

# Cascade Wholesale Pricing & Order Submission

## Partner Training Summary

This guide outlines the wholesale pricing structure for **Reseller Partners**, the process for submitting orders, and how to handle special pricing requests (ICB).

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### 1. The Wholesale vs. Retail Distinction

- **Wholesale Price:** This is your cost (what you pay Cascade).
- **Retail Price:** This is what you charge your customer. You have the freedom to use any pricing model or price point for your clients, regardless of the wholesale cost.

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### 2. The Wholesale Pricing Model

The wholesale cost is determined by five primary inputs entered into the **Wholesale Pricing Calculator** in the Partner Portal.

#### The Five Key Questions

1. **Organization Size:** Based on the **total number of employees** in the entire company (not just Cascade users or a specific division).
2. **Technology Integrations:** The total number of external technical integrations required (billed at **\$2,000 per integration**).
3. **Tapestry AI:** A simple toggle to include or exclude AI features.
4. **Technical Support:** Defaults to "Partner" (you provide Tier 1 support). If you outsource Tier 1 support to Cascade, a surcharge applies.
5. **HQ Location / Non-Profit:** Discounts are automatically applied for registered non-profits or organizations headquartered in emerging markets.

#### Pricing Tiers Comparison

Feature	Small Tier (1-500 Empl.)	Medium Tier (501-1500 Empl.)	Large Tier (1501+ Empl.)
Platform Fee	\$30,000	\$45,000	\$75,000
Contributing Users	Up to 100	Up to 250	Unlimited

<b>View-Only Users</b>	Limited by employee count	Limited by employee count	Unlimited
<b>Suggested Max Plans</b>	5 (Suggested)	10 (Suggested)	<b>Unlimited</b>
<b>Tapestry AI Cost</b>	\$10,000	\$15,000	\$20,000

### 3. Order Submission Process

Once the retail quote is accepted, follow these steps to place the wholesale order:

1. **Click "Submit Wholesale Order"** at the bottom of the calculator.
2. **Identify the Customer:** Provide the customer name and the **Cascade Workspace ID**.
3. **Billing Information:** Enter **your** company's billing details (address, contact person, and PO number), as Cascade invoices the partner, not the end customer.
4. **Contract Terms:** Specify the contract start date and length.
5. **Review & Submit:** An Account Executive (AE) will review the submission and send a contract for your signature.

### 4. Individual Case Basis (ICB) Pricing

If a customer cannot meet the standard retail price, you may request "creative" pricing through the **ICB Form**.

- **What "Creative" Means:** It is a shared sacrifice. Both Cascade and the Partner may need to reduce their margins to win a strategic deal. It does **not** guarantee a discount.
- **The Process:**
  - Exhaust value-based selling first.
  - Complete the ICB Form (found below the calculator).
  - Provide context: Why was the quote rejected? What price is needed to win? What are you willing to concede?
- **Outcome:** The AE and executive leadership will review the case to determine if a negotiated rate is possible.

**Key Takeaways:**

1. Always know your wholesale cost before quoting a customer.
2. Accuracy in reporting the **total employee count** is vital for correct tier placement.