the system not just for initial booking, but also for rebooking of appointments and confirmations, etc.), the highest monthly charges have been in the \$150 range. This has been the experience of a *very* intensive user with 16-techs in Denver—which leads to a rule-of-thumb: we think, for *really intensive* use, you're likely to spend around \$10/mo per tech. Actual per-item fees are as follows:

- Scenario 1: .45/website-originated, scheduled service request
- Scenario 2: .35/email-triggered first-time appointment
- Scenario 3: .25/email-triggered follow-up appointment
- Scenario 4: .15/appointment confirmation/reschedule
- Scenario 5: .04/month for each job made available for on-line status review<sup>1</sup>
- Scenario 6: .02/appointment made available for on-line technician tracking

Some of our very large clients have indicated they'd prefer a flat-rate setup. We sympathize, but nevertheless believe that wherever there is a naturally built-in mechanism for measuring rate-of-use (since everything happens on-line, it's very easy to meter), it's more equitable to charge on that basis—especially in fairness to smaller users.

One thing we do not want you to do is look at the above fee schedule and worry that, with intensive implementation, your usage bill may develop into an unwelcome or difficult sum. That simply won't happen. We promise!

Why?

Quite simply, we've deliberately structured these fees to make them a fraction of the amount you'll *save* (via greater accuracy and reduced personnel cost) on each and every transaction. They are, furthermore, a minute fraction of the increased amounts you'll earn, via growing business, because of happier and more impressed customers. Every time one of those little fees accrues, in other words, you can say "ding, that's more money in the bank for me."

For such reason, the more you end up paying with CyberOffice (since you know that each and every cent is accompanied with greater earnings) the happier you can be.

Regardless, please don't worry about the unknown. We will *never demand* any amount in payment. Prior to running your charge each month, we'll email you a statement that details your transactions. We'll ask you to reply with a simple statement telling us what percent we should bill you for. We'll be governed by that.

Bottom line: we want you to run to the hilt with this, without worry about cost. You can tell us what you think you should pay. Particularly if there are surprises in the short-term, there will be no hard feelings if you tell us you just did not expect the amounts to add up as they did (really, truly, not a problem).

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<sup>1</sup> Note that while your system will constantly update the on-line status records, this charge will be imposed just once, each month, for jobs that were active during the month. Note also, all scenarios are optional, you can pick and choose, per preference (and, of course, pay only for what's used).