



Custom Price Books in VMware Tanzu CloudHealth

Scale billing with Custom Price Books in Tanzu CloudHealth:

- Manage complex contracts with ease
- Implement customer discount structures
- Automate the execution of contracts
- Update agreements easily as they change

Manage customers with more confidence

Your customers embrace Amazon Web Services (AWS) to be more competitive, agile and flexible. However, most of them don't have the skillsets to manage the complexity that can come with cloud environments, and don't want to invest valuable time and effort in gaining them. Your customers rely heavily on experienced cloud managed service providers (MSPs) to get the value-added services they need.

The challenge

As an AWS MSP, it's important that you understand your customers' AWS contracts and accurately process their resource needs. You need to precisely track any discounts or charges to your customers, and apply them automatically to save time and effort. Tracking all these custom arrangements effectively without missing charges can be challenging. Your core value comes from building innovative IT solutions for your customers; any additional time spent handling invoice operations just gets in the way of that goal. How do you mitigate that? How do you stay competitive and relevant to your customers?

Introducing Custom Price Books

Custom Price Books in Tanzu CloudHealth® give you more control, visibility and transparency into unique pricing arrangements with your customers.

Manage complex contracts with ease

Every partner has customers with unique contracts. Pricing might differ by region, resource type, the type of service level offered, or the size of the environment. With Custom Price Books, you can easily implement the discount structure agreed on with your customer. As the discount structure changes, you can easily update the price book and commit it. This helps you save time and effort so you can focus on your true value, and helps your customer better understand the true cost of their services and the added value you provide.

Examples of what you can automate:

- Discounts by resource type
- Percent increase based on a specific product
- Discounts applicable to one specific region
- Flat rate for a particular resource
- Percent increase for a range of service types and operation

Automate the execution of contracts

To automate billing, the process should be repeatable, reliable and easy to implement. Custom Price Books are simple to execute and deploy across your customers' AWS contracts.

Once you understand the critical factors of your customers' billing contracts, you can automate the way pricing is rendered through Custom Price Books. As these contract requirements change, you can easily update the price book to reflect the new pricing, while maintaining a record of historical pricing. The price books you create can be applied to one or multiple customers, saving time and effort by making it easy to manage bulk updates. Assign a price book to one set of applicable customers and use another price book for non-applicable customers—it's that simple. This will help you manage processes better, improve ROI, and be more transparent with all stakeholders.

Learn more

Managing multiple AWS customers with different pricing contracts can be difficult. Tanzu CloudHealth helps you simplify that process while saving time and money. With Custom Price Books, you can reflect your customers' contracts transparently while automating processes, improving your ROI.

You can be confident that the complex contracts you've built with your customers can be accurately represented and easily maintained. Custom Price Books let you easily scale your billing operations as you continue to grow your business.

Visit tanzu.vmware.com/cloudhealth to learn more and sign up for a free trial of Tanzu CloudHealth.