

**PARTNER GUIDE**

How MSPs Monetize DCIM with AI

PlutoVault — CID DCIM · Operated by Redline Analytics LLC

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How MSPs Monetize DCIM with AI

A practical playbook for adding recurring revenue with PlutoVault

Data center infrastructure management is one of the stickiest services an MSP can offer — once a client's racks, power, and IP space live in your system, you are embedded in their operations. The challenge has always been the tooling: legacy DCIM is heavy to deploy, single-tenant, and expensive to white-label. PlutoVault removes that friction so DCIM becomes a high-margin, recurring line in your offering.

1. The opportunity

Colocation providers, edge operators, and hybrid enterprises all need infrastructure visibility they rarely have in-house. They want one place to see rack elevations, power draw, capacity headroom, and IP allocations — and increasingly they expect to *ask* questions instead of digging through spreadsheets. That expectation is your opening: bundle DCIM + an AI operator into your managed service and charge for the outcome, not the seats.

2. Three ways to package it

- ****Bundled (recommended).**** Fold DCIM into your existing managed-infrastructure tier. The client sees one invoice from you; you earn the 15% PlutoVault commission on top of your service fee. Highest perceived value, lowest churn.
- ****Add-on module.**** Sell "Infrastructure Intelligence" as an optional line item. Easy upsell into your existing base; the AI operator is the hook.
- ****Standalone referral.**** For clients who only need DCIM, refer them directly. PlutoVault bills them; you collect the recurring commission with zero delivery overhead.

3. Pricing your wrapper

PlutoVault's list plans (Nano \$35, Starter \$79, Pro \$299, Enterprise from \$1,832/mo) are your floor, not your ceiling. Most MSPs wrap DCIM in a managed-services fee — monitoring response, change management, quarterly capacity reviews — and price the bundle on value. The 15% referral commission stacks on top of whatever you charge for that wrapper.

4. Leading with the AI operator

The fastest way to differentiate is the AI operator. In a demo, ask it: **"Which racks are over 80% power capacity?"** or **"What changed in row 4 this week?"** and let the plain-English answer land. That moment reframes DCIM from a database into an assistant — and justifies a premium.

5. Onboarding clients fast

Because every client tenant provisions in about four minutes with full isolation and white-label branding, you can stand up a prospect's environment live on a call — a powerful way to close in the room.

6. Clearing security review

Enterprise and colo clients will ask about security. Point them at the live Trust Center: 27 automated SOC 2 controls, SSO, encryption, and audit logging, with downloadable evidence under NDA. Deals that used to stall in procurement clear in days.

7. The compounding math

The program rewards scale. At 5 active clients you add a 3% rebate; at 10, 5%; at 20+, 8%, all on top of the base 15%. A partner with 20 Pro clients earns 23% of roughly \$6,000 MRR — **~\$1,380/month, recurring** — for referrals they made once.

Get started

Apply at **app.plutovault.cloud/partners**. Approval is quick — usually within two business days. Questions: partners@redlineanalytics.net.