Redefining Value:
Pricing in the Age of AI

AI is reshaping enterprise software economics. Flat-fee pricing models are ill-suited for AI's dynamic costs. This eBook illustrates how to adapt with usage-based, outcome-based and hybrid pricing models, offering examples and strategic tips for flexible frameworks in the AI era.

Disrupting "As-a-Service" AI Pricing

AI is transforming enterprise software by adding smarter insights and automating workflows, but traditional pricing models are not keeping up with the elastic and compute-intensive nature of AI workloads. This disconnect between resource utilization and cost poses challenges for aligning business objectives and maintaining profitability.

AI workloads in "as-a-service" platforms are not only computationally expensive but also unpredictable. Factors such as high variability of compute needs, third-party infrastructure costs and spiky usage patterns based on various user and batch activities must be considered.

Usage-based AI pricing aligns customer costs with resource consumption, allowing payments based on processed tokens, AI queries, jobs triggered, actions executed, data processed or time consumed.

These pricing models support business experimentation and adoption while maintaining flexibility. Outcome-based pricing ties costs to business value or guaranteed service levels, and hybrid models combine predictability of base costs with elasticity to accommodate usage spikes.

CURRENT AI PRICING EXAMPLES	
Salesforce	Agentforce Flex Credits
Informatica	Informatica Processing Units (IPUs)
ServiceNow	Usage-based tokens for Now Assist large language model (LLM) operations
Microsoft	Consumption-based pricing for Copilot Chat
AWS	Token-based charges for Bedrock inference inputs and outputs
Globant	Token-based subscriptions for AI Pods
Coupa	Consumption-based AI models for recommendations and insights

Telco Charging and Billing for "As-a-Service" AI

AI "as-a-service" application providers will benefit from adopting new, off the shelf billing platforms that deliver real-time charging, dynamic pricing and billing at massive scale. The real-time dynamic billing models that have evolved in the telecommunications industry are well-suited for the emerging AI market, where resources will be flexibly deployed and will need to scale on-demand, and where transparent insights into costs incurred and value delivered will maximize adaptability. Charging and billing for AI-embedded workflows will demand the scalability and reliability of billing systems that have been tried and tested on the world's largest telecommunications networks.
"As-a-service" providers need MATRIXX Dynamic Billing.

## MATRIXX Dynamic Billing for AI Agents

Streamlined and unified charging and billing for any activity: telco network sessions, IoT sensor readings or the invocation of an AI agent

Ideal for enterprises pursuing new commercial models that encourage adoption, demonstrate value and keep pace with rapid rates of innovation

Future-proof with the agility to experiment, deploy and pivot as AI capabilities and adoption evolves
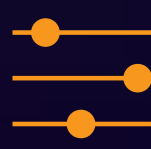
Configurable pricing parameters based on any single or combination of parameters in an activity, including context and value of the outcome

Delivers complete transparency into all incurred costs for the user and full visibility into all revenue for the enterprise software provider across the life cycle

Scales to support millions of users and billions of actions in real-time

Benefits of Usage-Based AI Pricing

- Aligns customer cost with resource consumption

- Supports business experimentation

- Enables charging for successful outcomes within a specified timeframe

- Facilitates customer adoption

- Simplifies understanding of charges and payments for tokenized tasks

- Ties outcome-based pricing costs to business value or guaranteed service levels

- Enables predictability of spend and elasticity to accommodate usages spikes over a threshold

AI Bill Shock: Coming Soon?

Experiences from the telco industry dictate caution: customers of AI-enabled enterprise software could very well be surprised by the true cost of AI services, especially given the lack of transparency in token-based pricing for AI tasks. This opacity makes forecasting and ROI assessment difficult, and what seems like an AI and automation efficiency gain may not always provide cost savings when replacing low-cost labor tasks.

This pricing opacity will also impact software providers, who must account for real-time usage fees from infrastructure and LLM partners like OpenAI or AWS. In this context, real-time monetization systems are more than a billing tool; they're essential for metering usage, calculating costs and conveying pricing instantly, helping prevent customer backlash and supporting sustainable scaling of AI services.

Trust and Transparency: The Importance of Real-Time Observability

Critical requirements to manage and avoid AI customer bill shock:

♦ Provision of real-time usage dashboards and cost trackers

♦ Notifications when thresholds are reached

♦ Usage and billing projections based upon historical data and consumption in the current period

♦ Dynamic recommendations for the best plans

Real-time usage charging and dynamic monetization systems address these requirements for any organization.

Introducing AI Agents in the Call Center

Let's compare a package of AI-based call center services priced with current models with how it can be packaged based on AI resource usage and value delivered. This case study illustrates the example of a call center vendor that has historically provided businesses with outsourced human agents, connectivity, process automation and workflow solutions to handle customer interactions over the phone. These vendors are beginning to introduce a set of complementary services for those human agents that answer basic questions (store hours, directions, parking availability), take notes and send responses to customers.

