

# Exalate Plans & Pricing

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This is documentation for the new Exalate console (formerly SyncRoom) - Version 2.7.0

Exalate's pricing is built around a simple idea: **you pay for what matters** – the work items you keep in sync. Whether you're connecting Jira to ServiceNow, GitHub to Azure DevOps, or any combination of systems, our pricing scales with the actual outcome, not arbitrary user counts or per-transaction usage.

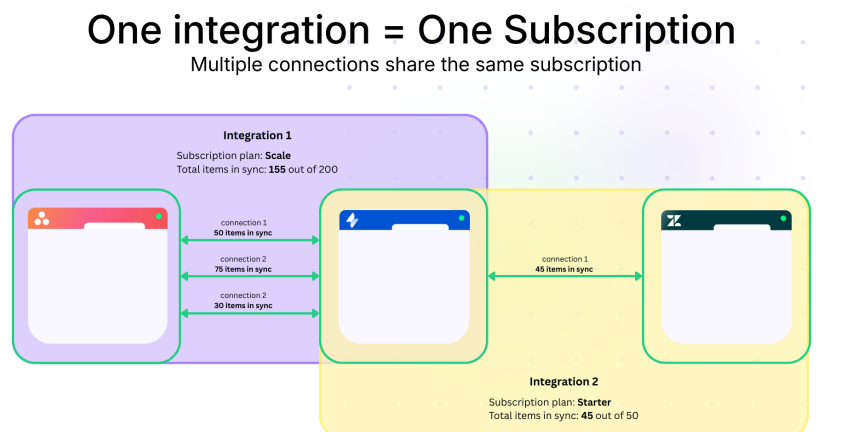
We've designed our plans to grow with you. Start with a lightweight integration, prove the value, then expand as your synchronization needs evolve. No complicated procurement processes for your initial setup, and transparent pricing so you always know what you'll pay next month.

What our model is not:

- ❑ **Usage-based** (pay per transaction/API call) because it creates unpredictable bills and punishes you for using real-time sync.
- ❑ **Volume-based** (pay per total items synced over time) because it penalizes long-term use and historical data.
- ❑ **User-based** (pay per seat or overall number of users in your platform) because it's simply not fair.

Our model is:

- ❑ **Outcome-based** (pay for active items **currently** in sync) because it's predictable, fair, and scales with actual business value.



## What's an "active item in sync"?

An active item in sync is a work entity – like a Jira issue, ServiceNow incident, GitHub issue, Azure DevOps work item, Zendesk ticket, or Salesforce case – that Exalate keeps synchronized between systems. The entire item syncs: fields, comments, attachments, and updates flow automatically in both directions.

For example, suppose you have 50 Jira work items actively syncing with ServiceNow right now. In that case, that's 50 active items (both Jira & ServiceNow, so it's basically 50 sync pairs), regardless of how many fields you chose to include in the sync rules or how many updates happen to those items. You can divide your active items in sync among multiple connections (different sync logic for the same unique pair of systems, e.g., you have an integration between Jira & ServiceNow, but different connections for Support to Development escalations and IT to Development).

We count **active sync pairs at any given time**, not cumulative transactions or historical volume. This means that you won't get a new 50 credits to have more items in sync.

What an active item in sync is NOT:

- ❑ Item in the connection that has been deactivated or deleted
- ❑ Item that was unlinked (desynchronized)

By default, resolved items (in state "Done", "Resolved", "Live", etc.) **remain in sync**. This way, we ensure communication continuity in cases when comments are being added or when the issues are being reopened.

However, you can choose to add to your sync rules that if an item reaches a final stage, it's automatically unlinked. Keep in mind that if you set this logic, you need to manually relink the two items.

## Trial Period

During your trial, you can test an integration between any connectors with up to 500 items in sync for 30 days (*starting from the moment when the integration is created*).

**The trial is completely free - no credit card required.** You can test Exalate with connectors from any plan to see how it works for your team.

You start a trial every time you have a new, unique pair of systems that you want to integrate.

Suppose you already have an integration running between Jira & Zendesk. You choose the Starter Plan. Now you also need to integrate your Jira (the same one from Jira & Zendesk integration) with Azure DevOps. This means that you can start a new trial period for this permutation, and after that, you can choose to either purchase the same plan - Starter - or maybe this new integration is higher profile, and you expect more items in sync, so you choose - Scale Plan. Your total would be \$365 per month for these 2 integrations (if you chose an annual plan).

