

Lykuid Sales Brief

Purpose: Provide high-level summary of Lykuid's sales proposal and messaging.

Lykuid Unique Value Proposition:

- Lykuid is the first intelligent DevOps monitoring tool that uses AI to deliver breakthrough productivity gains for DevOps managing cloud applications.

Lykuid Product Positioning:

- Lykuid helps DevOps deploy software faster and more reliably, while optimizing day-to-day performance.
- Lykuid harnesses the power of AI to deliver breakthrough productivity gains of up to 50% for DevOps and software engineers.
- Lykuid consolidates multiple monitoring feeds into a unified AI console, making it easier for DevOps to monitor and manage cloud applications by providing a unified view of events.
- Lykuid allows DevOps to keep better pace in today's increasingly diversified cloud application environment, by learning their best practices and making them available to the entire team.
- Lykuid is the only tool offering predictive analytics and proactive alerting, giving customers a more intelligent approach to application management.

Lykuid Value Proposition:

- **Remove Duplicate Tickets:**
 - Lykuid's AI engine can identify, intercept, and remove duplicate service tickets from being processed, saving hours of unproductive work.
 - i. Duplicate tickets make up an estimated 10% of total service tickets.
- **Eliminate false positive alerts:**
 - Lykuid can eliminate most false-positive alerts, savings countless interruptions and reducing the unproductive cost to team communications.
 - i. Depending on team size, this impact can be quite significant (see value estimator)
- **Process hybrid tickets 2X faster:**
 - Lykuid's AI engine makes it easier for teams to process "hybrid" tickets, ones showing similarity to prior tickets, but different enough to require additional investigation.
 - i. Lykuid is estimated to boost DevOps productivity by up to 50%, cutting TTR on hybrid tickets in half.
- **Unified AI console enhances overall productivity:**
 - Lykuid's unified AI console consolidates multiple metric feeds, boosting overall productivity by providing a single monitoring console enhanced with artificial intelligence.
 - i. Lykuid is estimated to boost overall DevOps productivity by 20%

Note: Individual savings can vary widely based on customer environment. Use the Lykuid Value Estimator to develop a better understand individual customer value within their environments.

Lykuid's Pricing:

- Basic Pricing Tier: Free initial 30-day trial
Ideal for initial evaluation and low volume customers
 - Metrics included: 50K metric/samples @2min sampling
 - Limited feeds (not all data agents supported)
 - Easily converts to variable pricing model based on metric volume
- Professional Pricing Tier (Silver): \$2,500/month + volume overages
Provides effective monitoring service for majority of customer environments
 - Metrics included: 100K metric/samples @1min sampling
 - Additional feeds (additional data agents made available)
 - Easily converts to variable pricing model based on metric volume
- Enterprise Pricing Tier (Gold): \$5,000/month + volume overages
Provides detailed monitoring service for customers with complex environments
 - Metrics included: 500K metric/samples @30sec sampling
 - Custom feeds available (additional data agents made available)
 - Easily converts to variable pricing model based on metric volume
- Value Added Reseller (VAR): \$1/server/month for servers being monitored
 - Basic free monitoring for all users: CPU/Memory/Drive Space
 - Upgrade path to VAR+ monitoring
 - Basic monitoring - Free to all users
 - VAR agrees to offer end users basic monitoring free of charge
 - Benefit: Encourages full deployment
 - Advanced Monitoring – Upsell for advanced users
 - VAR and Lykuid Rev-Share agreement
 - \$5-25 /server/month