



SALES & PARTNER PLAYBOOK

AdapterCloud

AdapterCloud gives platform, security and finance teams one live map of every cloud, cluster, site and SaaS system they run, and what it costs.

Unified inventory

Dependency topology

Policy and drift

FinOps

API-first

PREPARED BY
Burdenoff Consultancy Services Pvt. Ltd.

PRODUCT
adaptercloud.com

BOOK A CALL
calendly.com/vignesh-burdenoff/1-1



00 **How to use this playbook**

Read the opportunity signals and the one-question test first, so you can recognise a fit in a normal conversation rather than a sales one. Use the persona hooks to open with the right pain and the objection pages when the conversation gets specific. Everything in the capability tables is marked shipped, in progress or planned; keep to that wording, because the whole document is built to survive a technical buyer checking it.

IN A HURRY

Read sections 01–03 and 18. That is enough to recognise an opportunity and open a conversation.

BEFORE A MEETING

Add 06–08, 10 and 16 — who buys, what they buy, what it costs, and what they will push back on.

HANDING OVER A LEAD

Sections 19–22 tell you exactly what to send, to whom, and what you earn for it.

CONTENTS

01	Product Overview	13	Customer Proof & Credibility
02	One-Line Pitch	14	Demo Information
03	30-Second Elevator Pitch	15	Sales Talking Points
04	Problem We Solve	16	Objection Handling
05	Value Proposition	17	Discovery / Qualification Questions
06	Ideal Customer Profile	18	How to Identify a Good Opportunity
07	Buyer Personas	19	How to Introduce Us
08	Top Use Cases	20	Lead Handoff Process
09	Product Capabilities	21	Partner / Referral Commercials
10	Pricing & Plans	22	Contact Information
11	Competitive Landscape	23	Useful Links & Sales Assets
12	Why Us / Differentiators	24	Product Mockups — Complete Visual Appendix

01 Product Overview

ADAPTERCLOUD.COM

AdapterCloud connects fragmented infrastructure into one governable fabric. A reusable adapter describes how to reach one class of system, a connection points that adapter at a real target such as an account or a cluster, and discovery registers what it finds into a single unified inventory. Dependencies between those resources are recorded as typed edges, so the estate is a graph rather than a list. Governance rules, the violations they raise, the drift they catch and the spend attributed to each resource all reference the same records, which is why nothing has to be reconciled between tools.

CATEGORY

Infrastructure control plane and estate system of record, for platform, cloud, security and FinOps teams running multi-cloud, hybrid, edge or SaaS-heavy estates.

WHERE IT STANDS TODAY

Generally available. The control plane is live at app.adaptercloud.com, the API is live, and the fabric, governance and operations models are all implemented and in daily use by the team that built them. It is an early product with no public reference customers yet, and several headline capabilities are honestly marked as in progress or planned rather than shipped.

HOW CUSTOMERS GET IT

Cloud service with self-serve sign-up on the free tier and no sales call required. Sign-in uses OIDC single sign-on; automation uses scoped API keys minted in the developer portal. Data is hosted in India by default, with dedicated tenancy and self-hosting available on Enterprise agreements. Onboarding is: create a workspace, publish an adapter, add a connection with a secret reference, and run discovery.

Web control plane at app.adaptercloud.com, covering overview, adapters, connections, resources, topology, policies, violations, drift, sync runs and cost

Federated GraphQL API, the same one the product's own screens call, with scoped API keys

In-app AI assistant carrying the signed-in user's permissions (early)

Model Context Protocol server so a customer's own AI client can query the estate (early, run from source)

Marketing site at adaptercloud.com and a documentation site in progress

Desktop, mobile, command-line and Node/Python SDK surfaces are planned, not released

02 One-Line Pitch

SAY EXACTLY THIS

"AdapterCloud gives platform, security and finance teams one live map of every cloud, cluster, site and SaaS system they run, and what it costs."

SHORTER, FOR A CHAT MESSAGE

One live map of the whole infrastructure estate, and what it costs.

THE CATEGORY SENTENCE

AdapterCloud is a digital infrastructure continuum: a single control plane for organisations whose estate spans more than one cloud, data centre, edge site or SaaS platform.

03 30-Second Elevator Pitch

SPOKEN, ROUGHLY 30 SECONDS

"Most companies past their first cloud account run five consoles, three spreadsheets and a wiki nobody trusts. Ask what you actually run, what depends on what, and what it costs, and the answer takes a week. AdapterCloud connects every environment through one adapter model into a single live inventory, and hangs dependencies, policy violations, drift and spend off the same resource record. One map, one governance queue, one cost ledger. Teams stop reconciling tools and start answering questions."

IF THEY ARE TECHNICAL

AdapterCloud models the estate as adapters (a connector definition per class of system), connections (an authenticated target), resources (the discovered inventory, registered idempotently by the provider's own identifier) and typed topology edges. Policies, violations, drift records and cost records all reference that same resource row, so there is no export-and-merge step between inventory, governance and FinOps. Everything is reachable over a federated GraphQL API with scoped keys, and every read and write is workspace-scoped and role-checked at the gateway.

IF THEY ARE A BUSINESS BUYER

Your infrastructure spend and your infrastructure risk both come from things nobody has a complete list of. AdapterCloud makes that list live and shared, so finance can trace a line item to a real resource, security can see which resources breach which rule, and the platform team can see what a change would affect. It is priced on the size of the estate rather than per seat, so more people looking at the same picture costs nothing extra.

04 Problem We Solve

These are the recurring binds AdapterCloud was built for. If a prospect describes two or more of them without prompting, you are in the right conversation.

Nobody can say what the organisation actually runs

Who feels it: Head of platform, infrastructure director, SRE lead

What it costs them: Answering a basic inventory question means logging into five consoles and merging exports in a spreadsheet that is wrong the day it is saved, so audits, migrations and capacity planning all start with a week of archaeology.

How AdapterCloud answers it: Each connection registers its resources into one workspace-scoped inventory by the provider's own identifier, so re-running discovery updates the record instead of duplicating it. The list converges rather than sprawling, and it is filterable by connection, resource type, region and lifecycle state.

Dependency blindness makes every change a gamble

Who feels it: SRE, cloud engineer, change-approval board

What it costs them: The dependency map exists only in three people's heads, so change reviews guess at impact and incidents start as surprises about something nobody knew was connected.

How AdapterCloud answers it: Dependencies are typed edges on the graph, not a drawing in a wiki: depends-on, connects-to, contains, routes-to and replicates-to. Direct dependencies and transitive dependent counts are computed from the recorded edges, so blast radius is arithmetic over facts rather than an opinion.

Cost arrives with no context attached

Who feels it: FinOps lead, cloud finance manager, CFO

What it costs them: The cost tool knows the bill and the platform team knows the estate, and the two never agree. Monthly attribution becomes days of manual reconciliation, and business units dispute chargebacks because the evidence is opaque.

How AdapterCloud answers it: Cost records attach to the same resource and connection the inventory and topology already hold, and the workspace cost summary rolls spend up by service. Asking what a line item is becomes a lookup rather than a ticket.

Policy lives in a document and enforcement lives in someone's head

Who feels it: Security engineer, compliance lead, governance officer

What it costs them: Rules about tagging, encryption and public exposure are written in a wiki, checked by hand at audit time, and quietly ignored in between. Evidence is assembled manually for every request.

How AdapterCloud answers it: A policy is a record with a kind, an enforcement mode, a severity, an applies-to scope and an expression. Breaches become violations with a real lifecycle, and a waiver will not save without a reason, so the audit trail builds itself.

Configuration drift is discovered the hard way

Who feels it: SRE, platform engineer, security reviewer

What it costs them: A setting changes outside the intended process and nobody notices until it causes an outage or an audit finding, by which time the person who changed it has moved on.

How AdapterCloud answers it: Drift is captured as a record naming the exact attribute path, the expected value and the observed value, and it moves through detected, acknowledged, remediated or ignored. The divergence becomes a work item with a history instead of a war story.

Four tools, four resource models, one reconciliation tax

Who feels it: Platform lead and the budget holder above them

What it costs them: An asset inventory, a CMDB, a governance tool and a cost tool each hold their own copy of the estate. Keeping them agreeing costs engineering time permanently, and disagreements land as disputes rather than bugs.

How AdapterCloud answers it: There is one resource record. A tag change on it is visible to policy and to cost immediately because they are not separate stores. Removing the integration layer removes the reconciliation work that came with it.

Multi-client and multi-entity operators rebuild the stack per estate

Who feels it: Managed-service provider founder, group platform lead

What it costs them: Large clients get a commercial tool, small ones get spreadsheets, and everything in between gets a brittle in-house script. Onboarding a client takes weeks and the tooling, not the team, caps how many estates can be run.

How AdapterCloud answers it: Every read and write is scoped to a workspace, and an update only lands when the record genuinely belongs to that workspace. One operating model, one policy set and one set of roles apply across many client estates without per-client tooling.

05 Value Proposition

Five things a prospect gets that they cannot assemble by buying another point tool. Each one is architectural, which is why competitors cannot ship it as a feature.

One resource record behind inventory, topology, governance and cost

The row that discovery created is the row the dependency edge points at, the row the violation cites, the row the drift record belongs to, and the row the cost line is attributed to. There is no nightly synchronisation between modules and nothing to match on. When a resource is tagged, the policy engine and the cost view both see it at once.

Evidence: Every governance and cost entity in the product references the resource by its identity rather than copying its fields, which is visible in the API schema a technical buyer can read.

Ten classes of system modelled as peers

Public cloud, private cloud, on-premises, edge, IoT, network, Kubernetes, data systems, SaaS and fully custom are all first-class adapter kinds in the same fabric. Most tools in this market were built for one domain and treat the others as an extension, which is why edge fleets and SaaS tenants usually end up back in a spreadsheet.

Evidence: The adapter kind is part of the core model rather than a category label, and edge, IoT and SaaS resources carry the same inventory, topology, policy and cost behaviour as a cloud instance.

Governance that behaves like a work queue

A violation opens, gets acknowledged, and is then resolved or waived with a mandatory reason. Drift is detected, acknowledged, and then remediated or explicitly ignored. Both carry evidence and timestamps. That turns compliance from a quarterly scramble into something a team works down week by week, and it produces the audit trail as a by-product.

Evidence: Waivers cannot be saved without a reason and every state transition is validated, so the trail cannot be quietly skipped.

FinOps on the map you already operate

Spend is ingested against the same resources and connections the platform team manages, then summarised by service across the workspace or scoped to a single connection. Finance can trace a number to a thing, see what depends on that thing, and check whether it is in policy, without leaving the screen or filing a request.

Evidence: Cost ingest, cost records attributed to a resource or connection, filtering and the workspace cost summary are all live today; optimisation, budgets and forecasting are clearly marked as planned.

API-first, and priced by estate rather than by seat

Everything the product's own screens do is available through the same GraphQL API with scoped keys, so an internal developer platform can consume the graph directly instead of rebuilding it. Plans are sized on discovered resources and active connections, so adding engineers, analysts or auditors to the workspace does not change the bill inside a tier.

Evidence: There is no secondary, less capable automation API; the product and the customer's integrations call the same endpoint, and the published tiers scale on estate size.

06 Ideal Customer Profile

A 200 to 2,000 person company with at least two cloud accounts or a real hybrid footprint, a platform or SRE team of five or more, and an active audit, cost-attribution or dependency-mapping pain they have already tried to solve with a spreadsheet.

SEGMENT	TYPICAL SIZE	WHY THEY BUY
Platform and infrastructure teams in multi-cloud or hybrid organisations	200 to 10,000 employees, platform team of 5 to 50	They pay the fragmentation tax daily and hold the budget for infrastructure tooling. They are sceptical of single-pane promises but will engage seriously with a specific technical claim they can verify in a trial.
FinOps and cloud finance functions	500+ employees, cloud spend meaningful enough to have a named owner	They already have a cost tool and still spend days a month reconciling it against an inventory nobody trusts. AdapterCloud removes the reconciliation rather than adding a fifth report.
Security, governance and compliance teams	Regulated or audited organisations of any size above 200 people	Policies in a wiki and evidence in a spreadsheet make audits expensive. A queryable policy, violation and drift trail changes the shape of the work, not just the tooling.
Managed-service providers and multi-entity groups	10 to 200 client estates, or a holding company with several operating businesses	Workspace isolation is architectural rather than configured, so one operating model covers many estates. This is the segment where per-client tooling cost is the actual growth ceiling.
Internal developer platform builders	Series B and later technology companies, 100 to 1,000 engineers	They are building a control plane anyway. Consuming one federated API for inventory, dependencies, governance and cost is cheaper than maintaining a dozen half-broken integrations.

GEOGRAPHIES

Sold globally, with published regional pricing in four bands so the same product is affordable in lower purchasing-power markets. Data is hosted in India by default, which suits Indian and APAC buyers directly; EU, UK and North American buyers should be qualified on their data-residency requirement early, since residency options are an Enterprise conversation.

NOT A FIT – DO NOT CHASE

- A single cloud account with a small estate that one person already holds in their head; the free tier is enough and there is no deal here
- A team whose actual need is provisioning or a self-service catalogue; AdapterCloud does not create or change resources today and will lose that evaluation on purpose
- A buyer looking to replace deep cost optimisation, rightsizing or commitment planning; we ingest and attribute spend, we do not yet recommend savings
- An infrastructure-as-code problem, where the real requirement is state and plan management; that stays with their existing tool and we complement it
- A software licensing or asset-audit-defence project, which is a different category we do not plan to enter
- An organisation that requires a completed SOC 2 Type II or ISO 27001 certificate before any pilot, since both are on a roadmap rather than in hand

07 Buyer Personas

Five roles show up in these deals. The platform lead and the managed-service founder normally hold the budget; the others open the door and can quietly kill it.

Head of platform engineering

WHAT THEY WANT

One current, shareable picture of the estate; dependency answers in seconds rather than guesses; governance that lives in the system; a tool the team chooses to use rather than tolerates.

