

SD-CyberOffice Price Sheet

As of 3/31/08, we have yet to charge anyone more than the \$10/mo minimum. However, we plan to begin doing so as soon we're able to build machinery for the purpose. The intent is to charge on a per incident basis, at the following rate:

- 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 review¹
- Scenario 6: .02/appointment made available for on-line technician tracking

We've had a number of large servicers indicate they'd prefer paying flat-rate. However, we believe that wherever there is a natural and built-in mechanism for measuring rate of use, it's more equitable to charge on that basis (particularly in fairness to smaller users). Of course, depending on volume, it may prove that reduced *rates* make sense for larger users (something that may potentially be negotiated as time goes by).

Regardless, you may look at the above and conclude (depending on your size) that with intensive implementation, your usage bill may develop into more than a nominal sum.

We hope you'll be smart enough to hope this happens—in fact, to work like heck seeking to *make* it happen.

Why?

Quite simply, the fees are a fraction of the amount each transaction will *save* you (via reduced personnel expense), and *make* you (via more impressed, happier 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."

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 reply 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). In the longer term, our present estimation is that something at least approximating the above schedule will prove optimum, but it's certainly subject to the revision of experience. Our first goal is for you to be an intensive user. Second is providing you with outstanding value. Collecting revenue, on our side, comes last.

¹ 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).