

**Why Value-Based Pricing**

Identity and Access Management (IAM) SaaS vendors currently charge subscription fees based on a total number of users or accounts. While this might provide budget predictability, it's a known fact that not all IAM users leverage all the service capabilities. Organizations also know that not all identities and accounts are the same. Employees, contractors, partners, customers, non-person accounts, system, and application accounts require more-or-less access and are more-or-less active. Current pricing models do not reflect these realities and can create friction between IAM vendors and organizations that struggle to tie cost to value. We believe it's time for a new pricing model that more closely links value received to cost paid.

Tuebora provides a transparent value-based pricing model with a built-in cost floor and cost ceiling for predictability. We track Joiner/Leaver/Mover activities and other IAM system usage events. We also provide transparent system SLAs that tell you if our system didn't complete a task in a timely manner, didn't perform a task correctly, or didn't complete a task and deduct this from your cost (see Figure 1 and detail below). We provide the transparency required to understand the correlation between the value an IAM process provides and its cost--what an organization uses of the service—not what they don't.

**How to think about Value-based Pricing**

You don't pay for a service/module/feature you subscribe to!

You pay for what the service/module/feature is doing for you!

You don't pay for what we can do for you!

You pay for what we have done for you and how well we've done it!

**Tuebora Transparent Value Metrics**

- Joiner/Mover/Leaver Events Request
- Report Generation
- Data Reconciliation (AI)
- Access Reviews
- Access Control Checks
- Control Violation Remediation
- Workflow Execution
- Mining Policies (AI)
- Change Recommendations (AI)
- External API Calls
- Password Resets (free)
- Account Unlocks (free)
- Multi-Factor Auth (free)

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**Usage Definitions**

**Provisioning/De-Provisioning**

Any activity performed by Tuebora that results in creation/modification/deletion of identities, access, groups, roles, and any resources in external systems (business applications, servers, directories, databases, fileshares, mainframes). Examples include creating an account in an application, adding an account to a group, modifying attributes for an account, granting a role to a user.

**Request**

Any request made to Tuebora Access Request Service to create/modify/delete identities, access, groups, roles, and any resources in external systems. Requests can be submitted via UI, a system process, or API. Password resets, account unlocks, and multi-factor authentications are free of charge.

**Report Generation**

Any report generated in PDF or XLS format that is exported via UI or scheduled for delivery

## Data Reconciliation

Import and reconciliation of identity and access data from external systems (business applications such as ServiceNow, Workday, Salesforce, cloud Infrastructure providers like AWS, Azure, GCP, Directories, Databases, File Shares, OS Servers, Mainframes etc.). Reconciliation activities about data types or amount of data imported are exempted.

## Access Reviews

Any recommendation on access retention/revocation or other during an access review. Recommended actions could be part of a scheduled, ad hoc, or dynamically triggered (based on a workflow or event such as user role change) Access Review.

## Control Violation Remediation

Remediation action taken because an Access Control (SoD or other policies) violation being detected.

## Workflow Execution

The triggering of a workflow--a collated sets of actions, that automates business processes. Workflows can be triggered during Joiner/Mover/Leaver processing, Access Request processing or during processing of changes to identities and access.

## Mining Policies

Provisioning Rules mined on a periodic basis to better align identity and access changes with policy within an environment. This helps keep Provisioning Rules current and identifies insufficient access or excess access.

## Change Recommendations

Change recommendations (provisioning/deprovisioning) based on Tuebora's Prescriptive Analytics. Tuebora Intelligence and Automation Platform analyzes current access grant landscape to make change recommendations and (optionally) autonomously process those recommendations as a continuous process.

## External API Calls

A call to Tuebora APIs invoked by an external system. API call could be any operation within Tuebora other than login – making metadata changes, updating user roles, retrieving data.

## Advantages

Value-based pricing gives customers the transparency into IAM process effectiveness and usage metrics required to ensure they only pay for the value realized. This flexible utility model is starting to replace more common IAM seat-based and account-based pricing models.

- You don't pay for what you aren't using. Organizations can add users (and non-human identities) to the IAM service as needed to grow their business without worrying about overages and bloat. Similarly, if a reduction in IAM activity occurs, you aren't stuck paying for last month's usage. Once your usage patterns are established, you can more accurately predict costs as your business grows.
- Insights into value of legacy IAM software. If you are augmenting an existing deployment with Tuebora services, our platform can analyze the data from your existing applications and quantify usage to help you have better informed pricing discussions.
- It's a model you know and it's easy to explain to your CFO. Consumers have been using consumption-based pricing for decades. It's how we pay for things like utilities and mobile phone plans.
- It's still predictable. Because Tuebora's pricing implements a price floor and ceiling, your organization still has cost predictability—your cost will always be at or below the ceiling. Tuebora's promise of delivering business value starts with an analysis of your IAM processes and the establishment of a cost floor and a cost ceiling, so your organization is always protected.
- Tuebora believes as remote and hybrid work become the new normal, the future of SaaS will need to shift to a value-based model to optimize the transparency an organization receives from services-based applications. Value-based pricing creates a win-win scenario for Tuebora and our customers.

