

The Art of AI Monetization

How Product Leaders Turn Intelligence into
Revenue

Agenda

- Introduction
- What problems leaders face today?
- Monetization Model
- Business Model
- Cost Framework
- Case Study



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We Don't Monetize Features. We Monetize Outcomes.



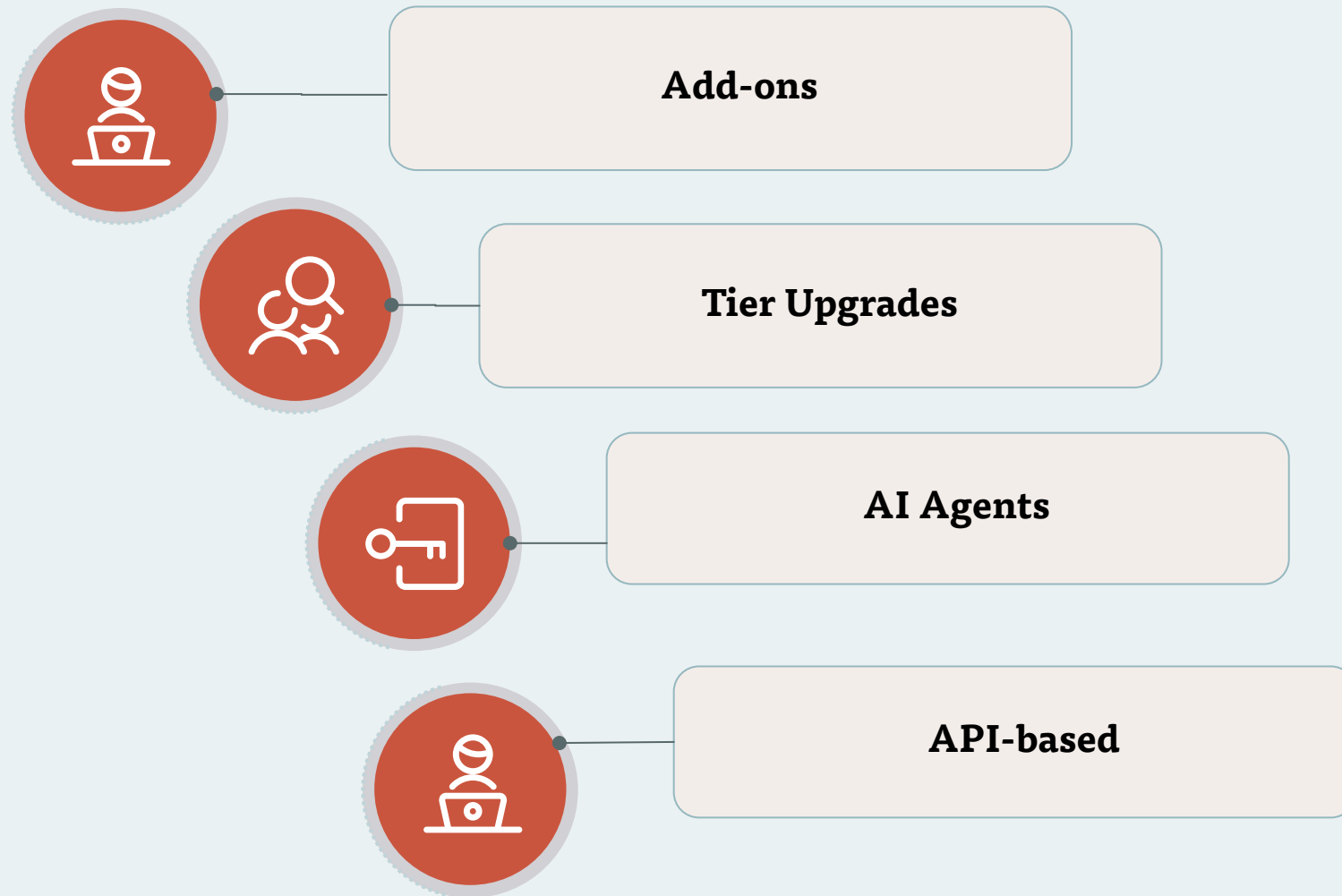
“Customers don't pay for AI. They pay for outcomes.”