Open with: When someone asks what you run in a given region and what depends on it, how long does the answer take, and how much of it are you sure about?

They will ask: How does the inventory stay current, and what happens to it when discovery runs again?

WHAT FRUSTRATES THEM

Five consoles and a spreadsheet that was wrong the day it was saved. Every change is a risk because nobody can trace what depends on what. The CMDB project died and nobody wants to restart it.

FinOps or cloud finance lead

WHAT THEY WANT

Spend attributed to the resources the platform team actually operates, defensible showback, and a number they can report without caveats.

Open with: When a business unit challenges a line item, how do you prove what it was, who owned it, and whether anything depended on it?

They will ask: Does this replace my cost tool, and what exactly can it do that mine cannot?

WHAT FRUSTRATES THEM

The cost tool and the inventory never agree, monthly attribution is days of manual work, and business units dispute allocations they cannot see the evidence for.

Security and governance officer

WHAT THEY WANT

Policies as data, findings with a lifecycle, continuous posture rather than a quarterly snapshot, and evidence they can export on demand.

Open with: If an auditor asked today which resources breach your tagging rule and what you did about the last twenty that did, where would you go to find out?

They will ask: Can it block a non-compliant change, and if not, when will it?

WHAT FRUSTRATES THEM

Rules in a wiki, findings in a ticketing tool, tracking in a spreadsheet, and an audit that costs four hours of exporting and merging every time it is asked for.

Managed-service provider founder or CTO

WHAT THEY WANT

One operating model across every client estate, isolation they can defend in a security review, and onboarding measured in days.

Open with: What does it currently cost you, in days and in tooling, to onboard client number forty-six?

They will ask: How is one client's data kept out of another's, and can my team work across every client estate without a separate login for each?

WHAT FRUSTRATES THEM

Large clients get a commercial tool, small ones get spreadsheets, and internal scripts hold the rest together. The tooling caps how many clients the business can take.

Platform engineer building an internal developer platform

WHAT THEY WANT

One API to consume for inventory, dependencies, governance and cost, instead of maintaining a dozen provider integrations that each break separately.

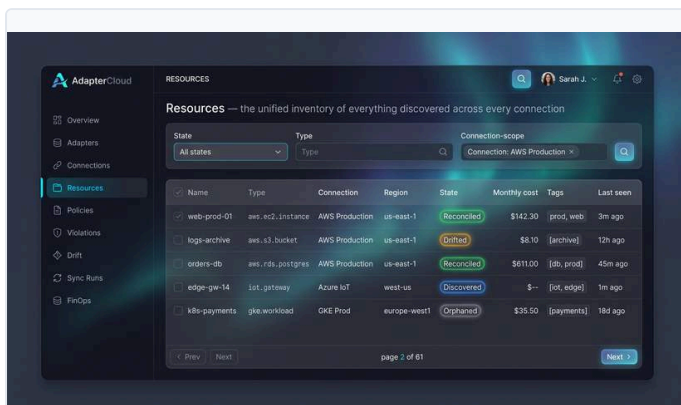
Open with: How much of your platform roadmap is currently spent rebuilding an inventory and a dependency graph that nobody outside your team will ever see?

They will ask: Is the API the same one the product uses, and can I model our internal systems with a custom adapter?

WHAT FRUSTRATES THEM

Thirty per cent of the week goes on infrastructure tooling that is not the company's product, and the in-house inventory script has quietly grown to hundreds of lines nobody wants to own.

Twelve concrete situations, each written from the bind the customer is in before AdapterCloud exists. Where a capability is still shallow, that is said in the outcome rather than hidden.



PLATFORM OR CLOUD ENGINEER INHERITING AN ESTATE

Replace the inventory spreadsheet with something that stays true

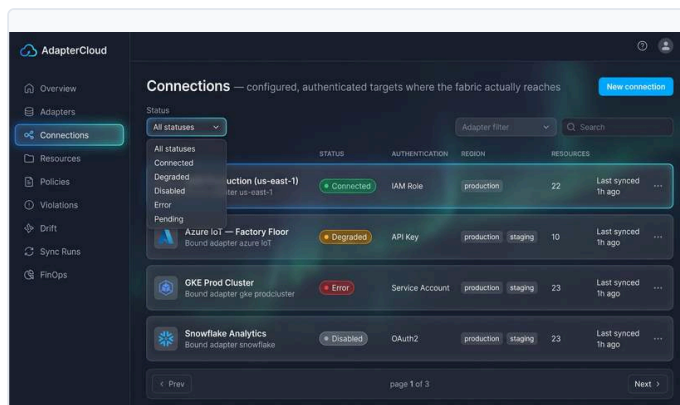
THE SITUATION

The authoritative list of what the company runs is a spreadsheet, a wiki page and three console exports, all last reconciled by someone who has left. Every question about capacity, migration or audit starts by rebuilding it.

WHAT HAPPENS WITH ADAPTERCLOUD

Each connection registers its resources into one workspace inventory using the provider's own identifier, so a second discovery pass updates the existing record rather than creating a duplicate. Every resource carries a type, a name, a region, provider tags, free-form attributes, a monthly cost, a last-seen timestamp and a lifecycle state, and the whole list filters by connection, type, region or state.

One list the whole company can query, that converges instead of sprawling. Freshness depends on when discovery last ran, since recurring schedules are still on the roadmap.



INTEGRATION OR PLATFORM ENGINEER

Bring a new class of system into the same model in an afternoon

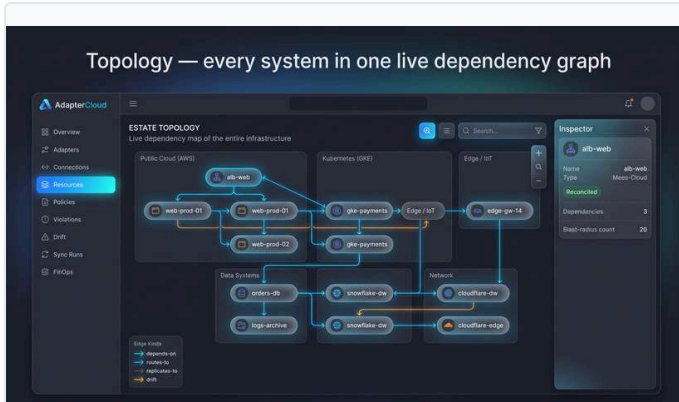
THE SITUATION

Every environment speaks a different API, so each one gets its own script, its own credentials handling and its own half-maintained export. Adding a new provider means starting again.

WHAT HAPPENS WITH ADAPTERCLOUD

An adapter describes one class of system with a kind, a vendor, a version, its capabilities and an optional configuration schema, moving from draft to published to deprecated. A connection is that adapter pointed at a real target, carrying an authentication method, a reference to a secret in the vault rather than the secret itself, a region, an environment and a monitored health state.

New systems join the estate by adding an adapter and a connection, not by writing another integration. Built-in discovery currently covers cloud accounts on AWS and Kubernetes clusters; other kinds are registered through the API today.



SRE OR CLOUD ENGINEER PREPARING A CHANGE

Answer what breaks if this changes, before the change review

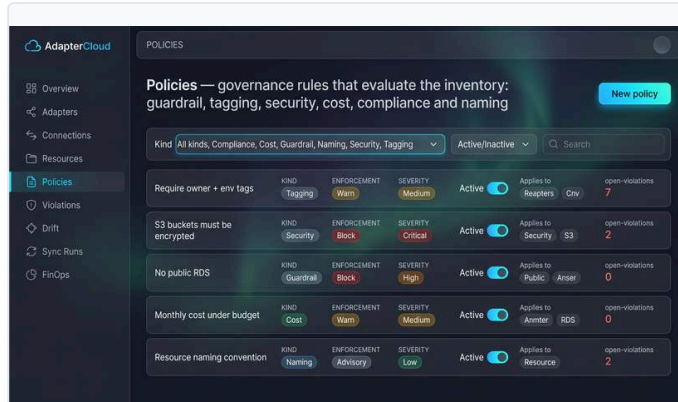
THE SITUATION

The dependency picture lives in a diagram from two quarters ago and in the memory of three engineers, two of whom are on leave. Change reviews approve on optimism.

WHAT HAPPENS WITH ADAPTERCLOUD

Dependencies are recorded as typed edges with a direction and an optional weight: depends-on, connects-to, contains, routes-to and replicates-to. The topology surface pages through the recorded graph, shows a resource's direct prerequisites, and counts the transitive dependents that would be affected if that node disappeared.

Blast radius becomes arithmetic over recorded facts rather than a guess. Coverage is only as good as the edges that were recorded, and inferring missing edges is on the roadmap, which we say up front.



SECURITY ENGINEER OR COMPLIANCE LEAD

Move the guardrails out of the wiki and into the system

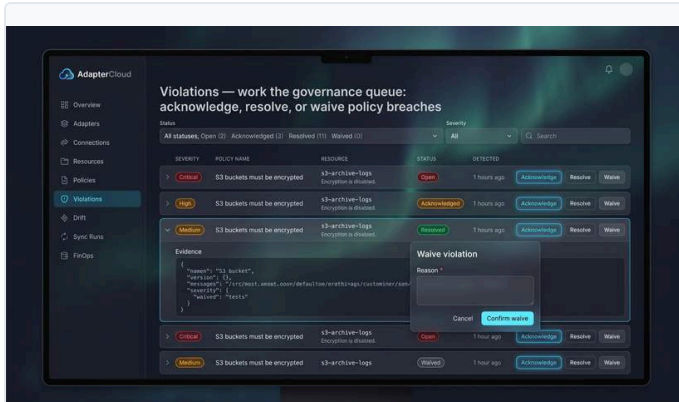
THE SITUATION

The rule that every production resource must carry an owner tag exists in a wiki, is enforced by reminders, and is checked once a quarter by exporting everything into a spreadsheet.

WHAT HAPPENS WITH ADAPTERCLOUD

A policy is a first-class record with a kind (guardrail, tagging, security, cost, compliance or naming), an enforcement mode, a severity, an applies-to scope, an active flag and an expression. It is created, updated and archived like any other object, and it references the same live resources the platform team operates.

The rule and the estate live in the same place, so posture is a query rather than an exercise. Automatic continuous evaluation and block-mode enforcement are honestly marked as planned.



GOVERNANCE LEAD OR SECURITY OPERATIONS

Work compliance findings like a queue instead of a report

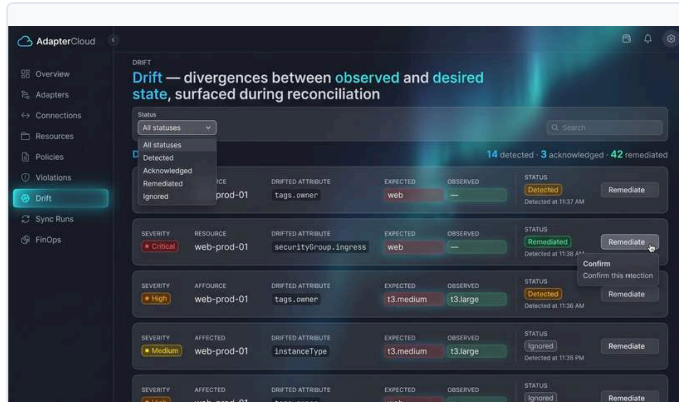
THE SITUATION

Findings arrive from several tools, get ticketed inconsistently, and are sometimes fixed and sometimes forgotten. There is no single place that says what is open and who owns it.

WHAT HAPPENS WITH ADAPTERCLOUD

A violation records the resource, the policy it breached, a message, a severity and a JSON evidence blob, then moves through open, acknowledged, and resolved or waived. A waiver will not save without a written reason, and every transition is validated and timestamped.

Governance becomes a queue with owners and history, and audit evidence assembles itself as the work happens.



SRE OR PLATFORM ENGINEER

Catch the configuration that quietly changed

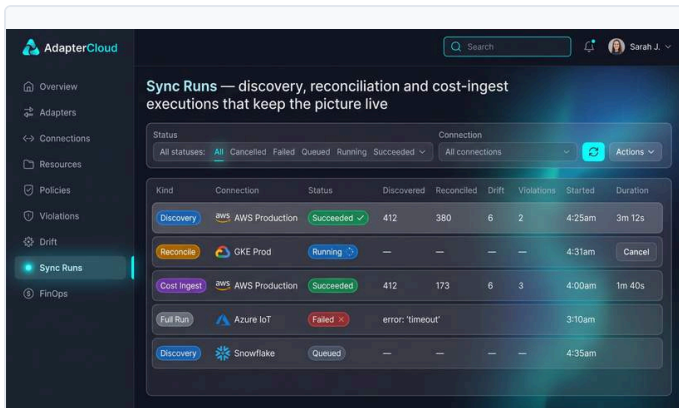
THE SITUATION

A security group, an encryption setting or an instance size was changed outside the intended process. Nobody notices until an incident or an audit finding surfaces it weeks later.

WHAT HAPPENS WITH ADAPTERCLOUD

A drift record captures the exact attribute path, the expected value, the observed value and a severity, then moves through detected, acknowledged, and remediated or ignored. Because it hangs off the resource record, the drift board can be read next to what depends on that resource.

Divergence becomes a dated work item with a history rather than a story told after the outage.



SITE RELIABILITY ENGINEER

Know when the picture last refreshed, and why a pass failed

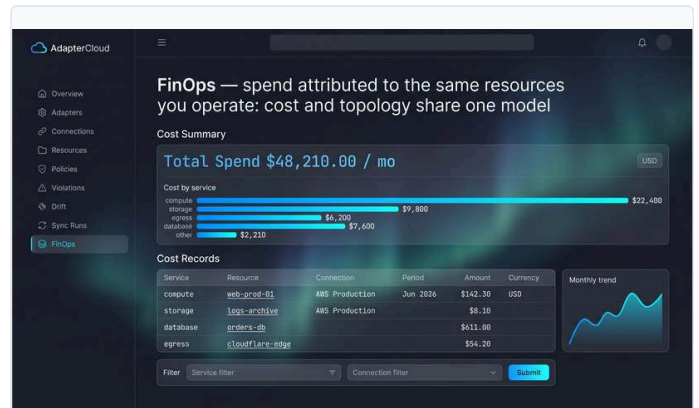
THE SITUATION

Inventory freshness is invisible. If a collection job failed on Thursday, the only symptom is that a slice of the estate silently stopped updating, and nobody finds out until the data is used for a decision.

