



Pricing HyBlue Services

Flexible Use - Flexible Pricing

HyBlue gives you options for selling our services. You can save time with your existing block or monthly services, offer a simple set of services with an additional hourly component or jump into Managed Service packages

Already Patching?

Say you've got a customer with 10 computers. You're charging them \$400 per month to keep them patched, but spending 4 hours patching. Save over 3 hours with Patch but bill your customer for managing patches, not 4 hours of your time! The value to your customer is still there, you're just working smarter.

Managed Services

An alternative approach is to build service packages.

The Good package is patch management, monitoring and optional security. You commit to keep systems up to date and the customer gets priority response on alerts from monitoring. Hourly work is above the base minimum.

The Better package is flexible. You bundle in help desk calls for the month or x hours per month on top of the Good package. Still priority response, field service above commitment is hourly.

The Best package is a complete maintenance package. It commits you to monitor, manage and remediate the network for a monthly fee. This does not include upgrades, training or hardware, only maintaining the network. You might set hourly limits per month or limit time of day of response.

Secure can be added to any of these packages as required to include managed security.

On Demand Services

Save time and make more money by using Patch with existing customers

Trade **hourly billing** for **value billing** and make more **profits**

Good package includes patching & monitoring. Response to alerts is hourly.

Better package includes patching & monitoring plus help desk or specific hours per month.

Best package includes ongoing maintenance of covered system with specific limitations

Add **Secure** for more **revenue**, better security



Pricing Managed Services

HyBlue's low cost gives you incredible flexibility in packaging solutions for your customers. Using the Good, Better, Best approach gives you a pricing/service level for virtually every customer. The examples below are taken from our current successful partners. Pricing is per computer per month.

Good Plan

Pricing \$10-20

Secure \$13-25

Servers \$100-200

Aimed at your value conscious customers, the Good plan is designed to ease them into Managed Services without significantly changing your business approach. You commit to keep their computers up to date with patches and optionally, security. You also will be monitoring things like backups, hard drives and server uptime. When an alert is sent to you, you'll check it and respond to the customer, generating additional hourly revenue. All responses are billed hourly and you give priority to Managed Services customers. You may choose to offer a discounted hourly rate, 5-10% for example.

Better Plan

Pricing \$25-35

Secure \$27-40

Servers \$150-250

The Better plan puts you squarely in the Managed Services business. You are saying to your customer "we're your business and technology partner and we're going to make sure you are working!"

The Better plan gives your customer either a set of hours onsite per month, unlimited phone support or some combination that you decide. Pricing is built by calculating the average time per month required to support that customer. Obviously this plan includes everything in the Good plan and you may choose to discount your hourly rate by 5-15% for work not covered.

Best Plan

Pricing \$45-100

Secure \$50-120

Servers \$250-400

This plan makes you the virtual CIO of your customer. Your value is enhanced as you take a global view of your customer's IT needs and commit to keeping their systems in peak condition.

The Best plan does not commit you to do everything for your customers, just keep their systems up and running. Adding new systems, changing systems and training are examples of additional hours. Think of it as the difference between the routine maintenance for your car vs. putting on custom wheels. The car will run without the custom wheels but it will die without maintenance.

Pricing is based on spending a reasonable amount of time each month maintaining systems with a cushion for unexpected failures averaged over a 12 month contract.

Make Money With HyBlue

HyBlue helps you build a profitable Managed Services practice. Generate 28% net profit with your smaller customers and the Good Plan or as much as 60% with our Best Plan and a larger customer.

Based on feedback from our resellers, these examples are based on the following assumptions:

\$45 per hour burdened labor rate

Hours based on service plan and number of computers

\$5 per month for Patch (pricing varies based on quantity)

Sales price for each Plan as shown on the left of the graph per workstation/server