1 AI is everywhere — except the revenue line.

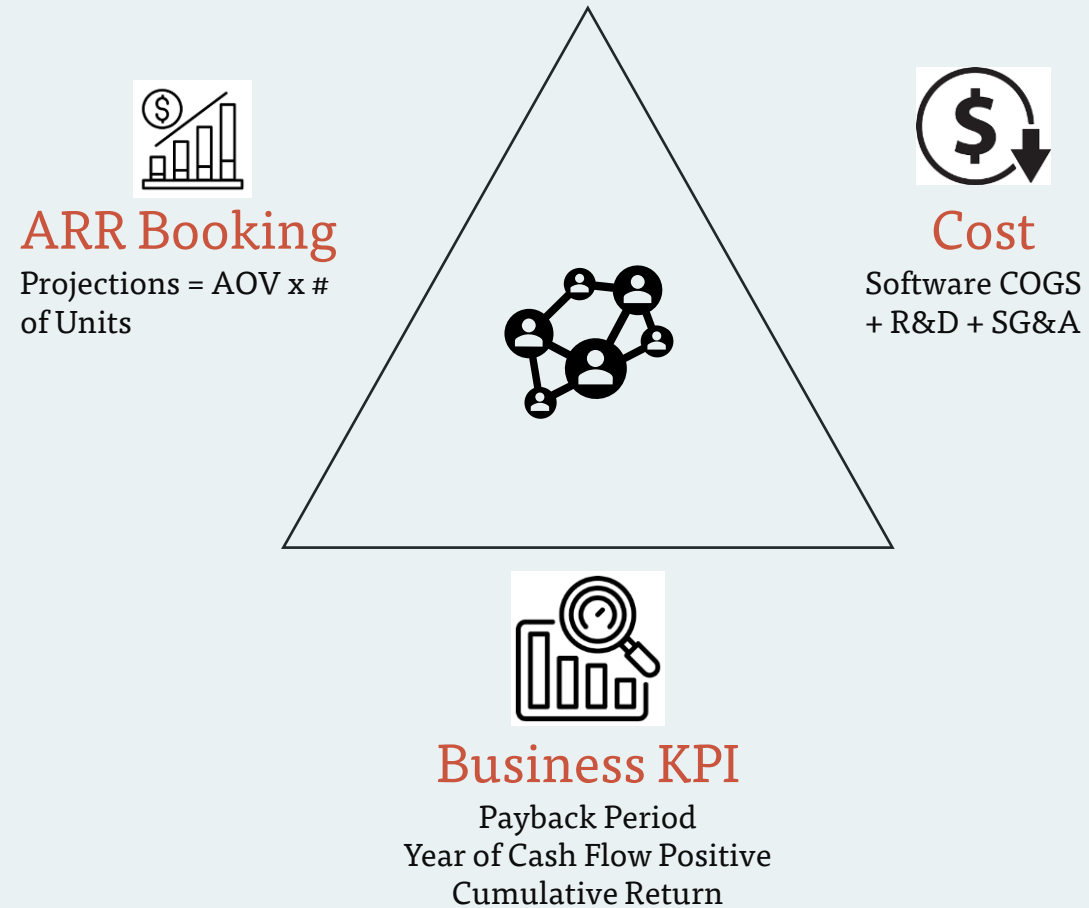
2 High AI usage is not high revenue.