WHAT HAPPENS WITH ADAPTERCLOUD

Every pass is a sync run with a kind (discovery, reconcile, cost ingest or full) and a validated lifecycle from queued to running to succeeded, failed or cancelled. Each run records start and finish timing, any error, and counters for resources discovered and reconciled and for drift and violations raised.

The freshness of the inventory is itself a record you can read and audit, rather than an assumption.



FINOPS LEAD OR CLOUD FINANCE MANAGER

Give finance an answer without filing a ticket

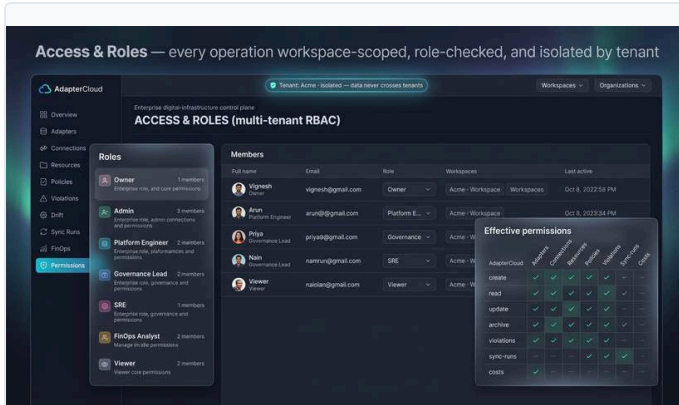
THE SITUATION

Month-end attribution means exporting the bill, exporting an inventory, matching them in a spreadsheet, and then defending the result to business units who cannot see the working.

WHAT HAPPENS WITH ADAPTERCLOUD

Cost records carry an amount, a currency, a service, a period and a breakdown, attributed to the same resource or connection that operations and governance already reference. A workspace cost summary rolls spend up by service, and can be scoped to a single connection.

A line item resolves to a thing you can look at, with its dependencies and its policy status beside it. Anomaly detection, budgets and forecasting are on the roadmap and should not be promised.



MANAGED-SERVICE PROVIDER OR GROUP PLATFORM LEAD

Run many client estates on one operating model

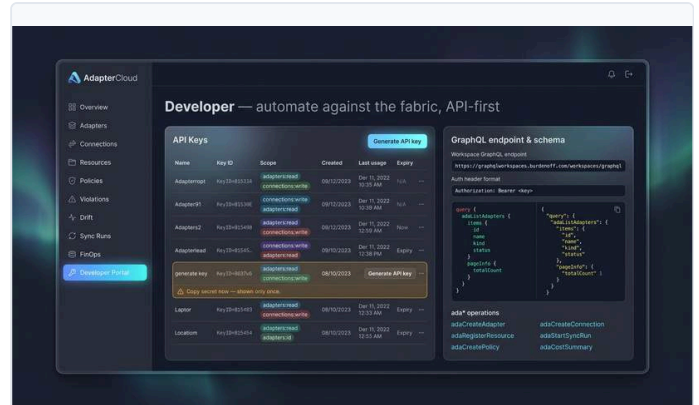
THE SITUATION

Every client gets a slightly different stack: a commercial tool for the large ones, spreadsheets for the small ones, and in-house scripts holding the middle together. Onboarding takes weeks and the tooling caps growth.

WHAT HAPPENS WITH ADAPTERCLOUD

Each estate is a workspace. Every read filters by workspace and every update only succeeds when the record genuinely belongs to that workspace, so a guessed identifier from another tenant cannot be touched. Six seeded roles cover the fabric owner, governance officer, fabric engineer, FinOps analyst, estate operator and read-only auditor.

One policy set, one role model and one screen across every client, with isolation that survives a security review.



PLATFORM ENGINEER BUILDING AN INTERNAL DEVELOPER PLATFORM

Feed an internal developer platform without building the graph

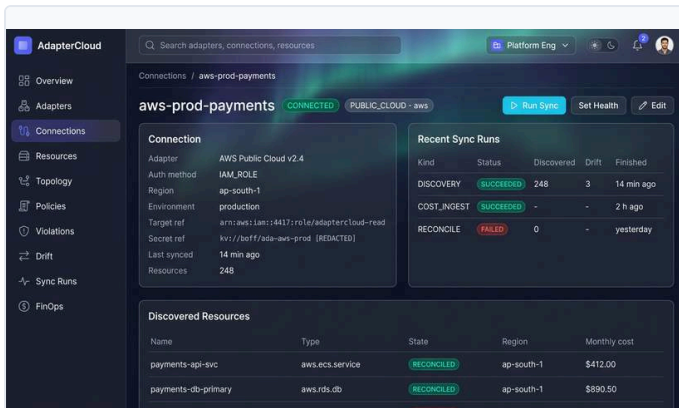
THE SITUATION

The internal platform needs inventory, dependencies, governance status and cost. Each one is a separate integration, each breaks separately, and the in-house inventory script has grown past the point anyone wants to own it.

WHAT HAPPENS WITH ADAPTERCLOUD

Everything the product's own screens do is available over the same federated GraphQL API, reached with a scoped key minted in the developer portal. Type names are consistently namespaced so the API composes into a larger enterprise graph without colliding, and custom adapters bring internal systems into the same model as the public clouds.

One API replaces a shelf of brittle integrations, and the developer platform team gets back the time it was spending rebuilding a control plane.



PLATFORM ENGINEER MID-INVESTIGATION

Ask the estate a question on the screen you are already on

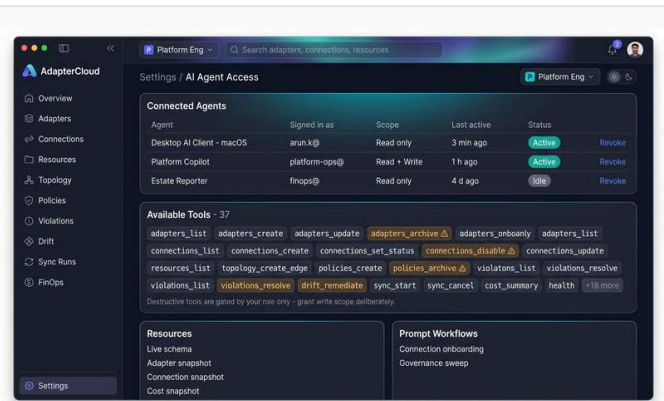
THE SITUATION

Knowing the answer is not the hard part; knowing which of ten screens holds it is. Joining connection health to a drifted database is three navigations and a mental join in most control planes.

WHAT HAPPENS WITH ADAPTERCLOUD

An assistant is mounted across the control plane and carries the signed-in user's identity through the same permissioned API their clicks use. Credentials stay out of reach by design: a connection holds only a reference to a secret, credential-shaped values are encrypted at rest, and reads are redacted. Each turn reports the model and token counts back against the workspace.

Questions get answered where the work is happening. This is an early surface: page context is shallow on several screens and domain answers are not yet independently proven, so demonstrate it as promising rather than finished.



PLATFORM OR SRE ENGINEER WITH AN AI CLIENT ALREADY IN DAILY USE

Let the customer's own AI agent query the estate under their permissions

THE SITUATION

Teams want to ask their own copilot which connections are degraded or what drifted since Friday, but wiring an agent to infrastructure usually means a shared service key and no audit trail.

WHAT HAPPENS WITH ADAPTERCLOUD

AdapterCloud publishes its operations as tools over the Model Context Protocol, covering adapters, connections, inventory, topology, policies, violations, drift, sync runs and cost, plus read-only snapshots an agent can read to orient itself. The agent signs in as the person, so the same role checks and the same audit trail apply as to a click in the web app.

Agent access without a bypass credential. Be precise about the limits: it is run from source rather than installed from a published package, and destructive tools carry no confirmation step beyond the permissions the customer grants.

09 Product Capabilities

What is actually built, group by group. Anything not marked shipped is marked honestly; quoting these tables accurately is the fastest way to earn a technical buyer's trust.

Fabric: adapters, connections and inventory

The layer that reaches each system and turns what it finds into one list.

Adapter catalogue with lifecycle

Create, update and archive adapters with a name, kind, vendor, version, capability list, optional configuration schema and tags, moving through draft, published, deprecated and archived.

Ten first-class adapter kinds

Public cloud, private cloud, on-premises, edge, IoT, network, Kubernetes, data systems, SaaS and custom, all modelled as peers rather than extensions.

Connections to real targets

Six authentication methods, a reference to a secret rather than the secret itself, target reference, region, environment, tags, live resource count and a validated health lifecycle.

Unified resource inventory

Resources registered idempotently by the provider's own identifier, with type, name, region, provider tags, attributes, monthly cost, last-seen timestamp and five lifecycle states.

Filtering across the estate

List and filter the whole inventory by connection, resource type or lifecycle state to find every drifted database or orphaned load balancer.

Built-in discovery for cloud accounts and clusters

Starting a discovery run against an AWS cloud account or a Kubernetes cluster authenticates, discovers the resources and their edges, upserts them, and sets connection health from the real outcome.

Discovery for the remaining system classes planned

Other adapter kinds are populated through the API or an external worker today; packaged collectors for further providers are next on the roadmap.

Automatic lifecycle reconciliation planned

Flipping resources to drifted or orphaned automatically as the world changes, rather than on an explicit pass.

Topology and dependency graph

What turns the inventory from a list into something you can reason about.

Typed dependency edges

Depends-on, connects-to, contains, routes-to and replicates-to, each with direction, an optional bidirectional flag, an optional weight and attributes.

Direct dependency resolution

Every resource resolves its immediate prerequisites, so a resource detail view answers what it needs to run.

Transitive dependent impact

Reverse traversal counts the resources that would be affected if a selected node disappeared, computed over recorded edges with no model or confidence score involved.

Estate-wide topology surface

A paged dependency map zoned by class of system, with drift-highlighted edges and an impact inspector.

Inferred edges planned

Proposing the relationships nobody recorded, from shared networks, tags, naming conventions and cluster ownership chains, each as a suggestion a human accepts.

Reasoned change impact planned

Turning a traversal into a plain-language answer a change review can use, joined against states, environments, open violations and recent drift.

Governance: policies, violations and drift

Rules, breaches and divergence as operational data with real lifecycles.

Policies as records

Six kinds (guardrail, tagging, security, cost, compliance, naming), three enforcement modes, a severity, an expression, an applies-to scope, an active flag and tags.

Violation lifecycle

Open, acknowledged, and then resolved or waived, with a message, JSON evidence, severity, detection and resolution timestamps, and a mandatory reason on any waiver.

Drift records

The exact attribute path with its expected and observed values and a severity, moving through detected, acknowledged, and remediated or ignored.

Queue filtering

Filter violations by policy, resource or status and drift by resource or status, so a governance team can work them down like a backlog.

Continuous evaluation engine planned

An evaluator that walks the inventory on a schedule and raises violations without being asked; today evaluation is triggered rather than continuous.

Block-mode enforcement planned

Enforcement modes are modelled, but actively preventing a non-compliant change at the moment it is made is not built.

Policy-as-code authoring and versioning planned

Authoring rules in a repository with review and version history, alongside scheduled compliance scans.

Operations and FinOps

Keeping the picture current, and putting spend on the same map.

Sync run lifecycle

Discovery, reconcile, cost ingest or full passes moving through queued, running, and succeeded, failed or cancelled, with timing, error capture and counters.

Cost record ingest

Amount, currency, service, period and a breakdown, attributed to a resource or a connection rather than to an account line.

Workspace cost summary

Spend rolled up by service across the workspace, optionally scoped to one connection.

Cost filtering

List and filter cost records by connection, resource or service, and sync runs by connection or status.

Scheduled recurring runs planned

Cron-style scheduling of recurring discovery and cost ingest; runs are triggered today rather than scheduled.

Budgets, anomaly detection and forecasting planned

Alerting on a period-over-period jump, projecting the month from the run rate, and rightsizing candidates ranked by impact.

Showback, chargeback and savings recommendations

planned

Allocation by team or tag and recommendations driven off the inventory.

Access, tenancy and security

The part that decides whether a security review says yes.

Workspace isolation on every operation

Every read filters by workspace and every update only succeeds when exactly one matching record belongs to the caller's workspace, so an identifier guessed from another tenant cannot be mutated.

Role-based access control at the edge

Every query and mutation carries an access rule enforced by the gateway before the request reaches the service; the service itself never validates tokens.

Six seeded product roles

Fabric owner, governance officer, fabric engineer, FinOps analyst, estate operator and read-only estate auditor, seeded into every workspace rather than assembled by hand.

Secret references, not secrets

A connection stores a reference to a secret held in a vault; credential-shaped values are encrypted at rest and redacted on every read path, including for an assistant or an agent.

Single sign-on

OIDC single sign-on for people, device-code sign-in for terminal and agent clients, and scoped API keys for automation.

Compliance evidence export and SIEM streaming planned

Packaged evidence exports and event streaming into a customer's own security tooling.

SOC 2 Type II and ISO 27001 certification in progress

Controls are designed against both frameworks and readiness work is under way; neither certificate is in hand today.

AI on the control plane

Genuinely early. Describe the ceiling as clearly as the capability.

In-app assistant in progress

Mounted across the control plane, carrying the signed-in user's identity through the same permissioned API, with credential redaction and per-turn token reporting.

Model Context Protocol server in progress

The estate exposed as tools to a customer's own AI client, signed in as the person rather than through a shared service key. Run from source today, with no published package and no tool-level confirmation on destructive operations.

