



SoftRobot AI ERP TicketingOS – Free License Franchise

Unlimited users · Software license \$0 · Fixed annual AMC (USD) · Franchisee gets 20% AMC + 100% service fees

 No upfront fee · 20% recurring AMC commission · Full service revenue retained · International pricing

Core Business Model – Free Software + Shared AMC (USD)






For End Customer:

- **Unlimited user license** of SoftRobot AI ERP TicketingOS – **\$0** software license fee.
- Customer pays only a **fixed annual AMC** that covers:
 - ✓ Cloud server infrastructure (unlimited scalability)
 - ✓ Unlimited customization (workflows, reports, dashboards, AI rules)
 - ✓ Technical support & updates
- **No per-user pricing** – one fixed annual fee regardless of number of employees.

Revenue Split (AMC):

- **SoftRobot (Franchisor)** – keeps **80%** of annual AMC collected.
- **Franchisee Partner** – receives **20%** of annual AMC as recurring commission.

Franchisee also earns 100% of all service fees (USD) – no share to SoftRobot:

-  Implementation & setup (\$1,000 – \$4,000)
-  User training (\$300 – \$1,500)
-  Consulting (\$80 – \$250 per day)
-  Per-visit charges (\$30 – \$80 per visit)
-  Outsourced department (\$400 – \$1,200 per month)

- 💰 Manpower supply (\$400 – \$1,000 per resource/month)
- 💰 Data entry / BPO (\$150 – \$600 per month)

Why this works: Customer gets world-class AI ERP software with unlimited users for zero license cost – only pays for hosting & customisation. Franchisee builds a high-margin services business plus recurring AMC commission. SoftRobot gets sustainable 80% of AMC revenue.

A. SoftRobot (Franchisor) – Execution Flow

ID	Process	Activity	Action	Progress %
9001	Franchise Sales	Lead	Potential franchisee applies (no fee)	5
9002	Agreement	Sign zero-fee contract	Franchisee agrees to sell AMC + services	15
9003	Onboarding	Training	SoftRobot trains franchisee on product & customization engine	25
9004	Customer Setup	Cloud instance	SoftRobot provisions dedicated cloud server for end customer	35
9005	Customization	Per customer needs	SoftRobot implements unlimited customizations requested via franchisee	50
9006	Billing	Annual AMC invoice	Customer invoiced fixed annual fee (e.g., \$2,000 – \$15,000)	65
9007	Collection	Payment	Customer pays SoftRobot directly	75
9008	Commission Payout	20% to franchisee	Within 15 days, SoftRobot pays 20% of collected AMC to franchisee	85

ID	Process	Activity	Action	Progress %
9009	Support	AMC delivery	24/7 technical support, updates, cloud uptime	90
9010	Renewal	Annual renewal	Customer renews AMC – SoftRobot again pays 20% commission to franchisee	100

→ SoftRobot keeps 80% of AMC, pays 20% to franchisee. Franchisee also keeps 100% of all service fees.



B. Franchisee – Execution Flow & Revenue Streams (USD)

ID	Process	Activity	Revenue Opportunity (USD)	Progress %
9101	Lead Generation	Prospecting	—	5
9102	Sales	Present free license + fixed AMC model	—	15
9103	Contract	Customer signs AMC with SoftRobot	—	25
9104	Implementation	System setup, configuration, data migration	\$1,000 – \$4,000 one-time (100%)	40
9105	Training	End-user training (classroom / online)	\$300 – \$1,500 per batch (100%)	50
9106	Consulting	Business process re-engineering, AI workflow design	\$80 – \$250 per day (100%)	60

ID	Process	Activity	Revenue Opportunity (USD)	Progress %
9107	Per-visit support	On-site troubleshooting / review	\$30 – \$80 per visit + travel (100%)	65
9108	Outsourced department	Run customer's ERP/IT helpdesk as a service	\$400 – \$1,200 per month (100%)	75
9109	Manpower supply	Provide dedicated ERP/AI/IT staff to customer	\$400 – \$1,000 per resource/month (100%)	80
9110	Data entry / BPO	Master data entry, invoice scanning, ticket handling	\$150 – \$600 per month (100%)	85
9111	AMC Commission	20% of annual AMC from SoftRobot	Recurring yearly (20% of customer's AMC)	90
9112	Annual service contract	AMC renewal facilitation + continued services	Recurring monthly from services + yearly AMC commission	100

