

The vendor knowledge layer behind your **client work.**

A white-label SKU translator and negotiation companion for IT advisory boutiques, fractional CIOs, and vCIO firms.

Your client just forwarded a Palo Alto Networks quote. Now what?

4–8 hrs

per quote

Decoding 30-line Palo Alto Networks quotes — Cortex tiers, Prisma bundles, Unit 42 retainer math — eats half a day before you can give an opinion.

\$0

billable

You can't bill an SMB client for 6 hours of vendor SKU detective work. So you eat it, or you guess.

12+

vendor stacks

Palo, CrowdStrike, Microsoft, SentinelOne, Zscaler, Wiz. Every renewal is a different rulebook. No human keeps up.

Paste a quote. Get the truth back in 30 seconds.

PASTE QUOTE

PAN -CORTEX-XSIAM -PREM IJM -EP-1Y
PAN -PRISM A-ACCESS-PREM IJM -USR
PAN -UN IT42-RETAINER-100HR-3Y
PAN -STRATA-CM -ADVANCED-SUB
PAN -PA-5440-NGFW -BNDL-3YR
PAN -AI-COPILOT-MODULE-XSIAM
...



Plain-English decode

Every SKU translated. Tier, term, scope, unit — readable at a glance.

7 risk checks

Over-scoping, missing add-ons, tier mismatches, duplicates, campaign discounts, retention traps, typos.

Did-you-mean corrector

Catches SKU typos before they become 3-year mistakes.

Built on real expertise

Years inside Palo Alto deals. Knowledge of every tier, every campaign, every pattern reps use.

Not a SKU dictionary. The engine encodes deep Palo Alto Networks experience: Cortex XSIAM, XDR, Prisma Access, Strata Cloud Manager, NGFW, Unit 42.

Your brand on the front. Our engine on the back.

Your logo on every report

PDF deliverables clients hand to their CFO carry your firm's name and colors. SKU Clarify is invisible.

Custom domain portal

advisor.yourfirm.com routes to a fully branded check-a-quote interface. Your clients never leave your world.

Unlimited checks, all clients

No per-quote charge, no per-client fee. Run as many SKU reviews as your book of business needs.

Exportable, white-label PDFs

Findings, savings estimate, talking points — packaged as a polished deliverable you can send or invoice against.

A real Palo Alto Networks XSIAM quote. What our engine catches.

Original quote: **\$487,000** → After review: **\$361,000** · Savings: **\$126,000 (26%)**

WHAT THE REP SENT

XSIAM Premium tier

sized for 5,000 endpoints

AI Copilot Module

add-on, \$42K/yr

Unit 42 Retainer

100 hrs / 3 yrs prepaid

Pro Services

320 hrs onboarding

Prisma Access Premium

all users, 3-year

WHAT SKU CLARIFY FLAGGED

Tier mismatch

Standard tier covers 5K endpoints — Premium not needed. Save \$38K/yr.

AI Module upsell

Bundled into XSIAM 4.0 GA. Drop add-on. Save \$42K/yr.

Retention trap

3-yr prepay locks pricing pre-renewal cycle. Shift to annual.

Services bloat

320 hrs typical for 800-EP deployment. 120 hrs sufficient.

Prisma scope

Only 60% of users need Premium. Right-size to Business.

Anonymized from a real engagement. SKUs are illustrative.

Three layers that match how advisors actually engage.

01

TRANSLATOR

Decode the quote

Plain-English breakdown of every SKU. Tier, term, unit, scope. Use it in pitch reviews when a client asks "what am I actually buying?"

Use in: pitch review

02

ADVISOR

Right-size the scope

Risk checks surface over-scoped services, missing add-ons, tier mismatches. Use it when scoping the actual stack against the client's real environment.

Use in: services scoping

03

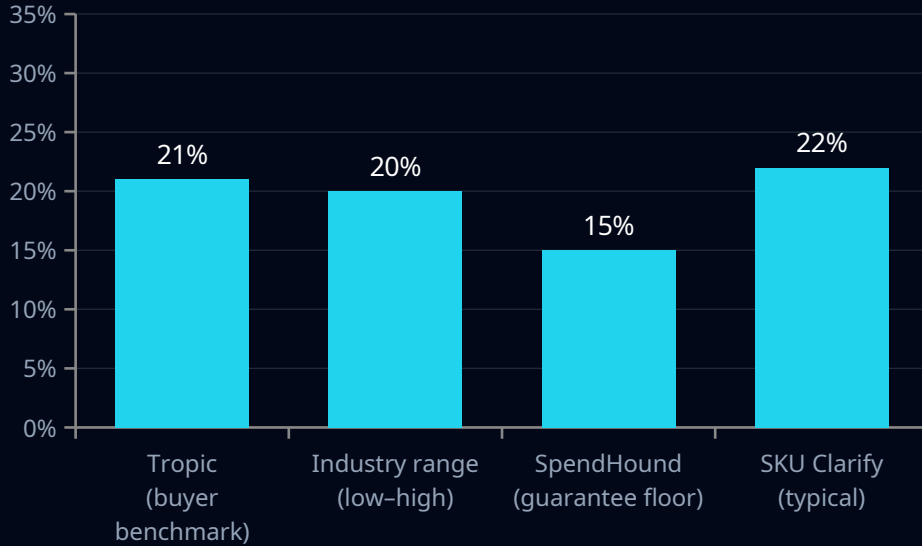
ADVOCATE

Time the renewal

Surfaces retention traps, campaign discount expirations, and timing leverage. Use it 90 days before renewal to brief your client on the negotiation.