Violation triage and remediation plans planned

Grouping findings by root cause, ranking by severity in resource context, and proposing an ordered remediation plan. Designed with a permanent recommend-only ceiling.

Plain-language policy authoring planned

Turning a sentence into a draft policy with an editable expression, previewed against the live inventory before it is saved.

Cost anomalies and rightsizing planned

Anomalies attributed to the resource rather than the service line, run-rate forecasting, and rightsizing candidates ranked against dependency impact.

Scheduled estate review planned

An overnight read-only sweep producing a ranked digest of degraded connections, failed runs, ageing drift and spend movement. It recommends and notifies; it never acts.

Platform services inherited

Capabilities AdapterCloud gets from the wider Burdenoff platform rather than rebuilding.

Multi-tenancy and billing

Subscriptions, published regional pricing, usage-based quotas, add-on capacity and invoicing, with dedicated tenancy available on Enterprise.

Workspace-wide tagging and file storage

One tag vocabulary shared across products, and durable storage for evidence and reports referenced rather than duplicated.

Developer portal

API tokens, OAuth applications and developer keys for programmatic access.

Notifications, activity timeline and comments in progress

Multi-channel notifications, a searchable action timeline and inline discussion threads exist at the platform level; wiring them to infrastructure events such as notify-on-violation is not done.

Workflow orchestration for remediation and approvals

planned

Multi-step approval and remediation flows across the estate.

Adapter marketplace and industry packs planned

An in-product marketplace for add-ons, adapter packs and community connectors.

10 Pricing & Plans

AdapterCloud is priced on the size of the estate under management, meaning discovered resources and active connections, not on how many people log in. Every tier including Free carries the full product surface; tiers differ by capacity, support and SLA rather than by hiding features. Four published regional bands set the normal price for a customer's verified billing market, so a lower band is market pricing rather than a discount. AI features use the customer's own AI provider key, so no model usage is resold inside the plan price.

PLAN	PRICE	WHO IT IS FOR	WHAT IS INCLUDED
Free	\$0 forever No card required	Evaluators, micro-businesses and a first environment	250 discovered resources; 2 connections; 2 admin or operator seats; 1 workspace, 1 concurrent discovery run; 5 governance policies; Community support plus one ticket a month, best-effort availability
Starter	\$99/mo or \$79/mo annual Band A list price; India example ₹3,999/mo or ₹3,199/mo annual	A single team or a small estate	2,500 discovered resources; 10 connections; 5 admin or operator seats; 3 concurrent discovery runs, 2,000 sync runs a month; 50 governance policies; Email support under 48 hours, best-effort availability
Growth	\$399/mo or \$319/mo annual Band A list price; India example ₹14,999/mo or ₹11,999/mo annual; 14-day trial	Scaling multi-cloud and hybrid platform teams	25,000 discovered resources; 50 connections; 15 admin or operator seats, 3 workspaces; 15 concurrent discovery runs, 20,000 sync runs a month; 250 governance policies; Priority support under 24 hours, 99.5% SLA
Business	\$999/mo or \$799/mo annual Band A list price; India example ₹39,999/mo or ₹31,999/mo annual	Established platform and FinOps functions	250,000 discovered resources; 250 connections; 50 admin or operator seats, 10 workspaces; Unlimited concurrent discovery runs under fair use; 1,000 pooled governance policies; Priority support under 8 hours, 99.9% SLA
Enterprise	From \$12/resource/mo list; \$9/resource/mo annual at 250+ Annual contract; Band D example from \$4/resource/mo equivalent	Large, regulated or multi-entity organisations and managed-service providers	Custom or unlimited resources, connections, seats and workspaces; Production single sign-on and SCIM provisioning; Compliance and audit exports, custom retention; Dedicated tenancy or self-hosting available; 99.95% or better SLA with dedicated support

Add-ons

ADD-ON	PRICE
Resource pack, 50 more discovered resources	\$39/mo
Resource pack, 250 more discovered resources	\$149/mo
Resource pack, 1,000 more discovered resources	\$499/mo
Discovery run pack, 5 more concurrent runs	\$29/mo
Policy evaluation pack, 5,000 more evaluations a month	\$29/mo
Governance seat pack, 100 more seats	\$49/mo
AI Pro	\$79/mo

ADD-ON	PRICE
Analytics Pro	\$99/mo
Audit Standard	\$39/mo
5 support hours	\$750 one-time

WHAT TO TELL A PROSPECT ABOUT PRICE

- Regional bands A to D are permanent market pricing set by the customer's verified billing address, not a coupon; India, for example, sits in Band D.
- Storage and API request quotas are shared across every Burdenoff product on the same account, so a customer already using another product gets a larger shared pool.
- Add-ons never unlock production single sign-on, SCIM, event streaming, data residency, self-hosting or a dedicated tenant; those remain Enterprise.
- Self-serve first purchases carry a 30-day money-back guarantee. Indian invoices add 18% GST on top of the listed rupee price.
- There is no SLA below Growth, and Enterprise SLAs are set in the order form rather than assumed.
- AI capabilities use the customer's own provider key, so their model spend is theirs and is not marked up in the plan.

11 Competitive Landscape

Seven named alternatives come up in these deals. Each one genuinely beats us somewhere; say so first, because a comparison where the other side never wins is the fastest way to lose a technical buyer.

ALTERNATIVE	WHAT IT IS	WHERE THEY ARE STRONG	WHERE WE WIN
HPE Morpheus	A mature hybrid-cloud provisioning and orchestration platform, strong in virtualised estates and backed by HPE's enterprise presence.	Self-service provisioning and blueprints are mature and ours are not built at all. If the buyer's core requirement is a catalogue that creates infrastructure, Morpheus should win that evaluation.	Inventory, governance and cost live in separate modules there and are views of one resource record here, and edge, IoT and SaaS are first-class classes of system rather than partial extensions. Time to a queryable inventory is days rather than a months-long implementation.
Flexera One	A long-established IT asset management, SaaS management and cloud FinOps suite with deep reference data, assembled over years from acquired products.	Software licence optimisation and audit defence are best in class, and their normalisation and reference data are far deeper than ours. We do not plan to enter that category.	One live, workspace-scoped resource graph instead of a system of insight normalised from external feeds, with cost and governance attached to the operational record. Published tiers and a free tier replace a custom module-based quote.
CloudHealth by Broadcom	A purpose-built multi-cloud FinOps platform with strong cost analytics, optimisation recommendations and budgeting.	Optimisation depth, budgeting and forecasting are all shipped there and are roadmap for us. A buyer whose only problem is squeezing a cloud bill should keep CloudHealth.	Cost sits on the same topology the platform team operates rather than in a detached tool, which removes the monthly reconciliation entirely. Our price does not rise with the customer's cloud spend, and on-premises, edge and SaaS resources are covered rather than ignored.
CloudBolt	A cloud management platform with multi-cloud governance, reusable blueprints, a self-service catalogue and features aimed at service providers.	Blueprint and provisioning catalogue depth is real and ours is roadmap, and their reseller and service-provider billing features are further along.	A single queryable graph rather than a modular stack joined by integration, so a tag change is visible to policy and cost at once. Typed dependency edges and first-class edge, IoT and SaaS modelling have no equivalent there.

ALTERNATIVE	WHAT IT IS	WHERE THEY ARE STRONG	WHERE WE WIN
ServiceNow ITAM	The enterprise standard for asset lifecycle, CMDB and IT service management workflow, embedded in most large organisations already.	ITSM workflow, asset lifecycle depth and enterprise credibility are unmatched, and in most accounts they are already installed. We feed them rather than replace them.	The CMDB is kept current by process and integration; our inventory is kept current by discovery and idempotent registration, so it converges in hours rather than through a multi-quarter population project. Cost, dependency depth and time to value all favour us.
HCP Terraform	The de facto infrastructure-as-code platform for provisioning, state management and plan-and-apply governance, with an enormous provider ecosystem.	Provisioning and state management are mature and we do not plan to build them. If the requirement is applying desired state, they win and should.	Terraform knows what it manages; we map what actually exists, including everything created by hand, by a legacy tool or inside a SaaS tenant. Topology, drift and cost are core records here rather than things living outside a state file.
Kubecost	The leading Kubernetes cost visibility and optimisation tool, with deep cluster-level allocation and an open-source edition.	Kubernetes cost allocation and cluster optimisation are far deeper than ours, and the free open-source path is genuinely strong for a Kubernetes-only team.	Kubernetes spend sits alongside cloud, on-premises, edge, IoT and SaaS on the same estate graph, with governance and drift applying to workloads and their cloud dependencies together. Keep Kubecost for cluster depth and use us as the layer above it.

THE POSITIONING LINE TO HOLD

AdapterCloud is not another dashboard sitting over your tools; it is the live record underneath them, where inventory, dependencies, governance and cost are views of one resource rather than four exports.

12 Why Us / Differentiators

If a partner remembers only a few sentences, make it these. Each is architectural, which is why a competitor cannot answer it by shipping a feature next quarter.

One resource record, four domains

Inventory, dependency edges, policy violations, drift records and cost lines all point at the same resource identity. There is no export, no matching and no nightly synchronisation between modules, which is exactly the work that makes an assembled tool stack expensive to own.

Topology is a data structure, not a picture

Dependencies are typed, directed, weighted edges stored as first-class data. That is what makes dependent-impact a computation over recorded facts rather than a rendering of a diagram someone drew, and it is why several cost-focused competitors have no cross-estate topology at all.

Ten classes of system as peers

Public cloud, private cloud, on-premises, edge, IoT, network, Kubernetes, data systems, SaaS and custom all carry the same inventory, governance and cost behaviour. Tools built for one domain treat the rest as extensions, which is how edge fleets and SaaS tenants end up back in a spreadsheet.

Governance findings behave like work, not like reports

Violations and drift records carry evidence, severity, owners, timestamps and validated state transitions, and a waiver demands a written reason. Compliance becomes a queue that is worked down continuously, and the audit trail is a by-product rather than a project.

Isolation that is structural rather than configured

Every read filters by workspace and every update only lands when exactly one record in the caller's workspace matches. An identifier guessed from another tenant cannot be mutated, which is a materially different claim from a permission setting somebody has to remember to switch on.

The product's own API is the integration API

There is no second-class automation surface bolted on beside the UI; the screens and the customer's integrations call the same GraphQL endpoint with scoped keys, and the naming is chosen so it composes into a larger enterprise graph without collisions.

Capability honesty as a published position

Shipped, in progress and planned are labelled on the public site, in the comparison pages and in the specifications. In a market where aspirational marketing is normal and heavy services are required to realise it, being checkable is itself a differentiator, and technical buyers notice.

13 Customer Proof & Credibility

There are no customer references to lean on yet, so credibility has to come from things a prospect can verify themselves in an afternoon: the depth of the model, the honesty of the capability labels, the security posture, and a free tier that lets them test the claim rather than take it.

THE PRODUCT IS USABLE ON THE FREE TIER TODAY

A prospect can sign up without a sales call, connect a cloud account or a cluster, run discovery and see their own resources appear. Nothing in this document needs to be believed on trust.

DEPTH OF THE UNDERLYING MODEL

Ten adapter kinds, five typed edge kinds, six policy kinds with three enforcement modes, five resource lifecycle states, four sync-run kinds and validated state machines on connection health, violations, drift and runs. That is a specified product, not a demo.

ISOLATION AND ACCESS CONTROL BY CONSTRUCTION

Every query and mutation is access-checked at the gateway before it reaches the service, every read is workspace-scoped, and an update only succeeds when the record belongs to the caller's workspace. Six product roles are seeded rather than assembled.

CREDENTIALS ARE STRUCTURALLY OUT OF REACH

Connections hold a reference to a secret in a vault rather than the secret itself, credential-shaped values are encrypted at rest, and every read path redacts them, including for the assistant and for external agents.

PUBLISHED, CHECKABLE CAPABILITY STATUS

The public comparison pages and use-case pages label each capability shipped, partial or roadmap, and name what the roadmap items do not do yet. A buyer can hold us to those labels during a trial.

A NAMED SECURITY AND CERTIFICATION PATH

Controls are designed against SOC 2 and ISO 27001 criteria with readiness work under way, data is hosted in India by default, a data processing agreement is available, and subprocessors are published.

ENTERPRISE COMMERCIAL GROUND ALREADY LAID

Published pricing in four regional bands, a data processing agreement, a security exhibit, a service level and support schedule, a public-sector addendum and a partner agreement all exist, so procurement does not stall on missing paperwork.

Be straight about this. AdapterCloud is an early, generally available product with no public reference customers, no published deployment numbers and no third-party certification in hand. SOC 2 Type II and ISO 27001 are targets on a roadmap, not certificates. Built-in discovery currently covers AWS cloud accounts and Kubernetes clusters, so other environments are populated through the API today. Continuous policy evaluation, block-mode enforcement, scheduled runs, budgets, forecasting and every AI reasoning capability are designed and not

built. What a prospect should weigh instead is the depth and coherence of the model, the fact that they can test it themselves on the free tier this week, the security and tenancy posture, and how straight we are about the gaps, because that is the honest predictor of what the next twelve months will look like.

14 Demo Information

A twelve to fifteen minute walkthrough that follows the estate the way an operator would: connect it, list it, map it, govern it, then cost it. Vignesh runs it live; a partner does not need to demo, only to set it up well by naming which of the five acts the prospect actually cares about.

HOW TO GET A DEMO

Book through the 1-1 link or introduce the prospect by email and we will schedule directly. Prospects who prefer to look first can sign up on the free tier without talking to anyone; a guided session works better when their estate is unusual or when security and finance are in the room.

Runs about 12 to 15 minutes for the walkthrough, 30 minutes booked to leave room for questions and a scoping conversation.

