Monetizing GenAI Services and Modern Data Center Infrastructure with Monetize360

Introduction

As GenAI evolves, many next-generation Infrastructure as a Service (IaaS) providers are delivering cutting-edge GenAI and edge cloud infrastructure for enterprises. Their offerings span four distinct service layers, each requiring a flexible and robust monetization framework to manage diverse pricing models, service attributes, and dynamic subscription management.

Service Overview

Modern infrastructure is structured across four key layers:

Bare Metal

Services
Compute (GPU), storage, hypervisor.

Pricing
BYOL (Bring Your Own License) for the OS, or monthly costs if provided by the IaaS provider.

Metrics
Physical infrastructure usage, OS logs, and chargeback reports for internal cost allocation.

Virtualized

Services
Containers, EKS (Elastic Kubernetes Service).

Pricing
Rule-based markups on list prices, depending on infrastructure capacity utilization.

Metrics
Container utilization, bandwidth, storage, with logs and APIs for tracking.

AI as a Service

Services
Model training, inferences, AI application deployment.

Pricing
Dynamic pricing based on service usage.

Metrics
Logs and APIs for tracking AI-related consumption.

API and Partner Services

Services
API access, AI-based applications.

Pricing
Dynamic based on usage and/or pre-paid tokens.

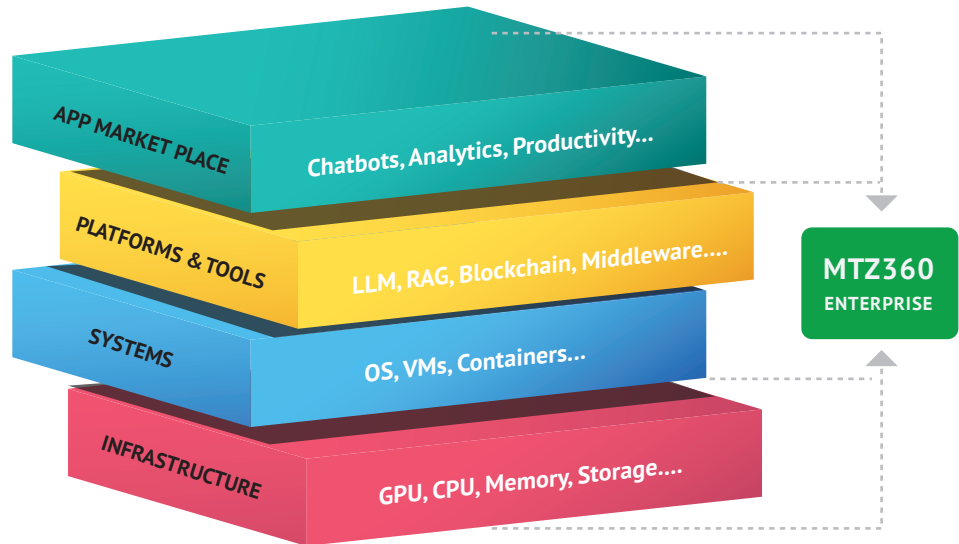**Metrics**
Logs and API usage data.

CHALLENGES

Feature Utilization, Output Volume

API Metering, Data Volume, Chargeback

Tracking Concurrent Usage, Licensing

Metering fine-grained resource Usage

APP MARKET PLACE — Chatbots, Analytics, Productivity...

PLATFORMS & TOOLS — LLM, RAG, Blockchain, Middleware....

SYSTEMS — OS, VMs, Containers...

INFRASTRUCTURE — GPU, CPU, Memory, Storage....

MTZ360
ENTERPRISE

Key Monetization Requirements

Dynamic Pricing

- Ability to configure dynamic subscription and consumption pricing based on service attributes to avoid SKU proliferation.

Custom Pricing

- Ability to offer customer-specific pricing or private offers.

Service Bundling

- Offer bundled GenAI services as packages, including storage, bandwidth, and compute.

Contract Management

- Manage co-terming of contracts, amendments, and services across multiple contracts and locations.

Invoicing

- Provide consolidated or split invoicing based on rules, such as grouping services by data center or customer location.
- Support taxation based on the data center location and customer location.

Flexible Subscriptions

- Seamless switching between usage-based and monthly recurring charges based on consumption thresholds.
- Example: Charge $1 per GPU hour if usage is under 430 hours in a month; otherwise, switch to a $450 monthly subscription.
- Support for Reserved Instances.

Marketplace Integration

- Support for partner service marketplaces, allowing seamless integration with IaaS offerings.

Channel Partner Support

- Ability to manage and incentivize channel partners to help drive sales and adoption.

- Track sales activities and automate commission calculations for channel partners and resellers.

Rule based Payments and Payouts

- Ability to pre-pay full or partial installments for reserved instances

- Rule based payment collection methods. E.g. If invoice amount is <2K, use credit card, else use ACH/Wire

- Charging P-cards – Typically P-cards have charge limits. Ability to generate multiple payment requests to collect payment while honoring charge limits

- Programmable payments. E.g. Payout to partner on receipt of the receivable payment

Online Cost Estimator	Online Request for Quote	Account Hierarchy	Billing & Invoicing	Credits	Budgets
Private Offers	Reserved Instances	Customer Contracts & Co-terming	Rule Based Invoicing	PO Lifecycle	Payments & Payment Plans
monetize360		Location Based Taxation	E-Invoicing	Customer and Product P&L	Revenue Leakage
Usage Tagging	Usage Forecasting	Products & Meters	Charging Rules	Collection Management	Revenue Attribution and Accounting
Usage Report	Pre-Paid Token Based Consumption	Pricing Methods & Rules	Product Bundling	Partner Revenue Share & Commission	Market Place for Partner Services

Solution : Monetize360

Monetize360's no-code end-to-end monetization platform empowers IaaS companies to deploy flexible and scalable monetization solutions tailored to their complex needs. The platform's data-first architecture manages the complete quote-to-cash process for any IaaS provider. Key components of the platform include:

Intelligence Hub

- Centralized data analytics and decision-making engine.