Use in: renewal timing

15–25% off a typical Palo Alto Networks quote. Independently corroborated.



\$20K–\$200K

savings per Palo Alto Networks quote, depending on deal size and tier exposure.

Tropic	21% average vendor savings
Industry data	10–30% typical SaaS overspend
SpendHound	\$150K guaranteed annual savings

Source: Tropic procurement benchmarks, SpendHound savings guarantee, Gartner SaaS overspend research

Charge \$500–\$1,000 per SKU review. Pay \$59–\$99/seat/month.



WORKED EXAMPLE

6 clients × \$750 review = **\$4,500/mo revenue** — \$59–\$99/mo cost = **\$4,400 net** / **45x return on tooling**

One number. No surprises.

ADVISOR SEAT

\$99

per seat / per month

- White-label PDF reports
- Custom domain client portal
- Unlimited SKU checks, all clients
- All current vendors (Palo Alto Networks today)
- Future vendors as they ship

VOLUME

Discounts as you scale

1 seat	\$99 / seat
2 – 5 seats	\$79 / seat
6 – 15 seats	\$59 / seat
16+ seats	Custom

Live in a day. No procurement gauntlet.

1

KICKOFF

30 min

You send logo, brand colors, and the domain you want for the client portal.

2

BRANDING

2 hrs

We theme the app, generate your custom PDF templates, and provision your subdomain.

3

INVITES

1 hr

You upload client list. They get a branded magic-link to the portal under your firm.

4

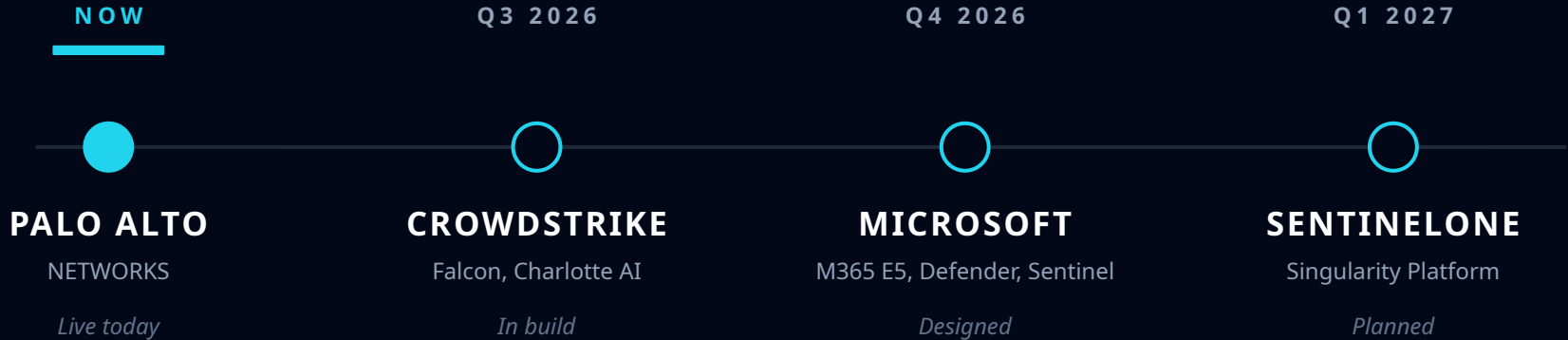
LIVE

Day 1

Run your first quote check before the day ends. Real findings, your brand.

No SOC 2 questionnaire dragon. No 3-week security review. We work with boutique advisors — we move at boutique speed.

Palo Alto Networks today. The rest of the security stack next.



Founding white-label partners get a vote on which vendor ships next.

Vendor licensing keeps getting more complex.

Clients are getting burned. Advisors with this look 10× sharper.

+47%

avg SKU count per Palo Alto Networks quote, 2021 → 2024

Vendr / public RFP samples

7 of 10

CISOs report buying tier they didn't need

IDC 2024 security spend survey

21%

avg savings when buyers use a procurement copilot

Tropic benchmark report

Source: [Vendr](#), [IDC security research](#), [Tropic benchmarks](#)

Pilot with three of your clients. Free for 30 days.

3

clients

Pick three current engagements where a Palo Alto Networks quote is on the table or up for renewal in 90 days.

30

days

Full white-label access, your branding, unlimited checks. No card required.

0

commitment

If it doesn't earn back the seat fee inside the trial, we wave goodbye. No clawback.

IF YOU SIGN: Founding-partner pricing locked for 24 months — across every vendor we add.

Make your client conversations sharper.
Without becoming a **vendor licensing expert.**

NEXT STEP

Reply to start the 3-client pilot. We'll have you white-labeled inside a day.