WHERE TO LOOK

- **Product website** — <https://adaptercloud.com>
- **Control plane sign-in** — <https://app.adaptercloud.com>
- **Use-case library** — <https://adaptercloud.com/use-cases>
- **Book a 30-minute session** — <https://calendly.com/vignesh-burdenoff/1-1>

The walkthrough, in order

1 The problem, before any screen

Most organisations past their first cloud account run a console per environment and an inventory nobody trusts. The expensive question is what we actually run and how it fits together.

2 Adapters and a connection

Each class of system is described once as an adapter, then pointed at a real target as a connection with a secret reference, a region and a monitored health state. New environments join by adding one, not by writing another integration.

3 The resource inventory

Everything discovered lands in one workspace inventory, keyed by the provider's own identifier, so running discovery again updates the record instead of duplicating it. Filter it by connection, type, region or lifecycle state.

4 The topology map

These are not drawings. Each edge is typed and directed, so we can show a resource's direct prerequisites and count what would be affected if it disappeared, computed over recorded facts.

5 Policies and the violation queue

The rule lives here, not in a wiki. Breaches open as violations with evidence and severity, and are acknowledged, resolved or waived with a reason on the record, so the audit trail builds itself.

6 The drift board

Drift names the exact attribute, what was expected and what was observed. It is a dated work item, not something you learn about during an incident.

7 The FinOps view

Spend is attributed to the same resources operations manages and summarised by service, so finance can trace a line item to a thing rather than filing a ticket.

8 The honest boundary

Here is what is not built: automatic continuous evaluation, blocking a bad change at the moment it happens, scheduled runs, budgets and forecasting, and every AI reasoning capability. Discovery is built in for cloud accounts and clusters; other systems come in over the API.

9 The close

One map for the whole estate: what you have, how it connects, what is out of policy, what drifted, and what it costs. If that is the picture your team has been missing, the free tier will tell you in an afternoon whether it fits.

15 Sales Talking Points

Eight lines worth having ready. Each one is short enough to say in a corridor and specific enough that a technical listener will believe it.

One resource record sits behind the inventory, the dependencies, the governance findings and the cost lines.

This is the whole architectural argument in a sentence, and it is the thing competitors assembled from acquired products structurally cannot answer.

Dependencies are typed data, so impact is arithmetic rather than an opinion.

Change risk is a pain every infrastructure team feels weekly, and most tools in this market answer it with a diagram nobody maintains.

Cost is attributed to the same resources the platform team operates.

It reframes FinOps from another dashboard into the removal of a monthly reconciliation, which is the part finance actually resents.

Priced by estate size, not per seat, so more people looking costs nothing extra.

It removes the usual internal argument about who gets a licence and quietly widens adoption inside the account.

A waiver will not save without a written reason.

One tiny concrete detail proves governance is a real lifecycle rather than a status field, and auditors respond to it immediately.

Connections hold a reference to a secret, never the secret, and reads are redacted.

Security reviews open with the credential question, and having a structural answer ready shortens that conversation from weeks to minutes.

There is a free tier with 250 discovered resources and no card required.

It converts an argument into an experiment, which is the fastest path for a sceptical platform lead who has heard single-pane promises before.

We publish what is shipped, what is partial and what is planned, on the public site.

In a category full of aspirational marketing, being checkable is a differentiator, and it is what stops a partner being caught out later.

These are the real ones, in the words prospects use. Answer the hard ones straight; a partner who concedes a limitation early keeps the room, and a partner who oversells loses the relationship as well as the deal.

"We have never heard of you. Who else is using this?"

Nobody you would recognise, and we will not pretend otherwise. There are no public reference customers yet. What we would offer instead is that you can test the claim yourself this week on the free tier with your own cloud account, and that our published capability labels tell you exactly what is and is not built, so nothing here relies on trusting a logo wall.

PROOF · Free tier with 250 discovered resources, no card required, and shipped-versus-planned labels published on the public site and the comparison pages.

"We already have a cost tool and a CMDB. Why add a third thing?"

Because the third thing is what you already pay engineers to do by hand: keeping those two agreeing. Your CMDB is maintained by process and your cost tool knows the bill, and the reconciliation between them is the recurring work. AdapterCloud holds one resource record that both views hang off, and it exports into what you already own rather than asking you to rip it out.

PROOF · Cost records, violations, drift records and topology edges all reference the same resource identity, so there is no matching step between them.

"Why would we not just build this ourselves? We have the API access."

Most teams do start there, and the honest answer is that the first version takes a fortnight and the maintenance never ends. What is expensive is not calling a provider API; it is idempotent registration, a typed dependency model, validated lifecycles, tenant isolation and access control on every operation, and keeping all of it working across providers. Teams we talk to have an in-house script that has quietly grown past the point anyone wants to own it.

PROOF · Ten adapter kinds, five typed edge kinds, validated state machines on connections, violations, drift and runs, and workspace-scoped enforcement on every read and write.

"Can it actually discover our estate, or do we have to feed it?"

Both, and I would rather be precise. Built-in discovery runs today for AWS cloud accounts and Kubernetes clusters: it authenticates, discovers, upserts resources and their edges, and sets the connection's health from the real result. Other environments are registered through the API or an external worker for now, and packaged collectors for the remaining providers are the next roadmap item. If your estate is mostly Azure today, that matters and we should scope it.

PROOF · Published known limitations name the discovery coverage explicitly rather than burying it.

"It cannot provision or change anything, so it is read-only."

Correct, and deliberately so for now. AdapterCloud is the record and the governance layer, not the thing that mutates your infrastructure; provisioning is on the roadmap and is not built. If a self-service catalogue is your core requirement, another tool should win that evaluation. If knowing what you have, what depends on it and what it costs is the gap, this is the product for that gap.

PROOF · Provisioning is publicly labelled roadmap on the site, and the comparison pages concede catalogue depth to Morpheus and CloudBolt by name.

"Nine hundred and ninety-nine dollars a month is a lot for visibility."

Compare it to what the visibility currently costs. Most teams pay for it in days of reconciliation a month, plus at least two tools whose overlap they maintain. It is also priced on estate size rather than seats, so the finance analyst and the auditor cost nothing to add, and there is a free tier and a ninety-nine dollar tier below that. In lower purchasing-power markets there are published regional bands, so the Indian price is set separately rather than converted.

PROOF · Published tiers from zero upward, no seat charges inside a tier, and four permanent regional pricing bands.

"Our security team will not approve giving a startup credentials to our cloud accounts."

That is the right instinct, and the design anticipates it. A connection stores a reference to a secret held in a vault, not the secret itself; credential-shaped values are encrypted at rest and redacted on every read path, including for the assistant and for external agents. Access control is enforced before a request reaches the service, and every workspace read and write is isolated structurally. Start read-only on one non-critical account and let the security team watch what it actually does.

PROOF · Secret references rather than stored credentials, redaction on all read paths, and access rules enforced at the gateway on every operation.

"You do not have SOC 2 or ISO 27001, and our procurement requires it."

We do not, and I will not imply otherwise. Controls are designed against both frameworks and the readiness work is under way, but neither certificate is in hand. What exists today is a data processing agreement, a security exhibit, a published subprocessor list, and India-hosted data by default with residency options on Enterprise. If a certificate is a hard gate before any pilot, we are early for you and it is better we both know now.

PROOF · Published certification roadmap with named target windows, plus an available data processing agreement and security exhibit.

"What happens if you go under? All our estate data is in there."

Fair, and worth answering concretely rather than reassuringly. Everything in AdapterCloud is reachable through the same API the product uses, with scoped keys, so your inventory, topology, governance history and cost records are exportable at any point rather than trapped behind a UI. Enterprise agreements can include dedicated tenancy or self-hosting. And you are not being asked to move your source of provisioning; the systems that create your infrastructure stay where they are.

PROOF · One API for the product and for integrations, plus dedicated tenancy and self-hosting available under Enterprise terms.

"You are a small company. What support do we actually get?"

We are small, which cuts both ways and I would rather say which. Support is tiered publicly: community on Free, email under forty-eight hours on Starter, under twenty-four on Growth, under eight on Business, and a dedicated arrangement on Enterprise, with SLAs from Growth upward. What you also get is direct access to the people who built it, which is worth more than a queue position early in a product's life.

PROOF · Published support tiers and SLAs by plan, and support-hour packs available as add-ons.

"The AI features look like the interesting part, but are they real?"

Partly, and this is exactly where I will be most careful. The in-app assistant and the agent tool surface exist and carry your identity and permissions rather than a shared key. The reasoning layer, meaning violation triage, plain-language policy authoring, cost anomaly detection and the overnight review, is designed and ticketed and not built. Buy AdapterCloud for the estate model; treat the AI as direction, and hold us to the published status.

PROOF · The public AI page labels each capability shipped, partial or roadmap, and states that no reasoning resolver exists in the service today.

"Our data cannot leave the EU."

Then we need to have the residency conversation before anything else, because the default hosting is in India. Residency options sit under Enterprise agreements rather than in the self-serve tiers, so this becomes a scoped commercial discussion rather than a sign-up. Tell me the requirement precisely and we will say plainly whether we can meet it now or not.

PROOF · Data residency is listed as an Enterprise option in published pricing policy, and the default hosting region is stated openly.

17 Discovery / Qualification Questions

Ask these in a normal conversation rather than as a script. What you are listening for is whether the estate is genuinely fragmented and whether somebody is already paying, in time or money, for the gap.

ASK THIS

LISTEN FOR

How many separate environments do you operate, counting clouds, data centres, clusters, edge sites and the SaaS tenants you actually administer?

Two or more clouds, or one cloud plus real on-premises or edge, is the qualifying shape. A single account with a handful of resources is not a deal.

If I asked you today what you run in a given region, where would you go to find out, and how confident would you be in the answer?

A spreadsheet, a wiki page, or 'I would ask three people'. Hesitation here is the strongest single signal in the conversation.

When someone proposes a change, how do you work out what it will affect?

A diagram from last year, tribal knowledge, or a change board that approves on optimism. Any of these means dependency blindness is costing them already.

Who owns cost attribution, and how long does month-end take them?

Days of manual reconciliation, an ongoing dispute with business units, or a named FinOps person who cannot trace a line item without asking the platform team.

Where do your infrastructure policies live right now, and how do you know they are being followed?

A wiki, a spreadsheet of exceptions, or a quarterly audit. If the answer is a policy-as-code tool already in place, the fit is narrower and worth probing.

When was the last time a configuration changed without anyone noticing, and how did you find out?

An incident, an audit finding, or a bill. Everyone has this story; how recent it is tells you how urgent the pain feels.

Which tools do you currently pay for that each hold their own copy of your estate?

An asset tool, a CMDB, a cost tool and a security posture tool. Count them, because the overlap is the budget conversation.

How many people would want to look at this picture, and how many licences would that be today?

A number much larger than their current seat count. Estate-based pricing lands hardest where seat cost is currently rationing access.

What has to be true before a new tool can touch your cloud credentials?

A security review, a certification requirement, or a residency constraint. Find the hard gates now rather than at week six.

Is anyone on the team building an internal inventory or dependency tool right now?

An in-house script somebody maintains reluctantly. That person is your champion and your fastest route to a technical evaluation.

If this worked, what would you personally stop doing next month?

A specific recurring task with hours attached. If they cannot name one, the pain is theoretical and the deal will stall.

Who would need to sign this off, and has a tool like this been evaluated here before?

A previous CMDB or single-pane project that failed. Knowing why it failed tells you exactly which objection to answer first.

18 How to Identify a Good Opportunity

Use these to decide fast whether to spend your time. The green list is where AdapterCloud lands well, the amber list is workable with scoping, and the red list is where a good partner walks away and keeps their credibility.

STRONG SIGNAL – PURSUE

- Two or more clouds, or one cloud plus a real on-premises, edge or Kubernetes footprint
- Somebody has recently been asked what the company runs and could not answer quickly
- A named FinOps or cloud finance owner who spends days a month reconciling spend against inventory
- An audit, certification or customer security review coming up that needs evidence they currently assemble by hand
- An in-house inventory or dependency script that has outgrown the person maintaining it
- A managed-service provider or multi-entity group that has hit a tooling ceiling on how many estates it can run

Introduce us straight away.

WORTH A CONVERSATION

- Heavy Azure or GCP estate with little AWS or Kubernetes, so built-in discovery coverage needs scoping before any promise
- A CMDB or asset programme already in flight, which makes this a feeder rather than a replacement and lengthens the cycle
- Strong interest driven mainly by the AI capabilities, which are early and must be positioned as direction
- A prospect who needs deep cost optimisation as well as attribution, where we complement rather than replace their existing tool
- Data residency outside India, which is an Enterprise conversation rather than a self-serve sign-up
- Budget owned somewhere other than the person feeling the pain, which is workable but needs a second champion

Qualify further before an introduction.

POOR FIT – DO NOT CHASE

- A single cloud account and a small estate one person already holds in their head
- The actual requirement is provisioning or a self-service catalogue, which we do not do today
- The requirement is software licence optimisation or audit defence, a category we do not plan to enter
- A completed SOC 2 Type II or ISO 27001 certificate is a hard gate before any pilot can start
- They want an infrastructure-as-code replacement, where their existing tool should stay and we only complement it
- No named owner for inventory, cost or governance, which means nobody will drive the evaluation past week two

Politely park it; suggest another product if one fits.

THE ONE-QUESTION TEST

Ask: if I needed a complete, current list of everything you run and what each thing depends on, where would you get it and how long would that take? If the answer involves more than one console, a spreadsheet or a person's memory, there is a real opportunity here; if they can point at one system that already has it, there probably is not.

19 How to Introduce Us

Keep the introduction short and about their problem, not our architecture. You are handing over a conversation, not closing a deal, and the fastest introductions name one specific pain the prospect has already said out loud.

IN CONVERSATION

"Say something like: you know that thing where nobody can say exactly what you run across all your clouds and what it costs? There is a product called AdapterCloud that puts all of it into one live map, with the dependencies, the policy breaches and the spend hanging off the same records. There is a free tier so you can test it on one account this week. I know the founder, Vignesh; shall I introduce you?"

