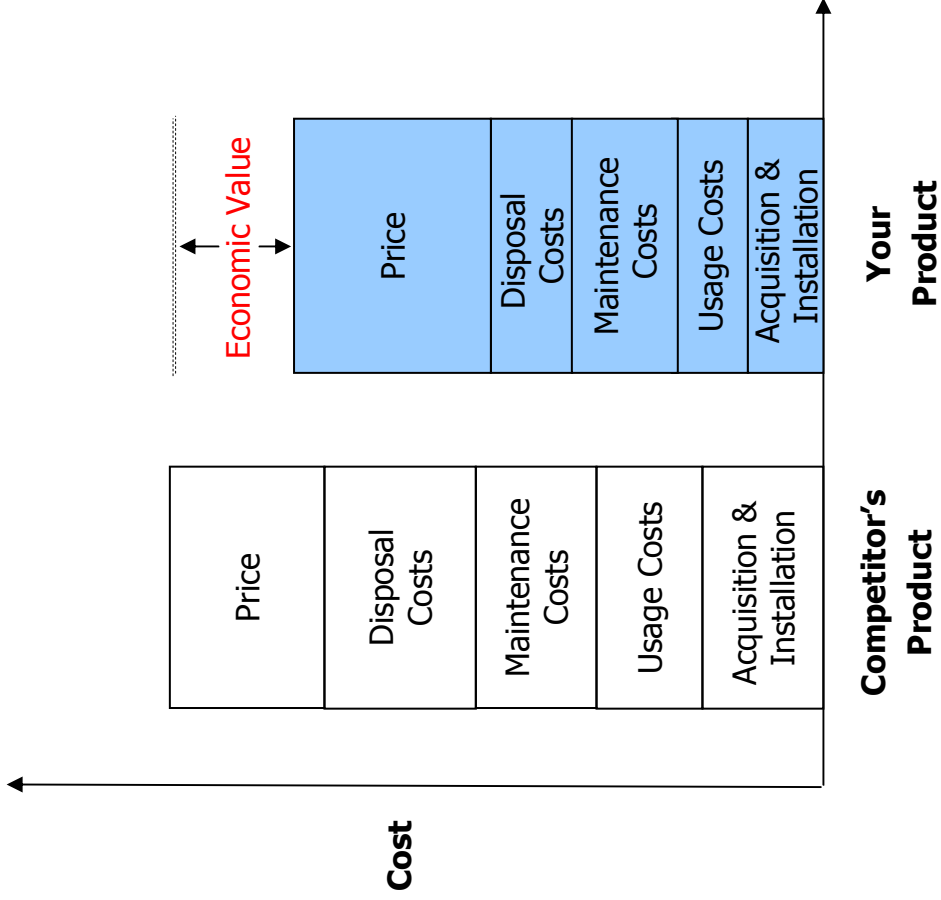


TCO Modelling & Value Based Pricing

Total Cost of Ownership \$



In the value based pricing equation, price is only the tip of the iceberg.

Role of product & marketing is to **ARTICULATE THE VALUE** and **JUSTIFY THE PRICE** even where the premium pricing is required.

It is thus very important to understand the **TOTAL COST** of **OWNERSHIP** and it's impact on customer's ROI (return on investment).