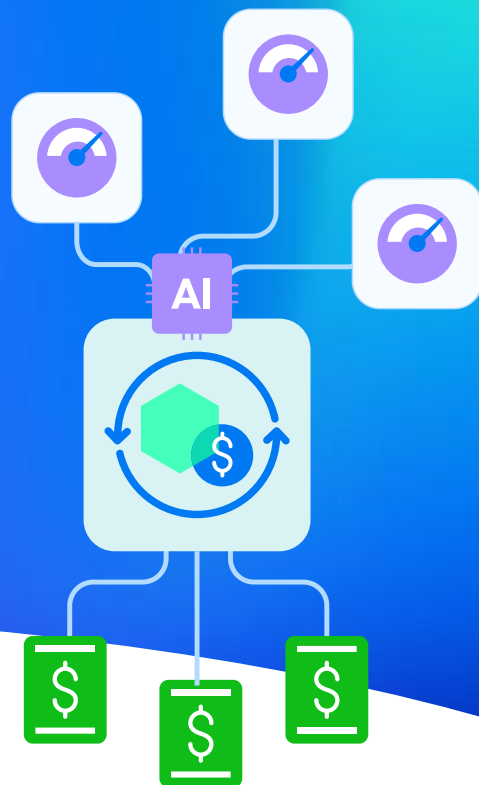


Price It, Meter It, Know the Margin

Tokens, agents or outcomes—priced
before costs outrun revenue.



OVERVIEW

AI products carry a cost structure most software companies have never had to price around. Every token, every agent run, every inference call carries a real cost that moves with usage—often set by a model vendor you don't control. Price it like a subscription and margin erodes with adoption. BillingPlatform meters what AI is actually consumed, prices it the way your market expects, and shows margin by feature and by customer while the quarter is still open.

THE CHALLENGE

- AI cost of goods moves in real time with usage; traditional per-seat pricing doesn't
- Blended margin hides the exact feature or customer quietly losing money
- Getting AI pricing right takes multiple attempts, but most billing systems can't reprice fast
- Finding out margin is negative happens at close—after the damage is done

THE BILLINGPLATFORM SOLUTION

BillingPlatform ingests usage events—tokens, agent runs, documents, resolutions—from any model gateway or telemetry source, and rates them on whatever unit your pricing charges for. A new AI feature can become billable in minutes, with no engineering ticket.

"Minutes, not sprints"—a new AI pricing construct can go from description to live, tested configuration the same day.

KEY CAPABILITIES



Meter any consumption model

Ingest tokens, agent runs, documents, or outcomes from any system that produces them, and charge for the unit customers actually value.



Reprice in a conversation

Describe a new pricing construct in plain language; BillingPlatform AI configures the rate structure, approval workflow, and revenue recognition treatment together.



See margin by feature and customer

Compare revenue against model cost per feature, customer, and contract — before close, not after.

POWERED BY BILLINGPLATFORM AI

This use case runs on two BillingPlatform AI capabilities. First, a product or finance leader can describe a new AI pricing construct in plain language and get it configured, tested against real usage, and staged for approval—same day. Then, anyone can ask, in plain language, what margin looks like by feature or customer, and get an answer grounded in the same contract, usage, and cost data driving the invoice — no dashboard to build or maintain.

WHY BILLINGPLATFORM



Reads your live data, not a static schema

BillingPlatform AI understands your product and rate cards at runtime, with no separate training pass before it can reason about a new AI SKU



AI drafts, your team decides

Every proposed pricing change is validated against your business rules and staged for human approval before it reaches a live account, with a full audit trail



One invoice, any stack

A customer running three models across two vendors still sees one invoice line, not a reconciliation project

See how BillingPlatform prices AI the way your market expects — [request a demo](#).