EMAIL — SUBJECT: ONE MAP FOR YOUR WHOLE INFRASTRUCTURE ESTATE

Hi [Name],

You mentioned [the specific pain: month-end cost attribution / not knowing what depends on what / the audit evidence scramble]. I think this is worth twenty minutes of your time.

AdapterCloud pulls every environment you run — clouds, clusters, on-premises, edge, SaaS — into one live inventory, records the dependencies between resources as a real graph, and attaches your policy breaches, configuration drift and spend to the same records. So a cost line resolves to a thing, and a change review can see what it would affect.

It is early and they are straight about what is and is not built. There is a free tier, so you can test it against one account without a sales conversation.

I have copied in Vignesh (vignesh@burdenoff.com, +91-7358445777), who founded it. He can walk you through it in half an hour: <https://calendly.com/vignesh-burdenoff/1-1>

Best,
[Your name]

SHORT MESSAGE / LINKEDIN

Saw your post about [multi-cloud sprawl / cost attribution / the CMDB problem]. Worth a look at AdapterCloud: it maps every environment you run into one live inventory with the dependencies, policy breaches and spend attached to the same records, and there is a free tier to test it. Happy to introduce you to the founder if it is relevant.

WARM THREE-WAY INTRODUCTION

Hi [Name], meet Vignesh, who founded AdapterCloud. [Name] runs platform for [Company] across [their environments] and is dealing with [the pain]. Vignesh, [Name] would want to see the inventory and topology first rather than the roadmap. I will leave you both to it.

Please do not: Do not claim customers, deployment numbers or savings percentages; there are none and a technical buyer will check; Do not describe it as provisioning, orchestration or an infrastructure-as-code replacement, because it is none of those and the conversation dies the moment that is discovered; Do not present the AI capabilities as live beyond the assistant and the agent tool surface; the reasoning layer is designed and not built; Do not promise certifications, residency options or block-mode enforcement without checking; those are roadmap or Enterprise-scoped; Do not negotiate price, discounts or contract terms; route those to us with the deal registration

20 Lead Handoff Process

The handoff is deliberately light. Register the opportunity before we engage, tell us what you already know, and we take the commercial conversation from there while keeping you informed.

1 Register the opportunity first

Email vignesh@burdenoff.com with the company, the contact and a one-line reason it is a fit. Registration is what starts commission eligibility, and an approved registration is protected for 90 days with one possible extension while there is active progress.

2 Make the introduction

Either copy us into an email to the prospect or book the 1-1 call directly at <https://calendly.com/vignesh-burdenoff/1-1>. A warm introduction converts far better than a forwarded link.

3 Hand over what you already know

The estate shape, the pain they described in their own words, who else is in the buying group, and any hard gates such as certification or residency requirements. This is the part that saves a whole discovery call.

4 Stay in the room if you want to

Consulting and implementation partners often join the first call. If you would rather step back after the introduction, say so and we will keep you updated by email instead.

5 We confirm scope and quote

We run discovery, propose a plan or an Enterprise scope, and control final pricing, discounting and contract terms. You will see the quote before it goes out where you are the registered partner.

6 Get paid on collected revenue

Commission is calculated on collected net subscription revenue and paid 15 days after the revenue is realised, once settlement, refund and tax checks clear.

SEND US THIS – IT IS ALL WE NEED

- Company name, website and rough headcount
- The contact's name, role and email, and whether they know the introduction is coming
- How many environments they run and which ones, since discovery coverage varies by provider
- The specific pain they described, in their words rather than summarised
- Whether inventory, cost or governance is the entry point, so we open on the right thing
- Any hard gates: certification requirements, data residency, procurement process or an incumbent contract renewal date
- Anyone else in the buying group and who holds the budget
- Your partner type, so the deal is registered against the right commission programme

WHAT HAPPENS NEXT, AND WHEN

We acknowledge a registration the same working day and confirm whether it is approved or already in active pipeline within two working days. Introductions are contacted within one working day. You get a short update after each meaningful step rather than having to chase.

Deal registration: Registration must happen before commission eligibility starts, and it is not retroactive. An approved registration is protected for 90 days, with one 90-day extension available where there is active progress. If we already had an active opportunity with that account, there is no commission unless the partner adds a new buying centre or materially expands the scope. Where two partners claim the same account, the first approved registration with real contribution normally takes priority and any split needs written approval.

21 Partner / Referral Commercials

Partners are paid on collected net subscription revenue rather than list price, so the number follows what the customer actually paid in their region after taxes, refunds, credits and pass-through costs are excluded. Rates rise with contribution: an introduction pays least, an implementation delivery pays most, and an approved reseller owns the margin instead. Everything starts with registering the opportunity.

PROGRAMME	YOUR ROLE	FIRST-YEAR	RENEWAL / ADD-ONS
Referral Partner	Registered introduction, no sales ownership	10% of first-year collected net software subscription	0% unless separately approved · 3% on first-year collected net add-ons, capped at \$10,000
DevOps Consulting Partner	Introduction plus evaluation and advisory support	12% of first-year collected net software subscription	0 to 3% where active in the success plan · 3% on first-year collected net add-ons, capped at \$15,000
Implementation Partner	Introduction plus rollout, migration, integration or training delivery	15% of first-year collected net software subscription	3 to 5% where active in the renewal success plan · 5% on first-year collected net add-ons, capped at \$25,000
Authorised Reseller	Approved resale and first-line commercial ownership in a territory or account	Up to 15% reseller margin on the approved quote	Up to 8% where the account stays active and supported · Up to 5% on dedicated tenancy or managed services, only where approved
Managed service or strategic partner	Operating AdapterCloud for end customers, or including it by name in a bundled offering	Custom wholesale or managed-service terms	Custom · Custom

THE RULES THAT MATTER

- Register before commission eligibility starts; registration is never retroactive and an approved one is protected for 90 days with one possible extension.
- Commission is calculated on collected net revenue in the customer's own billing band, so a Band D customer pays a lower regional price and the payout follows it. Regional pricing does not reduce eligibility by itself; extra discounts and credits do.
- Big-deal incentives add 1% above \$100,000 capped at \$2,500, 2% above \$250,000 capped at \$7,500, and 3% above \$500,000 capped at \$25,000 in first-year net subscription, where the deal was registered early and approved before signature.
- Dedicated tenancy, self-hosting, air-gapped packages, premium support and managed services carry lower partner economics and require quote approval.
- Marketplace take-rate and content publisher revenue are not partner-commissionable; they follow a separate publisher programme.
- Partner and affiliate rewards do not stack. A customer belongs to one commercial programme unless a written exception is approved.
- AdapterCloud approves every quote and controls final pricing, discounting and contract terms. Resellers may not quote before written authorisation.
- Nothing is commissionable on taxes, refunds, chargebacks, credits, customer-owned cloud spend or the customer's own AI provider costs.

GETTING PAID

Commission is paid on collected net revenue, 15 days after the revenue is realised and once settlement, refund, cancellation, fraud, tax and payout-document checks have cleared. Multi-year contracts pay as cash is collected rather than on total contract value unless separately agreed. Refunds and chargebacks are reversed or deducted from a future payout. Partners handle their own invoicing and tax compliance, and we withhold and report where the law requires it. Payout currency follows the partner agreement.

These are the standard AdapterCloud partner programme terms and are provided for guidance. The terms that actually bind are those in the signed partner agreement and in the quote issued to the customer for that specific deal. Rates, caps and eligibility can be adjusted at quote approval, particularly on discounted, dedicated-tenancy or managed-service deals.

22 Contact Information

YOUR CONTACT

Vignesh T.V.
vignesh@burdenoff.com
+91-7358445777

BOOK A 1-1 CALL

<https://calendly.com/vignesh-burdenoff/1-1>

Use this for anything — qualification, pricing, a joint call with your prospect, or a live demo.

EVERY BURDENOFF PRODUCT

<https://burdenoff.com/products>

If AdapterCloud is not the right fit, the answer may well be on that page.

WHICH CHANNEL FOR WHAT

- **A live opportunity** — email with the handoff details in section 20, and copy the phone number in if it is time-sensitive.
- **A question you cannot answer** — book the 1-1 call; it is usually faster than email.
- **A prospect who wants to meet us** — send them the calendly link directly, or ask for a joint call.

23 Useful Links & Sales Assets

ASSET	WHERE	WHAT IT IS FOR
AdapterCloud website	https://adaptercloud.com	Positioning, pricing, comparison pages and the use-case library. Start here.

ASSET	WHERE	WHAT IT IS FOR
Sign in or sign up	https://app.adaptercloud.com	The control plane itself. The free tier needs no card and no sales call.
Documentation	https://docs.adaptercloud.com	Product guides, API reference and integration tutorials. Still being filled out.
Use-case library	https://adaptercloud.com/use-cases	Twelve-plus scenarios by persona, each labelled shipped, partial or roadmap.
Comparison pages	https://adaptercloud.com/vs	Side-by-side against Morpheus, Flexera, CloudHealth, CloudBolt, ServiceNow, HCP Terraform and Kubecost, with the concessions stated.
AI status page	https://adaptercloud.com/ai	The honest matrix of which AI capabilities exist and which are designed. Read it before discussing AI with a prospect.
Security	https://adaptercloud.com/security	Encryption, access control, tenancy, hosting and the certification position. Useful to send ahead of a security review.
Ecosystem	https://adaptercloud.com/ecosystem	Desktop, command-line, SDK and agent surfaces, with their real availability status.
Book a 30-minute call with Vignesh	https://calendly.com/vignesh-burdenoff/1-1	The fastest handoff. Vignesh T.V., vignesh@burdenoff.com, +91-7358445777.
All Burdenoff products	https://burdenoff.com/products	The wider product family, in case a prospect's need sits next door to this one.

WHAT YOU CAN SHARE, AND WITH WHOM

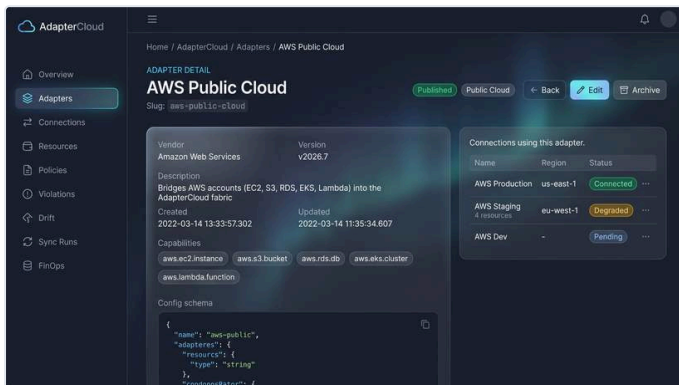
- Share freely: anything published on adaptercloud.com, including positioning, the use-case library, pricing pages, comparison pages, the AI status page and the security page.
- For prospects only, not public posts: this playbook, the cheat sheet, the objection responses and the opportunity-signal lists. They are written for you, not for a website.
- Needs our sign-off before use: any written comparison, benchmark or capability claim that is not already published on our site, and anything carrying the AdapterCloud name in your own marketing, including logo use and co-branded material.
- Never share: pricing that differs from the published tiers, any discount, any commission figure, and anything that implies existing customers, deployments or results, because there are none to imply.
- Always attribute status accurately. If you repeat a capability, repeat its label too: shipped, in progress or planned. Being caught overstating one item discredits the whole document.

24 Product Mockups — Complete Visual Appendix

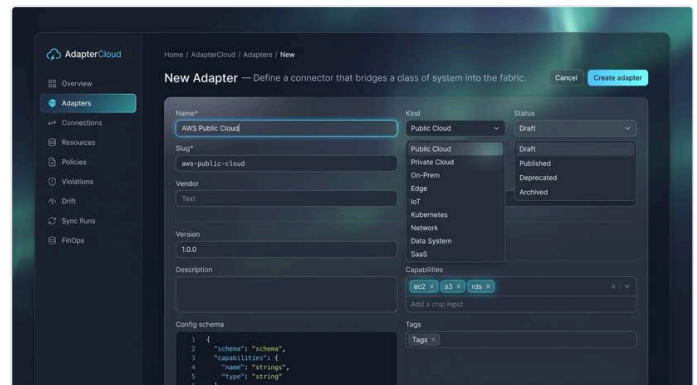
35 SCREENS

Every screen in the AdapterCloud design set — 35 in total, none omitted. Use these to show a prospect what the product looks like before a live demo.

