

# appsmith\_

INDUSTRY

**DEV TOOLS**

FUNDING

**Series B 50Mn\$**

Appsmith helps developers build internal tools 10x faster without writing code. They started off as an open-source project with over 20,000 Github stars and are now the preferred tool for developers to quickly build UI for internal dashboards with ready React-powered widgets.

## CASE STUDY

# How a Series B open source company launched usage based pricing in less than a month with Togai

## THE PROBLEM

Appsmith just launched its cloud offering and was having 100s of customers moving from their open source self-hosted solution to their cloud offering. Appsmith had decided to go with a modern usage-based pricing model for their business and realized existing billing tools were not built to handle their scale of events to track usage and the flexibility their pricing model required. As a result, this delayed the company's ability to monetize their customers. You can read more about why Appsmith chose this approach [here](#).

## THE SOLUTION

Appsmith tracked the usage of their product in terms of pulse events for every user on their dashboard. Togai's event ingestion and metering solution offered them the ability to define their own custom 'pulse' event schema and then transform the raw pulse data into usage metrics comprising of 'active hours'. Togai provided a native integration with Stripe to manage their customers and price plan information without any manual intervention from Appsmith for an accurate and real-time billing flow.

## THE TOGAI USP

- 1. Our implementation first approach** - Appsmith was incurring huge costs to their infrastructure as they had launched their cloud offering without automating their billing capabilities. This meant they were losing money for every day they ended up not charging their customers for that offering. **Togai's implementation first approach led us to being selected as their preferred partner for metering and pricing management.** We worked closely with the Appsmith team and ensured that their engineering team's involvement was limited to testing the flows. The app logic to transform their pulse data to usage metrics were completely managed by Togai, saving at least 2 months of time for Appsmith to go live.
- 2. Flexibility** - By abstracting the ingestion, metering and pricing layers into independent modules, Togai provides Appsmith the flexibility to change their pricing model and session calculation logic any time without the need for any code change.
- 3. Marketplace of quote-to-cash apps** - Togai can be used as a middleware that connects and syncs other tools or as the primary tool for your monetization stack. By providing a native bi-directional integration with Stripe, we solved for the need for Appsmith to manage their invoicing and payment collection on Stripe with zero revenue leaks and providing visibility of their monetization in a single interface.

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