Pricing Studio

- Configurable pricing strategies for any service, meter, or pricing model.
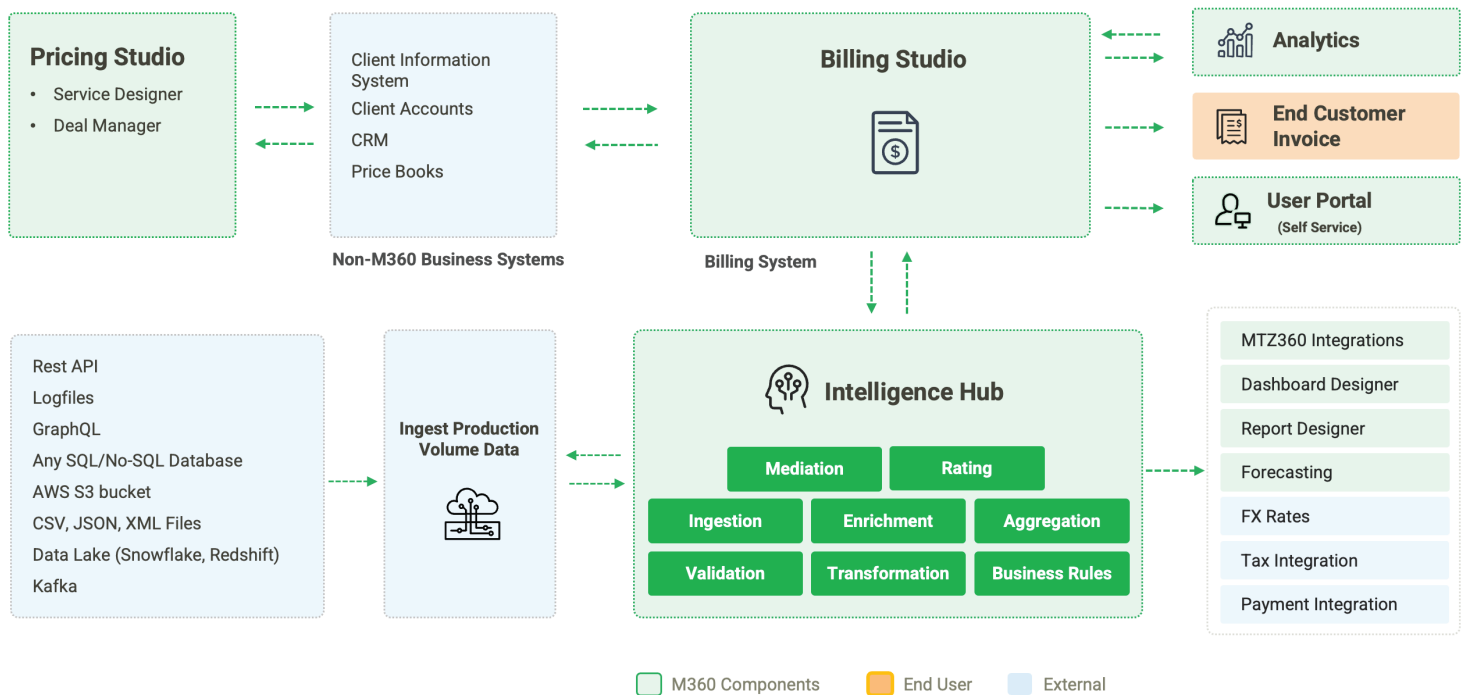
Billing Center

- Comprehensive invoicing and billing management, supporting hierarchical and rule-based models.

Customer Portal

Self-service interface enabling customers to:

- Calculate costs
- Request quotes
- Manage subscriptions
- View invoices
- Manage budgets and purchase orders
- Access services

Monetization Cloud Flow

Pricing Studio
- Service Designer
- Deal Manager

Client Information System
Client Accounts
CRM
Price Books

Non-M360 Business Systems

Billing Studio

Billing System

Analytics

End Customer Invoice

User Portal (Self Service)

Rest API
Logfiles
GraphQL
Any SQL/No-SQL Database
AWS S3 bucket
CSV, JSON, XML Files
Data Lake (Snowflake, Redshift)
Kafka

Ingest Production Volume Data

Intelligence Hub

Mediation	Rating
Ingestion	Enrichment	Aggregation
Validation	Transformation	Business Rules

MTZ360 Integrations
Dashboard Designer
Report Designer
Forecasting
FX Rates
Tax Integration
Payment Integration

M360 Components · End User · External

Results

With Monetize360, IaaS providers can quickly implement monetization strategies across diverse service offerings. The platform enables seamless scaling as the business grows, allowing rapid deployment and flexible adaptation to new services and evolving market demands.

Visit **www.monetize360.com** to learn more or contact us at **info@monetize360.com** for a personalized demo.

INTELLIGENT MONETIZATION

monetize360