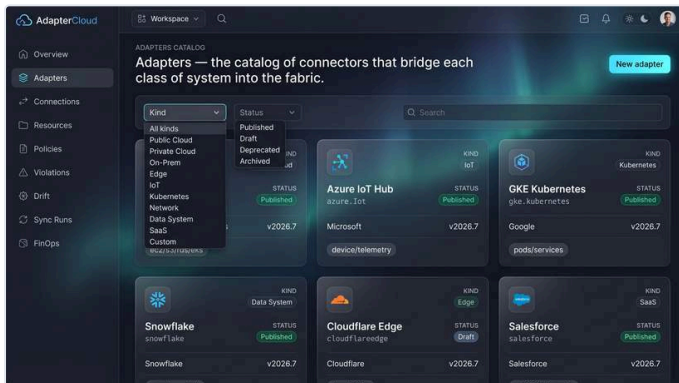
PRODUCT SCREENS • 30 SCREENS



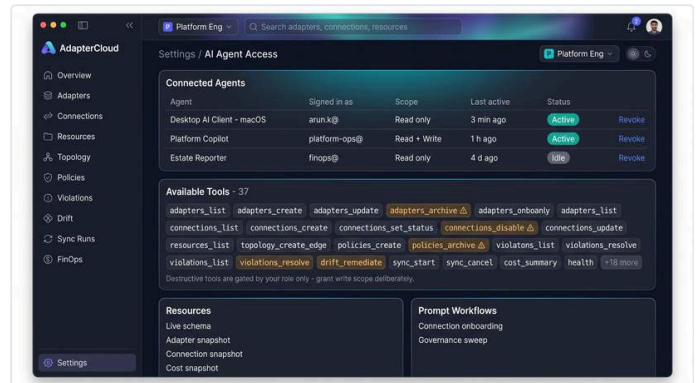
001 Adaptercloud Adapter Detail



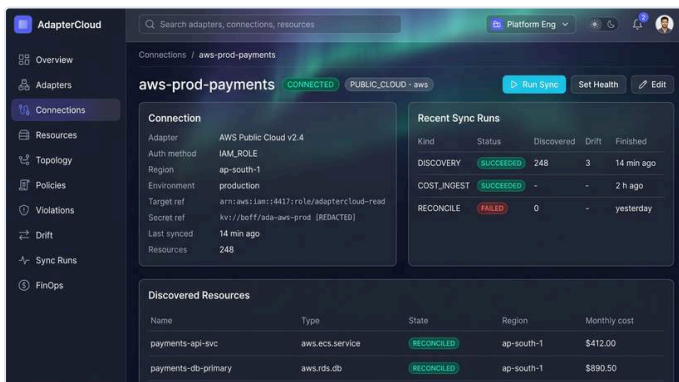
002 Adaptercloud Adapter Form



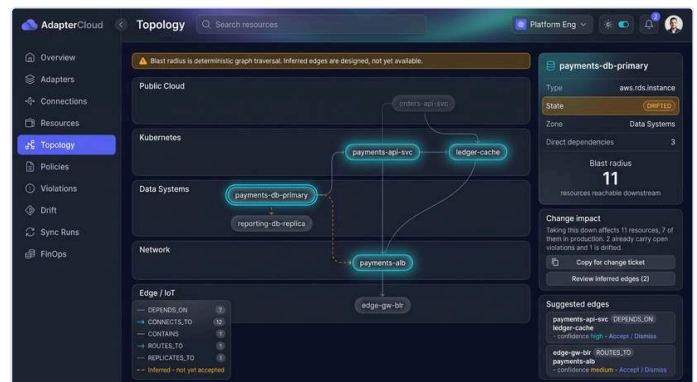
003 Adaptercloud Adapters



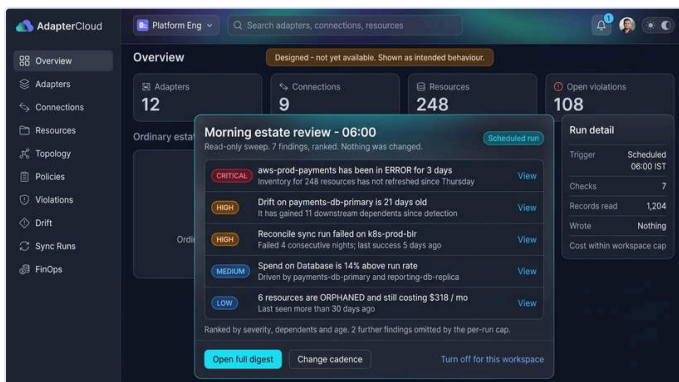
004 Adaptercloud AI Agent Access



005 Adaptercloud AI Assistant



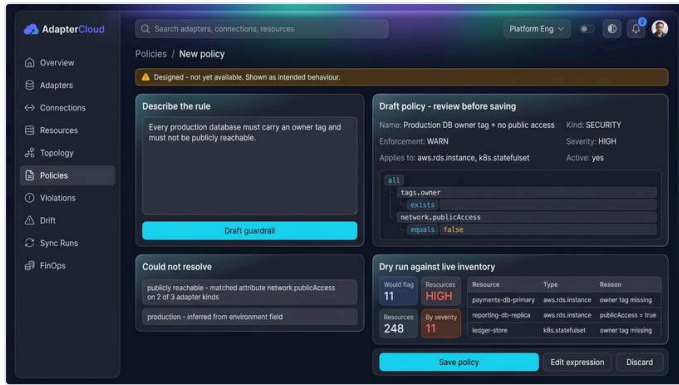
006 Adaptercloud AI Blast Radius



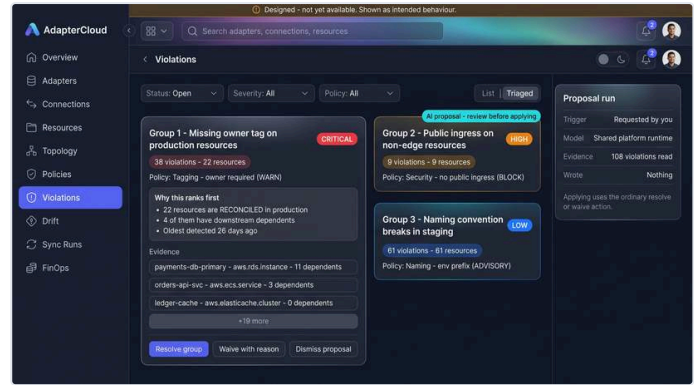
007 Adaptercloud AI Estate Digest



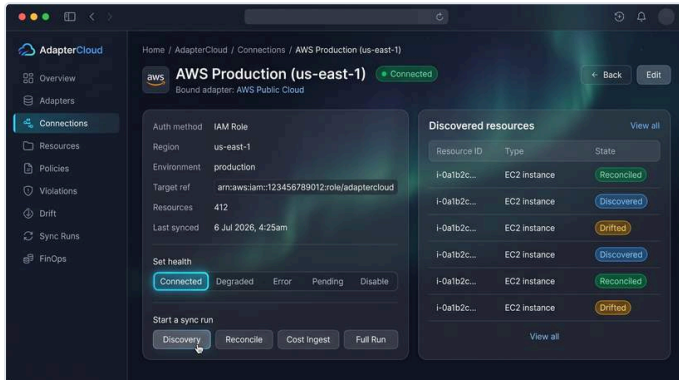
008 Adaptercloud AI FinOps Anomalies



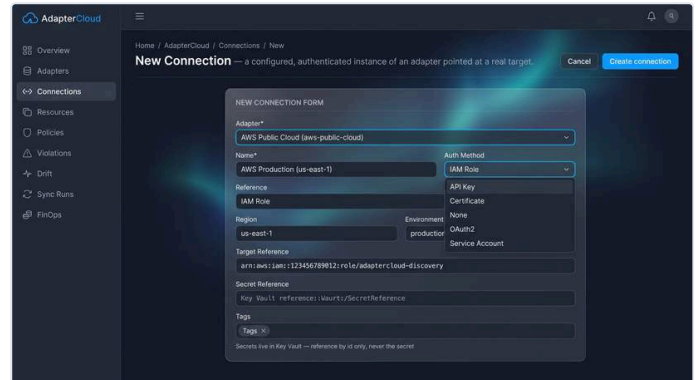
009 Adaptercloud AI Policy Authoring



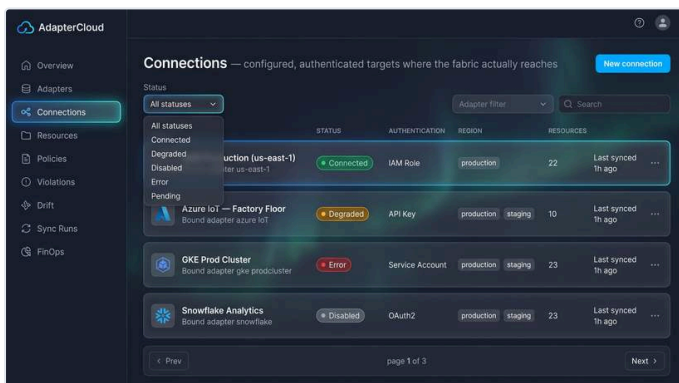
010 Adaptercloud AI Violation Triage



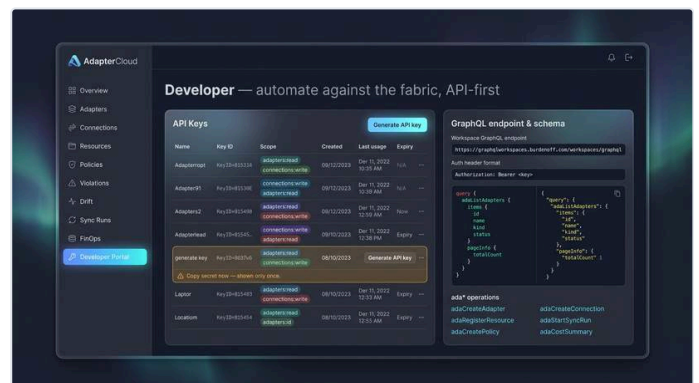
011 Adaptercloud Connection Detail



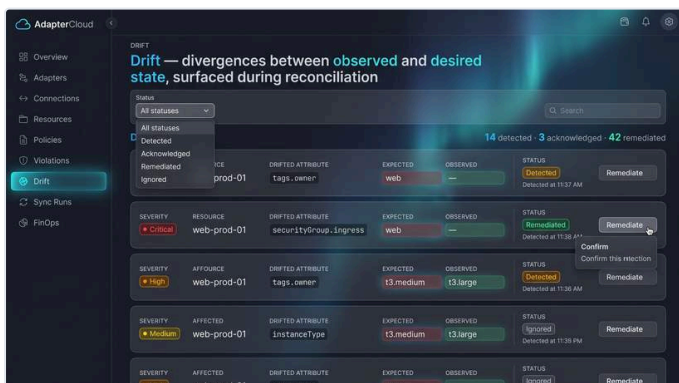
012 Adaptercloud Connection Form



013 Adaptercloud Connections



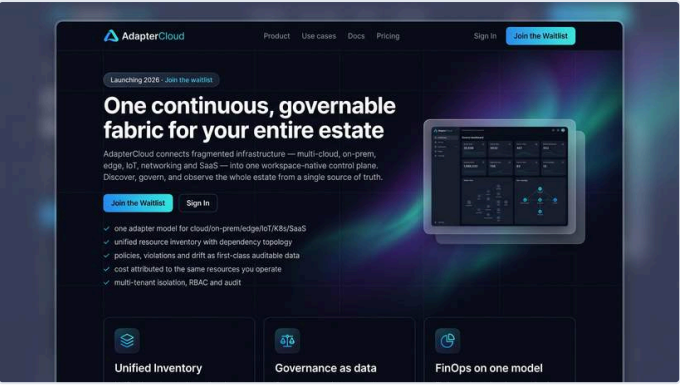
014 Adaptercloud Developer API



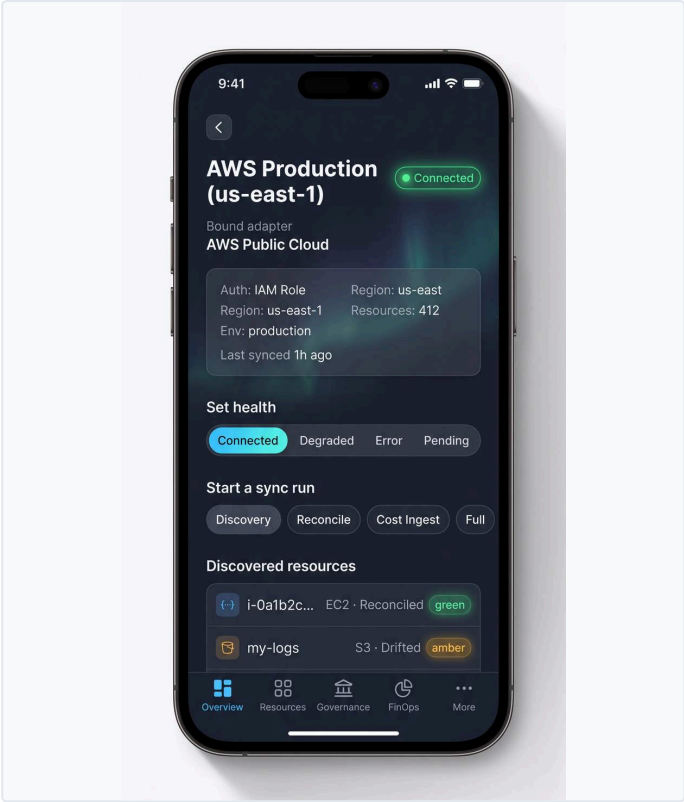
015 Adaptercloud Drift



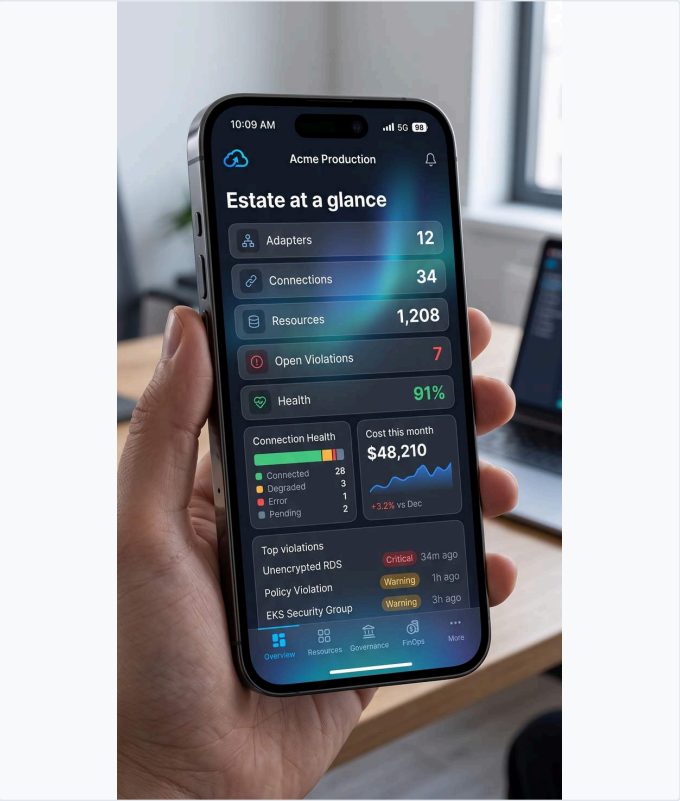
016 Adaptercloud FinOps



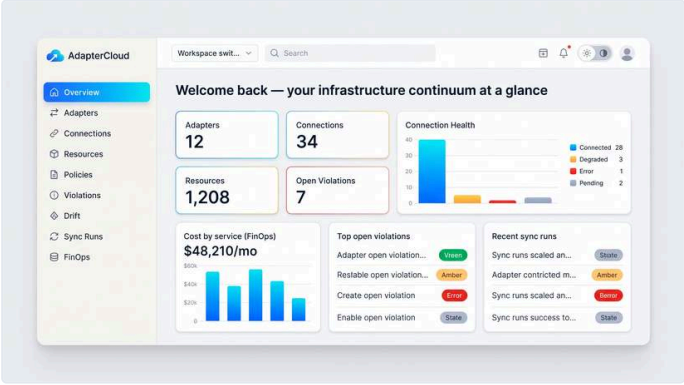
017 Adaptercloud Login Landing



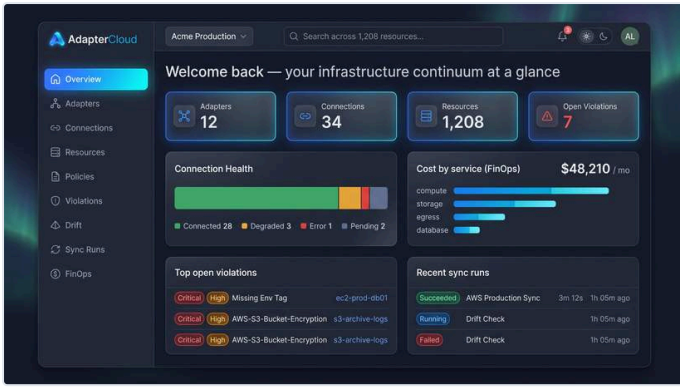
018 Adaptercloud Mobile Connection



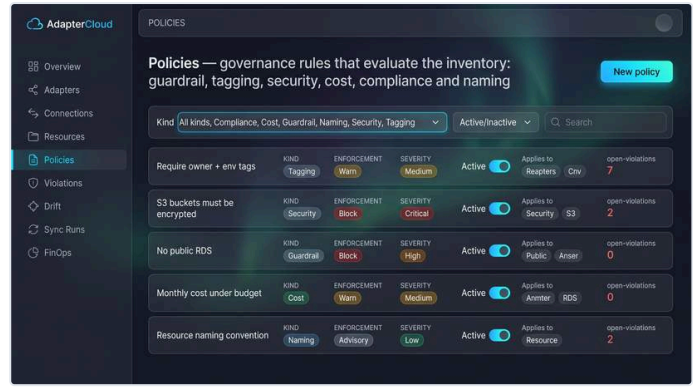
019 Adaptercloud Mobile Overview



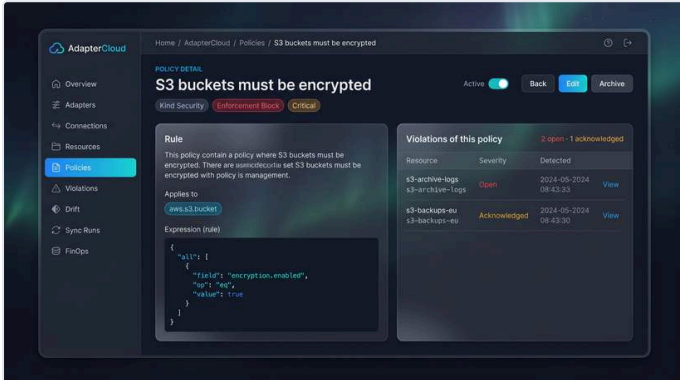
020 Adaptercloud Overview Light



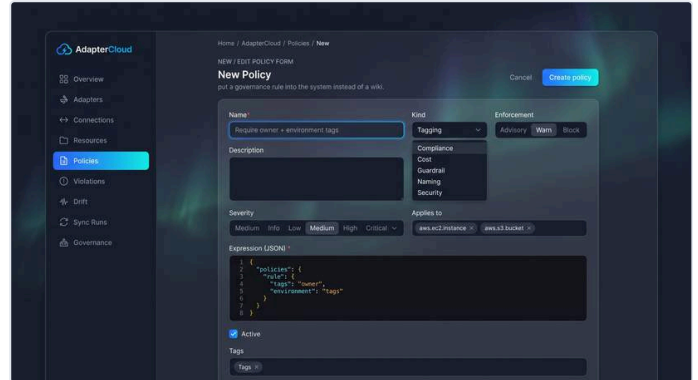
021 Adaptercloud Overview



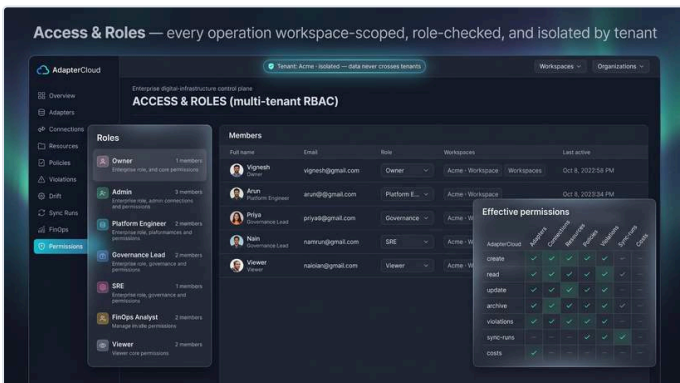
022 Adaptercloud Policies



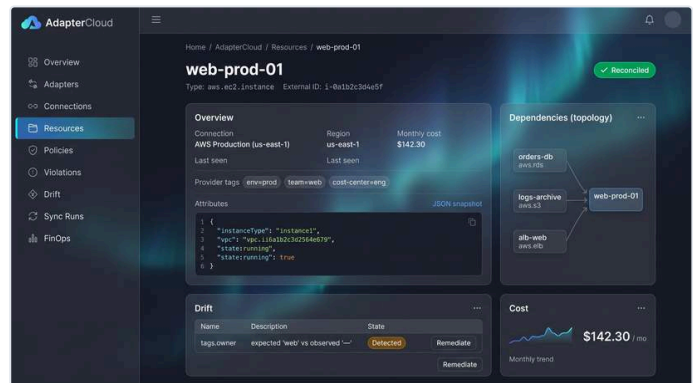
023 Adaptercloud Policy Detail



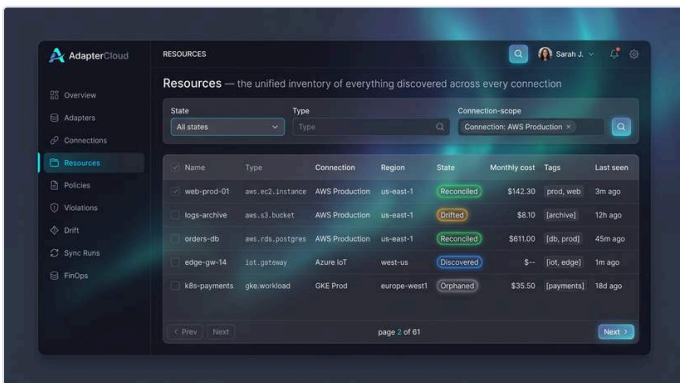