💡 Example Revenue for Franchisee (one mid-sized customer, AMC = \$5,000/year):

- AMC commission (20%): \$1,000 per year (recurring)
- Implementation: \$2,500 (one-time)
- Training: \$800 (one-time)
- Outsourced helpdesk: \$700 × 12 = \$8,400/year
- Total first year: \$12,700 (\$1,000 AMC commission + \$11,700 services)
- Subsequent years: \$9,400/year (\$1,000 AMC commission + \$8,400 helpdesk)

💰 Customer Pricing – Fixed Annual AMC (No User License Fee) – USD

Customer Tier (based on complexity / transactions)	Annual AMC (USD)	What's Included
Small business (up to 50 users)	\$1,500 – \$2,500	Cloud server, basic customization, email support
Medium enterprise (50-500 users)	\$4,000 – \$7,000	Dedicated cloud, advanced workflows, phone support, SLA
Large / multi-site	\$10,000 – \$18,000	High availability cluster, unlimited custom reports, 24/7 support

Customer pays SoftRobot directly. Franchisee gets 20% of this AMC as commission + keeps 100% of service fees.

Competitive Comparison – SoftRobot vs SAP HANA, NetSuite, MS Dynamics, Odoo

The table below compares the **total annual cost of ownership** (license + cloud + basic customization) for each customer tier. SoftRobot offers **\$0 software license** and **no per-user fees**, while competitors charge per user and require significant upfront license costs.

Customer Tier	SoftRobot (Annual AMC)	SAP HANA Cloud	NetSuite	MS Dynamics 365	Odoo Enterprise
Small (≤50 users)	\$1,500 – \$2,500 ✓ \$0 license ✓ Unlimited users ✓ Unlimited customization included	\$15,000 – \$30,000/year + \$100-\$200/user/month ≈ \$75k+ annually	\$12,000 – \$25,000/year + \$99/user/month ≈ \$60k+ annually	\$10,000 – \$20,000/year + \$70/user/month ≈ \$50k+ annually	\$4,000 – \$10,000/year + \$30/user/month ≈ \$20k+ annually

Customer Tier	SoftRobot (Annual AMC)	SAP HANA Cloud	NetSuite	MS Dynamics 365	Odoo Enterprise
Medium (50-500 users)	\$4,000 – \$7,000 ✓ \$0 license ✓ Unlimited users ✓ Unlimited customization included	\$50,000 – \$150,000/year + \$80-\$150/user/month ≈ \$150k-\$300k annually	\$40,000 – \$100,000/year + \$79-\$129/user/month ≈ \$100k-\$200k annually	\$30,000 – \$80,000/year + \$50-\$95/user/month ≈ \$80k-\$150k annually	\$15,000 – \$40,000/year + \$25/user/month ≈ \$40k-\$100k annually
Large / Multi-site	\$10,000 – \$18,000 ✓ \$0 license ✓ Unlimited users ✓ Unlimited customization included	\$150,000 – \$500,000/year + custom pricing ≈ \$300k-\$1M+ annually	\$100,000 – \$300,000/year + enterprise tier ≈ \$200k-\$500k annually	\$80,000 – \$250,000/year + premium support ≈ \$150k-\$400k annually	\$40,000 – \$100,000/year + custom modules ≈ \$80k-\$200k annually

Key Advantages of SoftRobot over Competitors:

- **Zero license fee** – no upfront or recurring per-user cost.
- **Fixed annual AMC** – predictable budgeting, scales with business needs, not headcount.
- **Unlimited customization** – competitors charge extra for every workflow change or custom report.
- **No per-user pricing** – add unlimited employees, suppliers, customers at no extra cost.
- **AI TicketingOS built-in** – competitors require expensive add-ons for AI automation.
- **Partner-friendly model** – franchisee keeps 100% of service fees, plus 20% AMC commission.