3 Leaders look for ROI but team struggle to price.

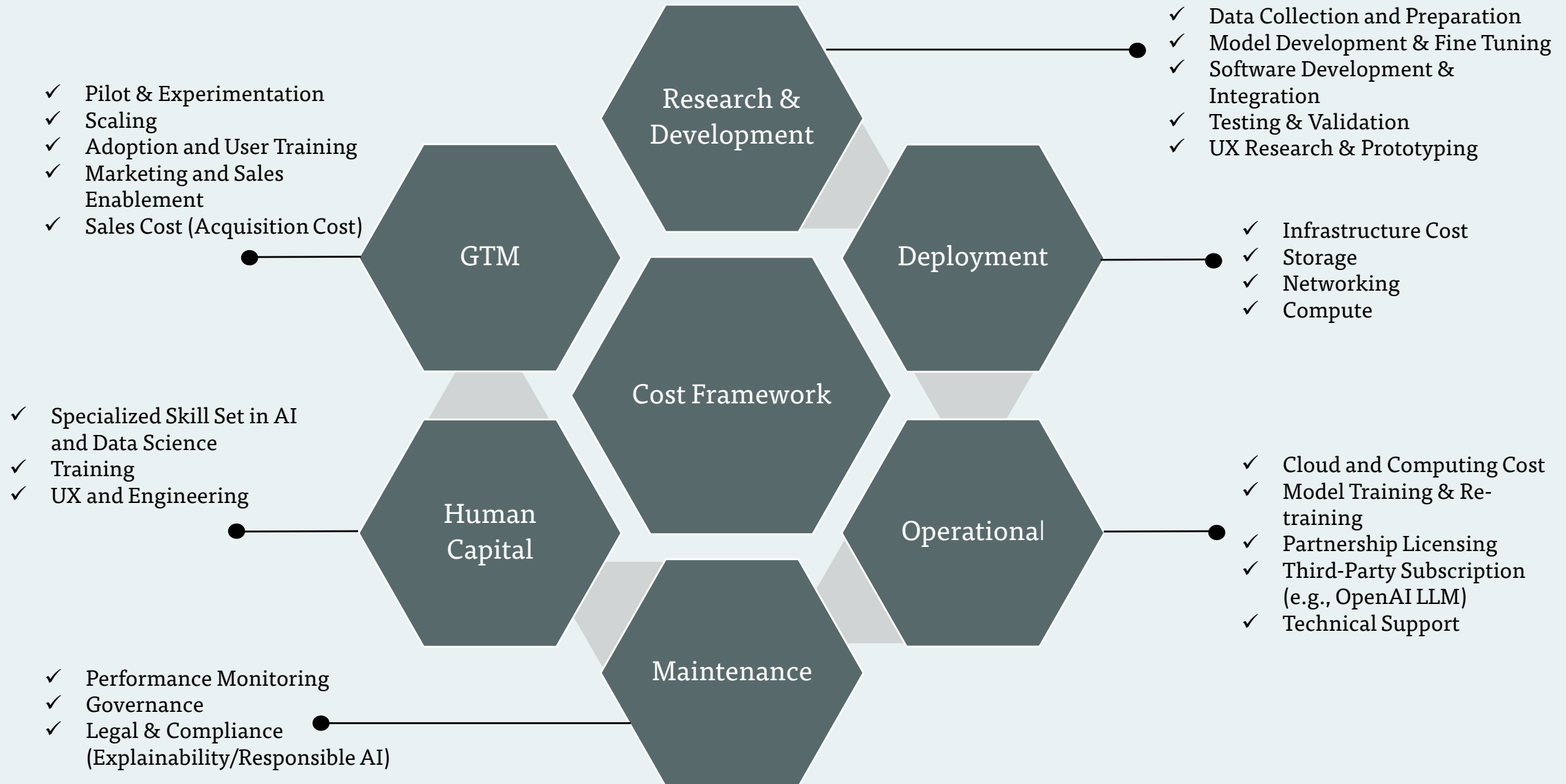
Monetization Models



Business Model



Cost Framework



Copilot for Technicians — Monetizing Productivity

Copilot monetized not intelligence — but *measurable productivity gains*.

Value Calculation



Productivity

Time Savings, Equipment Downtime.



Value Capture

% of Productivity Gain

Cost Projection



Inference costs

LLM Inference, Compute,



Data infrastructure

Vector DBs, AWS Data Storage, Embeddings, Snowflake DB.

Monetization Model



Outcome-based

Pricing = % value captured, % Gross Margin, Win Rate

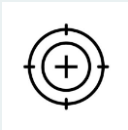


Add-On

Scalable, Predictable, Transparent

Validating Monetization Strategy

Conduct *pre-release client validation* in real environment.



Objective & Scope

- ✓ Validate **usability** and ensure the product fits naturally into technician workflows
- ✓ Assess **quality** under practical usage conditions



Define Assumptions

- ✓ Technicians will **save ~70% time** on common information-seeking or documentation tasks.
- ✓ Copilot will be useful in **at least 30%** of work orders.



Measure & Validate

- ✓ Productivity Gain: % time saved on an average
- ✓ % WO and Asset where Copilot was useful

Thank
you