Krish (products.snowpal.com) (00:00.75)
Hey there, hope you're doing well. In this video, we'll take a quick look at the pricing slash licensing models available for you to integrate Snowpal APIs. There's more than one way you can go about this and to each their own. And as we speak to more clients, depending on what they're currently working on building, how big or small they are, what their immediate needs are, what their budget is, there's a variety of those factors that come into play.

for our clients to pick one of these options that we have available. The reason we have so many options is because we know that not one size does not fit all. So in this video, let's just spend a little bit of time trying to understand some of these options available. If you have further questions, you're always welcome to hit us up. Without further ado, let me share my screen and we'll start drawing something here because you know, a picture as they say is a thousand words. Okay, let's start here.

The first thing you do is you explore the pricing models. Now you can go to our documentation is on more than one place. We have our API documentation on developers .snowpal .com. You can start there. We also have our collective documentation page or newsletter if you will, on products .snowpal .com. This is for all of the products. We are a company, a startup, a product startup that makes more than one product.

So this actually categorizes that by different products like APIs and education platform and services and whatnot. So you can start in one of these two places. There's more options, but you know, this, at least if you forget everything else, keep developers snowpal .com and products snowpal .com in mind. So explore the pricing models. If you understand all the options, you're good. If not, just go back, it won't take you much time. And if you need help, let us know and we can help you as well.

First thing to do is understand the options until you understand, just keep exploring those options. So that's one. Now that let's say you've gone past it, you have an idea of what those options are. We'll discuss those options and we'll update this diagram as we go. I actually, I'm gonna switch back and forth to copy some of the snippets that I pre -created. So let me go back. I will have to go back and forth here. I did that in the interest of...

Krish (products.snowpal.com) (02:23.342)
not having to write the DSL up when I started the recording. So once you understand the options, you go to developers snowpal .com or you could also go to products snowpal .com like I mentioned earlier.

API documentation is on more than one place. Different stakeholders like to look at it differently. So we've presented that in more than one way for a piece of different stakeholders. Okay, so you go there. Now let's actually go to, let me go back and copy the pricing option DSL here.

Krish (products.snowpal.com) (03:04.462)
Okay, I'm adding a switch case. You know, we like to write DSL to create diagrams because just a little bit more efficient, a lot more efficient actually. And I've done a podcast on this as well. If you haven't seen that, definitely go check that one out. Okay, the first option is you can go to, we support our APIs. Our APIs are provisioned on multiple hubs. You can go to aws .snowpal .com.

and then check out our APIs on AWS Marketplace. If you're an AWS customer, that's the easiest place to start. If you're a Google Cloud or an Azure customer, just let us know and we'll make something like this available for you quite easily. You can go there. After a couple of clicks, you pick the API. Essentially, you go to this. There's a number of API products available.

You click the one that's of immediate interest to you, go through a couple of clicks, and within the next two minutes, this would be done.

and you can actually get started with, you know, implementing, I'm sorry, to subscribing to the API. So I said API hub here because there's more than one, but you know, the one I just showed you was AWS Marketplace. Let me see if it lets me.

I don't write the comment there. Okay, so that's one.

Krish (products.snowpal.com) (04:26.412)
AWS Marketplace is one of them. The first step is you basically, let me make it bigger, you can pay per request. So that's the simplest way to sign up. You're like, you know what, if I'm making one request, you pay so much. If you make a thousand requests, just multiply that. It's very straightforward. And if you're building MVPs, you know, and prototyping and a lot of those initial cases, this works beautifully because it's all self -serve. And within the first 15 minutes of that, you should be able to hit the ground running. Let's...

Let me make sure I'm still recording it. So paying per request and what does it entail? You pick the API because there's more than one API, go through the steps, three or four clicks on AWS Marketplace, and then you'll get an email. Once you hit submit, you'll get an email within the next two minutes or so after you hit submit with the API key and the product code. The product code is because we have more than one API product. The product code denotes which API you've actually subscribed to.

The API key is what, it's private to you, don't share it with anybody. You're gonna get billed by the number of records you make based on usage associated with that API key. Once you do that, you can start implementing. It's as simple as that. That's the first option. Now let's go expand this diagram and include the other licensing slash pricing options available.