Human Agent Seat-Based Price Plans Are Misaligned With AI Value

Pricing AI agents based on the associated human seats does not align with the resources required to perform their functions, and does not map to the incremental value that the business users receive.

BRONZE AI PACKAGE
$15
AGENT SEAT/MONTH

- ✓ Automatic call transcripts
- ✓ Automatic call/meeting summaries

SILVER AI PACKAGE
$30
AGENT SEAT/MONTH

- ✓ Automatic call transcripts
- ✓ Automatic call/meeting summaries
- ✓ Automated call routing to best human agent
- ✓ Real-time note-taking
- ✓ Generates action items

GOLD AI PACKAGE
$45
AGENT SEAT/MONTH

- ✓ Automatic call transcripts
- ✓ Automatic call/meeting summaries
- ✓ Automated call routing to best human agent
- ✓ Real-time note-taking
- ✓ Generates action items
- ✓ Automatic handling of basic FAQ from a knowledge base
- ✓ Generates follow-up emails and SMS messages
- ✓ Detailed call analytics and reporting

Usage-Based, Value-Centric Pricing of AI Call Center Services

As AI agents become more capable and assist with more tasks, a better pricing method assigns a value to each task performed and aligns with the resources utilized to execute the task. By bundling tasks to match varying call center needs, charging based on AI-assisted task value can improve customer experience, build trust and align provider revenue with resources used and value delivered.

BRONZE CALL CENTER BUNDLE

Automatic call routing	1-200/day	$	0.50
	200+/day	$	0.40
FAQ per response		$	0.15
Call transcripts per 100 words	Up to 50k words/day	$	0.70
	50k+ words/day	$	0.60
Automatic appointments with 2FA	Not included		
Appointment reminders	1–20/day	$	0.50
	21+/day	$	0.30
Customer summaries	Not included		
Localized greetings	Not included		
Simultaneous call limit			20
100% call responses guarantee	Not included		

SILVER CALL CENTER BUNDLE

Automatic call routing	1-200/day	$	0.50
	200+/day	$	0.40
FAQ per response		$	0.15
Call transcripts per 100 words	Up to 50k words/day	$	0.70
	50k+ words/day	$	0.60
Automatic appointments with 2FA	1–20/day	$	1.00
	21+/day	$	0.90
Appointment reminders	1–20/day	$	0.50
	21+/day	$	0.30
Customer summaries	1-200/day	$	2.50
	200+/day	$	2.10
Localized greetings	Monthly fee per region	$	100.00
	Per call, 1-200/day	$	0.50
	Per call, 201+/day	$	0.40
Simultaneous call limit			50
100% call responses guarantee	8am–5pm	$	1000.00
	24 hours	$	1500.00

GOLD CALL CENTER BUNDLE

Automatic call routing	1-200/day	$	0.50
	200+/day	$	0.40
FAQ per response		$	0.15
Call transcripts per 100 words	Up to 50k words/day	$	0.70
	50k+ words/day	$	0.60
Automatic appointments with 2FA	1–20/day	$	0.95
	21+/day	$	0.87
Appointment reminders	1–20/day	$	0.50
	21+/day	$	0.30
Customer summaries	1-200/day	$	2.50
	200+/day	$	2.10
Localized greetings	Monthly fee per region	$	90.00
	Per call, 1-200/day	$	0.50
	Per call, 201+/day	$	0.40
Simultaneous call limit			100
100% call responses guarantee	8am–5pm	$	2000.00
	24 hours	$	4500.00

Strategic Considerations for Application Providers

♦ Rethink pricing to reflect AI-specific cost and value dynamics

♦ Evaluate monetization systems for their support of usage processing at scale, ability to flexibly fit into your ecosystem, and exposure of activity and pricing observability at scale

♦ Transparently package AI features to foster customer trust and offer packages to encourage experimentation and adoption

♦ Automate real-time monetization to integrate the complete AI life cycle from utilization to billing

The future of AI-embedded application logic lies in:

♦ Usage-aware pricing that scales with demand

♦ Outcome-based models aligned to business value

♦ Real-time, transparent observability and billing

About MATRIXX Software

MATRIXX Software delivers a dynamic billing, monetization and charging solution proven at scale. Global service providers like Telefónica, IoT providers like Tata Communications and network-as-a-service providers like DISH rely on MATRIXX to overcome the limitations of existing billing applications. MATRIXX provides a unified platform that transforms and simplifies billing operations across consumer, enterprise and wholesale businesses. With MATRIXX, operators can rapidly configure, deploy and monetize personalized offerings, enabling commercial innovation and real-time customer experiences that drive revenue and growth.

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