













































# Summary and Conclusions

---

- Analyze the customer base
  - Small size, homogenous product use may lend itself to simple IT network cost allocation by circuit
- Review three pricing methodology classes
  - By circuit
  - By bandwidth
  - By competitive offering
- Through iteration determine the pricing scheme that *minimizes potential customer exit* from the IT network *while still covering costs*
- Other considerations
  - Look at providing multiple separate IT network services – one each for differing bandwidth requirements
  - Minimum buy requirement
  - Term agreement
  - Supplemental monthly recurring charge
  - Non-recurring charge
  - Location premium/discount
- In the end, Network IT Cost and Pricing must be appealing to your customers regardless of what mathematical logic implies