024 Adaptercloud Policy Form



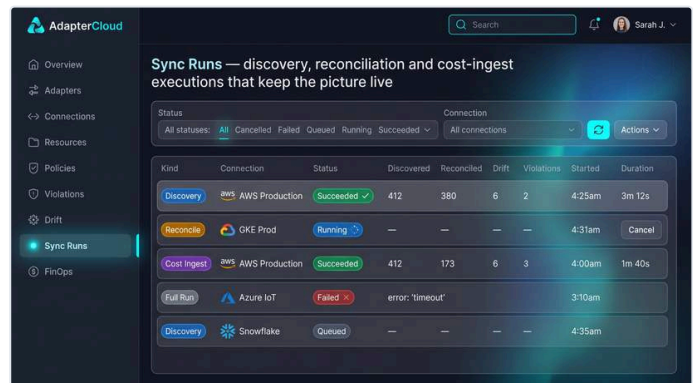
025 Adaptercloud RBAC Access



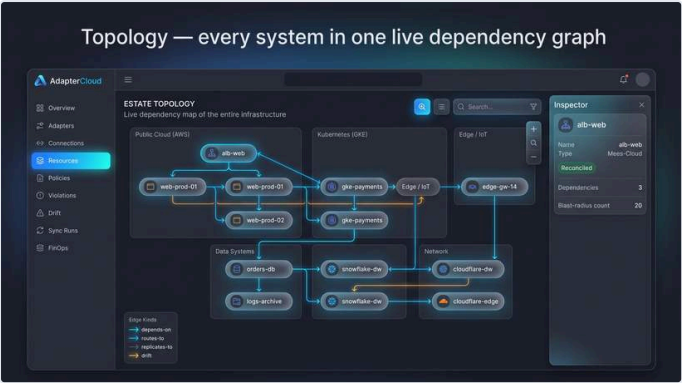
026 Adaptercloud Resource Detail



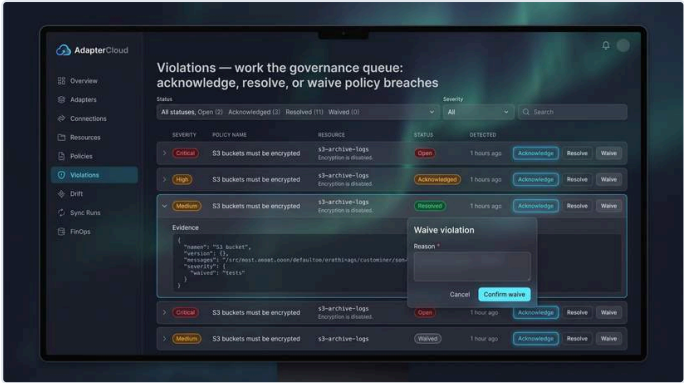
027 Adaptercloud Resources



028 Adaptercloud Sync Runs



029 Adaptercloud Topology



030 Adaptercloud Violations

AUTOMOTIVE MOBILITY • 1 SCREENS



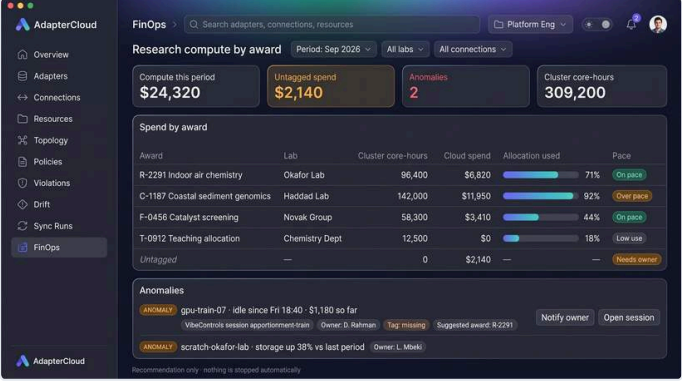
031 Telematics Unit Firmware Compliance 1 Device Policy Compliance

IT CLOUD • 1 SCREENS

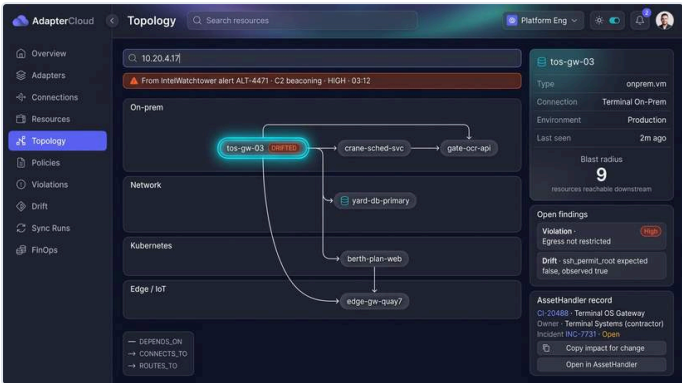


032 Cloud Showback And Chargeback 1 Showback By Cost Center

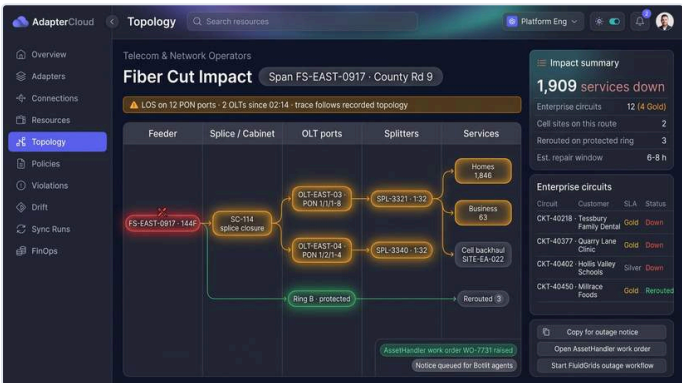
SCIENCE RESEARCH • 1 SCREENS



033 Research Compute Spend By Grant 1 Compute Spend By Award



034 Soc Alert Asset Blast Radius 1 Alert Lookup With Blast



035 Fiber Cut Impact And Circuit Trace 1 Fiber Cut Impact Trace



Found someone who needs AdapterCloud?

You do not have to sell AdapterCloud. Spot a team that runs more than one environment and cannot say what they have or what it costs, make the introduction, and we take it from there. Send the account, the estate shape and the pain in one message and you will hear back the same working day.

EMAIL OR CALL

Vignesh T.V.
vignesh@burdenoff.com
+91-7358445777

BOOK A 1-1 WITH VIGNESH

<https://calendly.com/vignesh-burdenoff/1-1>

ALL BURDENOFF PRODUCTS

<https://burdenoff.com/products>



Burdenoff Consultancy Services Pvt. Ltd. · AdapterCloud is available at adaptercloud.com.

This playbook is confidential and intended for Burdenoff partners. Figures, plans and capabilities are current at the date of issue and may change; final commercial terms are those set out in your partner agreement and in the quote issued to the customer.