

🔧 Device Features - Pro Plans

Plans Launched	Price	Key Benefits
App Automate - Device Cloud Pro Plan	\$249/Parallel	Sim Card, Apple Pay, File & Audio Injection
App Live - Team Pro	\$199/ 5 users	Sim Card, Apple Pay, File & Audio Injection

✅ Tips & Tricks:

- ➔ Sell this to every new customer for the product as a default plan
- ➔ Expand the existing customers to this plan by pitching the value of key features
- ➔ Additional Bundle Plan available in App Automate: Device Cloud Pro + Visual

🔧 Price Increase: Live & App Live Team

Plans	Old Price	New Price
Live Team	\$125 / 5 Users	\$ 150 / 5 Users
App Live Team	\$125 / 5 Users	\$ 150 / 5 Users
App Live Individual	\$29 / User	\$39 / User

✅ Tips & Tricks:

- ➔ Sell this to every new customer for the product as a default plan on new prices

🔧 New Product: App Percy

Plans	Price
Visual Core	\$0.018 / screenshot / month
Visual Cloud	\$0.0339 / screenshot / month
App Percy Enterprise	50% markup on above plan

✅ Tips & Tricks:

- ➔ Sell this to our existing customers of App Automate
- ➔ Pitch higher volumes using lucrative volume discounts
- ➔ **Key Benefits:** Enhance app UX with extensive visual testing - Save upto 80% on high volumes

🔧 Company Wide License Plans

Plans Launched	App Live Price	Live Price	Key Benefits
5 to 25 Devs	\$4000	\$3500	Unlimited Users
25 to 50 Devs	\$7500	\$5000	Unlimited Users
50 to 100 Devs	9500	\$7500	Unlimited Users
100 to 250 Devs	\$15000	\$12000	Unlimited Users
250 to 500 Devs	\$21000	\$18000	Unlimited Users
> 500 Devs	Custom Price	Custom Price	Unlimited Users

✅ Tips & Tricks:

- ➔ Lucrative prices to attract all the developers in the company to Live and App Live
- ➔ Pitch the Company Wide License & get access to decision maker

📌 Note:

- ➔ Enterprise Plan for each of these are available at 50% Markup on respective prices
- ➔ App Live Plans available with only Team Pro unlimited licenses

🔧 Price Increase: Percy

Plans	Old Price	New Price
Percy - Desktop	\$0.006 / screenshot / month	\$0.018 / screenshot / month
Percy - Desktop & Mobile	\$0.008 / screenshot / month	\$0.024 / screenshot / month

✅ Tips & Tricks:

- ➔ Sell this to every new customer for the product
- ➔ Pitch Higher volumes using lucrative volume discounts

📌 Note:

- ➔ Enterprise Plan for each of these are available at 50% Markup on respective prices
- ➔ This is a 200% price increase from the previous prices
- ➔ Volume Discounts available for higher volumes of Screenshots

🔑 New Product: Observability

Plans	Price
Observability Pro	\$0.0079 / test execution
Observability Enterprise	50% markup on above plan

✅ Tips & Tricks:

- Sell this to our existing customers of Automate and App Automate
- **Key Benefits:** Eliminate flaky tests from your suite 10x faster

🔑 New Product: Accessibility

Plans	Price
Team	\$199 / 5 Users
Accessibility Enterprise	50% markup on above plan

✅ Tips & Tricks:

- Sell this to our existing Live & App Live customers
- **Key Benefits:** Find & fix accessibility issues in your website 5x faster



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