Franchisee Service Fee Guidelines – 100% Retained (USD)

Implementation & Setup

\$1,000 – \$4,000
(one-time)

**Training
(per batch)**

\$300 –
\$1,500

**Consulting
(per day)**

\$80 – \$250

Per-visit onsite

\$30 – \$80
+ travel

**Outsourced department
(monthly)**

\$400 –
\$1,200

Manpower supply (per resource/month)

\$400 – \$1,000

Data entry / BPO (monthly)

\$150 – \$600

Annual maintenance service (franchisee's own)

\$600 – \$2,500

 **ERP Module Mapping (Franchisor + Franchisee)****SoftRobot (Central)**

- Multi-tenant cloud with per-customer instances
- Unlimited customization engine (drag-drop workflow, reports)
- TicketingOS AI core (auto-ticketing, escalation)
- Customer & AMC billing system (80/20 split automation)
- Partner portal for franchisee

Franchisee (Partner Portal)

- Lead management
- Demo & sandbox creator
- Service request tracker (for customization)
- Timesheet & billing for services
- Commission dashboard (20% AMC payouts)
- Customer support ticket interface (optional)



AI-Based Automation for Franchise Model

Function	AI Automation
Lead qualification	AI predicts which prospects likely accept fixed AMC + service model based on industry size
Auto requirement capture	From customer conversations, AI generates draft customization spec for SoftRobot
Implementation timeline prediction	AI estimates go-live date based on past similar customers
Service upsell recommendation	AI suggests franchisee offer manpower supply or BPO when customer ticket volume is high
Renewal risk alert	AI analyses usage and support tickets to warn franchisee of non-renewal risk
Commission forecasting	AI projects future AMC commission earnings for franchisee based on pipeline



Final SoftRobot Franchise Architecture (80/20 AMC Split – USD)

🧡 **Franchisee Journey** : Lead → Sell fixed AMC (software free) → Customer signs with SoftRobot → Provide implementation/training → Earn 20% AMC commission (recurring) + 100% service fees → Renew annually

⚙️ **SoftRobot Journey** : Onboard franchisee → Setup cloud + unlimited customisation → Invoice customer fixed AMC → Collect 100% AMC → Pay 20% to franchisee → Keep 80% → Support & maintain

🗨️ **AI TicketingOS** : AI lead scoring → Auto spec generation → Timeline prediction → Upsell recommendations → Renewal risk alerts → Commission forecasting

Zero-Fee Franchise Agreement – Key Clauses

- **No upfront franchise fee** – \$0 to join.
- **AMC revenue split** – SoftRobot 80% / Franchisee 20% (recurring annually).
- **Service revenue** – Franchisee keeps 100% of all implementation, training, consulting, manpower, BPO, etc. fees.
- **Non-exclusive territory** (exclusivity available for additional fee).
- **Customer contract** – Customer signs AMC directly with SoftRobot. Franchisee has separate service agreement with customer.
- **Discount on AMC** – Franchisee may negotiate lower AMC (up to 20% without SoftRobot approval). Commission is calculated on actual collected amount.
- **Termination** – 30 days notice. No clawback of already earned commission or service fees.
- **Brand usage** – Franchisee can use “SoftRobot Authorised Partner” logo.

Performance Dashboards (USD)

Franchisee View

- Active customers & total AMC base (USD)
- Monthly recurring AMC commission (20%)
- Service revenue (implementation, manpower, BPO)
- Upcoming renewals (to offer continued services)
- Profitability per customer (services + commission vs effort)

SoftRobot View

- Total AMC contracts & value (80% share in USD)
- Total commission paid to franchisees (20%)
- Franchisee performance (customers onboarded, renewal rate)
- Customization requests volume & turnaround time
- Cloud infrastructure cost vs AMC collected

✓ Benefits of This Model

🗑️ Free software license for customer (\$0)

📈 Fixed annual AMC – predictable cost (USD)

👛 Franchisee zero investment

💰 20% recurring AMC commission

🔧 100% service revenue retained

🔄 Recurring income from both AMC and services

🤖 AI TicketingOS as a sales magnet

👤 No user limit – huge enterprise appeal

📄 SoftRobot AI ERP TicketingOS – Free License Franchise Model (USD International Pricing).

Customer pays fixed annual AMC. SoftRobot keeps 80%, Franchisee gets 20% AMC commission + 100% of service fees.

Comparison with SAP HANA, NetSuite, MS Dynamics, Odoo shows SoftRobot is 80-95% more affordable with unlimited users and free license.

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