

Economic Analysis: PluralFusion Partnership Model

Projected 3-Year TCO: Retail Vendor vs. PluralFusion Infrastructure

39%+
3-YEAR TOTAL COST SAVINGS

Most retail health tech solutions bundle costs into device pricing and apply opaque recurring fees later. This "black box" makes long-term margins difficult to predict. This analysis provides a transparent breakdown for a deployment of **5,000 devices**.

Total Cost of Ownership (TCO) Comparison (5000 units)

Expense Category	Retail Vendor	PluralFusion	Savings
Year 1: Setup & Hardware	\$355,000	\$198,000	\$157,000 (44%+)
Hardware (5,000 units) ¹	\$350,000	\$125,000	
Technical Setup & Onboarding	\$5,000	\$25,000	
Bluetooth Certification ²	N/A	\$10,000	
Platform Access & Branded App ³	Bundled	\$38,000	
Year 2: OpEx	\$60,000	\$45,000	\$15,000 (25%+)
Platform Access & Updates	\$60,000	\$45,000	
Year 3: OpEx	\$60,000	\$45,000	\$15,000 (25%+)
Platform Access & Updates	\$60,000	\$45,000	
3-YEAR GRAND TOTAL	\$475,000	\$288,000	\$187,000 (39%+)

Strategic Insights & Analysis

¹ Volume Incentives: PluralFusion pricing is built for infrastructure scale. Hardware costs per unit decrease as fleet volume increases, unlike retail models with fixed margins. Savings are often higher than shown here.

² Manufacturer of Record: Bluetooth certification makes your company the manufacturer of record. You truly own the brand identity. Retail vendors retain these certifications to keep you locked into their ecosystem.

³ Software Decoupling: Building a custom app to match PluralFusion functionality would cost approx. **\$75,000 + \$20,000/year** maintenance. Our model includes the white-labeled app, absorbing those costs into the partnership.

Data Sovereignty: Beyond financial savings, you maintain 100% data ownership. We never monetize your patient biometrics or clinical insights.