

Kynetx Pricing – Value-added Resellers (VARs)

VAR Pricing consists of two parts:

1. A monthly service fee, and
2. A monthly usage fee (Billable Ruleset Evaluations – BRSEs)

Monthly Service Fee

Each VAR pays a monthly service fee along with their BRSE usage fees. This fee entitles them to premium, personalized service, training and support. There are two tiers of VAR Service Fees available:

Tier 1 - \$500/month

This option provides the VAR with limited personalized service, which may include:

- Customized business analysis & program/pricing development
- Training for tier one customer support, development and/or account management
- Tier one technical support
- Set up and implementation of billing in the format that works best for the VAR

Tier 2 - \$3000/month

This option provides the VAR with up to 15* hours a month of personalized service which may include:

- Customized business analysis & program/pricing development
- Training for tier one customer support, development and/or account management
- Customized data feed development and implementation
- Tier one technical support
- Set up and implementation of billing in the format that works best for the VAR

Also...

- Application development and rule-writing consulting
- Custom Kynetx Rule Language development (e.g., native action creation) if needed.
- Testing of custom development
- Custom documentation (if needed)
- Customized reporting

* unused hours do not carry over from month to month.

Monthly Usage Fee – Billable Ruleset Evaluations (BRSEs)

VARs are charged on a different usage (BRSE) scale than Developers in that all apps within a VAR account will be aggregated. This aggregation provides for faster, more significant volume discounts for the VAR. The pricing for BRSE usage varies slightly depending on the VAR Service level per month.

VAR BRSE Pricing Table (\$500/month Service Fee)

Billable Ruleset Evaluations (BRSEs) per month	BRSE/1000	Price per 1000 BRSEs	Total price of BRSEs at Tier threshold
0-99,000	0-99	FREE	FREE
100,000	100	0.55	\$55
500,000	500	0.50	\$250

5,000,000	5,000	0.45	\$2,250
10,000,000	10,000	0.40	\$4,000
100,000,000	100,000	0.35	\$35,000
500,000,000	500,000	0.30	\$150,000
1,000,000,000	1,000,000	0.25	\$250,000

VAR BRSE Pricing Table (\$3000/month Service Fee)

Billable Ruleset Evaluations (BRSEs) per month	BRSE/1000	Price per 1000 BRSEs	Total price of BRSEs at Tier threshold
0-499,000	0-499	FREE	FREE
500,000	500	0.50	\$250
5,000,000	5,000	0.45	\$2,250
10,000,000	10,000	0.40	\$4,000
100,000,000	100,000	0.35	\$35,000
500,000,000	500,000	0.30	\$150,000
1,000,000,000	1,000,000	0.25	\$250,000

You'll want to know...

- A Billable Ruleset Evaluation (BRSE) is defined as a call to the Kynetx Rules Engine that results in a rule, within a ruleset (app), being fired. This occurs when the criteria for firing defined in the select statement of the rule is met. *Please note that, depending on how the ruleset (app) is written, these evaluations may, or may not, result in a visible response on a page.*
- If a ruleset (app) contains more than one rule that fires at any time, Kynetx customers are only billed for a single ruleset evaluation. For example, if a ruleset (app) has ten rules and they all fire at once, it only counts as one ruleset evaluation.
- Discounts per BRSE are given as volume grows.
- Monthly BRSE volumes are calculated according to all activity of all apps of a VAR account within a calendar month.
- VARs set their own pricing for their apps.
- Pricing in the VAR BRSE Pricing Table is listed next to the bottom threshold for that tier. That is, the price per thousand listed is for that BRSE level and higher, until it reaches the next listed tier. For example, if an app generates 11,000,000 BRSEs in a month, the charge per thousand would be in the 10,000,000 tier or .40 per 1000 (total = \$4,400). Any BRSE's below 100,000,000 would be .40 per thousand.
- All BRSE amounts below the next 1000 BRSE break will be pro-rated and charged on a per BRSE basis (not rounded up or down to next 1000) mark.
- Each month is billed independently. That is, if a VAR reaches a volume discount tier on one month and the next month their volume does not achieve the same tier, they will not be given the discount from the previous month, but billed for the volume within that calendar month only.

Additional Services

VARs may choose to contract with Kynetx for additional services that may include:

- Implementation, training & consulting services over and above any monthly service fees. These additional services will be billed out on an hourly rate of \$250.
- Custom KRL (Kynetx Rules Language) or Platform Development: Clients wishing to have custom changes made to the Kynetx Rules Language or any other component of the platform will either need to pay the monthly VAR Services fee of \$3000, or pay an hourly rate of \$300 for any additional labor needed over and above the hour limit set in the VAR MSA.