The next one is also, actually it's here, right? It's two. Pay per request. You pay monthly. So the process is pretty much the same, but you pay monthly or you pay annually. You basically pay by subscription, so to speak. You're not paying per request. There is a certain number of requests allocated per month. And you're like, you know what, let me go with that.

request as you know with that plan because I prefer to have that plan. So you're not worried about how many requests you're making you just purchase the plan there's more than one plan you can purchase. You buy say 10 ,000 requests a month or 100 ,000 requests a month or million requests a month and then you pick that particular plan. So that's this second option which is essentially paying monthly or paying annually. If you pay annually the price will be slightly lower.

Krish (products.snowpal.com) (06:48.166)
We recommend that you purchase it annually so it's simple, you have to only renew it every year or you're welcome to purchase it monthly as well if you're more comfortable doing that. That is the second option. Now there is a, let me go here. As we continue the variations, there is actually, let me actually add one more here before I make some changes.

Krish (products.snowpal.com) (07:17.102)
The third option is basically, let me actually say this can also be, I put AWS Marketplace, but again, we support more than one API hub, so, where did I, this is number three. Okay, here, you know, in the first two cases, actually, you know what, before I do this, let me,

Let me showcase another variation that I did not actually have in the DSL there. Okay, I'm going to make it three.

Krish (products.snowpal.com) (07:59.982)
pay monthly or annually plus usage. The third variation is you go through the same process, get the API key, pick the API, get the key and code and start implementing. But the difference here is you're paying monthly or annually, but it's usage, it's a monthly plan or an annual plan where you get so many requests allocated per month based on the type of plan you pick. And then it's like a phone plan essentially. But then if you have overages,

you'll pay additional for those requests. Now you might have picked 100 ,000 requests a month plan. You know, you may end up going over that. If you end up going over that consistently, then you may wanna upgrade to the next plan so you save a lot more money. But let's say your average usage is well under that or around there, there's occasionally where depending on your user and usage of your users, you might go a little bit over that limit, then you just pay additionally for those extra.

for those additional requests. So that's the slight variation you pay in option two, you pay monthly and essentially you have that many requests available to you with option three, you have the same number of requests available but when you actually go over, you're saying I'm willing to pay overages based on predetermined numbers. That's the third variation there. Now let's keep going, let me go back and copy.

In all of these three cases so far, we are a multi -tenant system. So you're using our infrastructure, which is essentially on AWS for the most part. We have some dependencies and other cloud providers, but predominantly we are on AWS. So you'll be on our infrastructure as a multi -tenant system. Your data is going to live separately, and it's obviously secure and whatnot, but we manage that infrastructure.

We know that some customers prefer to be able to manage, you know what, I actually have to get a plan here because I'm running over the nodes. So you know what, since we have actually seen those, I'm gonna, if I'm not just.

Krish (products.snowpal.com) (10:11.758)
just gonna put a dot dot dot there for the first one and then I'm gonna put a...

Krish (products.snowpal.com) (10:21.774)
Okay, so the third, now let's focus on number four. Here, let me replace, connecting to the client's database. So we've had customers ask us, hey, we have fine with the request flowing through your infrastructure, but we want the data, even though you have multi -tenancy support and data loop separately, we still want our database to be part of our, to be in our database, in our schema managed by our DevOps.

and infrastructure teams. Perfectly understandable. So if you're such a customer, then all that you have to do is basically provide the database connect string to our onboarding team for different environments. You know, if you have one of development sandbox, we can make that available to you as well. But let's say in production, you give us a connect string and we connect your DB and write to it. All that you have to give us is write access so our systems can write your DB, but the management of the database is entirely up to you. We had a NoSQL system.

So any NoSQL database that you are able to provide to us, whether it's Mongo or Cosmos or whatnot, we are happy to connect to those systems. So that's that option connecting to the client's database. Now let's keep going. Just because I don't want to run out of nodes here, I'm just going to put dot dot dot for items that are actually kind of repetitive, right? Okay, let's keep going because we have...

more options available, there's at least one more.

Krish (products.snowpal.com) (11:59.022)
There's actually two more, sorry. Let me copy it one by one. So the immediate next option is.

Krish (products.snowpal.com) (12:11.15)
Okay, let me make it bigger.

Okay, this one here. Let me make it five. Provisioning in client's cloud infrastructure. You could say, hey, we like the functionality, we love the APIs, but we want to be able to run this in our infrastructure because our DevOps team needs to be able to manage it. Can you just provision this exactly the way it works, but not in your infrastructure, but in ours? Super doable. We'll do the exact same thing. We'll have the AWS set up so you can, you know, if you're an AWS customer, it's going to be very seamless.

If you're a Google Cloud or Azure customer, we just have a tiny bit of, a little bit of provisioning to do, not a big deal, we'll make that happen for you. So you can have our services provisioned in your cloud infrastructure. Again, if it's AWS, it's literally like a flip of a switch and it takes us no time. If it's cloud or Azure, we need to do a little bit of work, not a big deal, and we're more than happy to do that, make that available for you as well, because we know that, you know,

While AWS has a slight edge over the other providers, Azure is pretty close and Google Cloud is not far behind. So these are three big players that we are, you know, we've signed up to support. So if you're one of those three, if you're using one of those three cloud providers, we're totally up for it. If it's not one of those three, then you know, just let us know and we'll figure out, we can let you know whether we have the bandwidth to support that or not at this point of time. So provisioning in your infrastructure meaning,

The request flow through yours, the lambdas and everything provision in your side of the world. We have no idea. We wouldn't have any interest in knowing the request flow as well. In this case, you would essentially purchase a license. You license the APIs and you would use them in your infrastructure.

Krish (products.snowpal.com) (14:03.63)
Whether you purchase a license to one API or multiple APIs, you start with one or two and then include more in the mix, it's entirely up to you. But whatever you choose to do, we can actually make this happen so you have complete control over proceedings. So this is us doing it for you. Last but not least, there's a small variation to this item, which is...

Clients, I'm gonna say, Clients Infrastructure, which is essentially a black box to us. The difference between five and six is with five, we at least know you give us access to your cloud infrastructure and let us do the work for you to get ahead, help you get started. But with number six, this is you taking care of it entirely. I'm gonna say, Clients.

Krish (products.snowpal.com) (15:01.614)
DevOps team handles this. So you essentially all you will do in this case is you will pick the API or APIs, purchase licenses.

I'm gonna keep it singular here and then start implement.

Krish (products.snowpal.com) (15:29.966)
So.

Krish (products.snowpal.com) (15:38.478)
Let me see.

It's taking a tiny bit of time for it to render here. Not sure why it does not.

Krish (products.snowpal.com) (16:02.222)
There you go. With this option six, your DevOps team or the platform engineering team handles this entirely because it's part of your ecosystem. You pick the API or APIs, purchase a license, and then you start implementing. It's literally as simple as that. We are not involved in the fact that you'll work with us, our onboarding team or the support team.

or the sales team, whatever you want to call the team to purchase the actual license. You let us know your requirements, which APIs you want. You buy the licenses. You have an annual license and you can purchase a support license as well because you want to get our bug fixes, enhancements and new feature releases. And that license is good for perpetuity. If you purchase the additional annual support license, we'll help you when you need help.

or if you have a team that can manage this, then that's fine as well. And then when you're ready to purchase the next drops with upgrades, you can, you know, use your upgrade license or work with us to set this up for you. So that's the sixth option. There is actually some nuances and variations to one of the previous options, which I actually didn't mention here. So I'll actually call it seven and write it up here. So let's actually copy this API hub code and go back here.

I'm gonna call this seven and I'm gonna actually say that the difference here, it's actually quite similar to what we've discussed, but the only difference is it's gonna be a private offer. So AWS has a notion of a private offer and even outside of AWS, if you're like, hey, you know what? We want something very different from all of these as nice and widespread as they are, our requirement is a bit different. So we need to work.

in a different capacity. So can you put together a different private offer? We are able to do that too. So we'll see if your ask fits into any of the other, you know, models that we already have available. If it is, that's the quickest way to go about things. But if it is not, not a big deal. We can work together to create a private offer for you. The idea here is for you to get the most out of what we have to offer and pick the model that works best for you.

Krish (products.snowpal.com) (18:21.198)
So this is as far as our licensing options are concerned. I think, you know, I.