Each integration starts billing when you activate it, so if you add integrations on different days, they'll have different billing dates.

Basically, for every new integration, you can choose a plan that works for this specific business need.

**Common use cases:**

- Proof of concept for a specific integration
- Testing synchronization rules before rolling out company-wide
- Evaluating Exalate against other integration solutions

## Choosing a Plan: Which Plan Is Right for Me?

Starter	Scale	Professional	Enterprise
<b>Best for:</b> Small teams with straightforward synchronization needs	<b>Best for:</b> Growing teams with moderate synchronization volume	<b>Best for:</b> Organizations needing enterprise systems	<b>Best for:</b> Large-scale deployments with custom requirements
50 entities in sync per integration.	200 entities in sync per integration.	Custom number of items in sync based on your needs.	Unlimited entities in sync with boosted processing.
Perfect for single-team use cases where you're connecting common cloud systems like Jira Cloud, Azure DevOps, Zendesk, Freshdesk, GitHub, Freshservice, or Asana.	Same connector support as Starter, but with added capabilities: bulk operations for managing many items at once, and standard support when you need help.	Includes everything in Scale, plus access to on-premise & enterprise systems (ADO Server, Salesforce, ServiceNow).	Full access to all connectors, including custom connector development if you need systems we don't yet support.
<b>Common use cases</b>	<b>Common use cases</b>	<b>Common use cases</b>	<b>Common use cases</b>

<ul style="list-style-type: none"> <li>• Support team syncing customer issues from Zendesk to Jira</li> <li>• Development team keeping GitHub issues aligned with Jira</li> <li>• Small product team connecting Azure DevOps work items to Jira</li> <li>• Single department pilot before broader rollout</li> </ul>	<ul style="list-style-type: none"> <li>• Cross-functional teams syncing between multiple projects</li> <li>• Medium-sized product teams with ongoing development work</li> <li>• Support organizations handling moderate ticket volumes</li> <li>• Companies expanding from a successful Starter deployment</li> </ul>	<ul style="list-style-type: none"> <li>• Enterprises with ServiceNow or Salesforce integrations</li> <li>• Organizations running on-premise systems alongside cloud tools</li> <li>• Companies requiring sandbox environments for testing</li> <li>• Teams needing data residency control for compliance</li> <li>• Organizations wanting priority access to new connectors</li> </ul>	<ul style="list-style-type: none"> <li>• Multi-national organizations with complex sync requirements across many systems</li> <li>• Companies needing custom connectors for proprietary tools</li> <li>• Enterprises requiring dedicated support and SLAs</li> <li>• Organizations with specific compliance or data governance needs</li> <li>• Large-scale synchronization (thousands of entities across multiple integrations)</li> </ul>
<b>What this means in practice</b>	<b>What this means in practice</b>	<b>What this means in practice</b>	<b>What this means in practice</b>
If you're syncing 45 active support tickets from Zendesk to Jira Cloud, Starter covers your needs. When you hit 51 entities, you'll naturally upgrade to Scale.	You're managing 150 active feature requests synchronized between Jira and Azure DevOps, or maintaining 180 ongoing support tickets that flow between ServiceNow and Jira.	You're on ServiceNow, and it needs to sync incidents with Jira, or you require a dedicated sandbox environment to test configuration changes before production deployment.	You're synchronizing 3,000+ work items across Jira, ServiceNow, and Salesforce, or you need to connect a proprietary internal system that requires custom development.

## What Do You Get?









First and foremost, please keep in mind that **each integration is billed separately**. If you connect Jira to ServiceNow (Integration 1) and Jira to GitHub (Integration 2), you'll select a plan for each integration based on its specific entity volume.













**Why separate billing per integration?** Because it's fairer to you. Your Jira-to-GitHub integration might only need 30 entities in sync (Starter plan), while your Jira-to-Zendesk integration handles 180 entities (Scale plan). Why should you pay Scale pricing for both when one integration is much lighter? Separate billing means you only pay for the capacity each specific integration actually needs – not bundled pricing that forces you to overpay for smaller use cases.

In case of a cross-company use case (where the integration is between 2 different organizations), only the account that initiated the integration can purchase an Exalate Subscription.











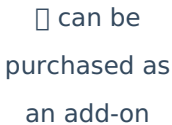

	Description	Starter	Scale	Pro	Enterprise
Number of <b>active items in sync</b>	An active item in sync is a work entity – like a Jira issue, ServiceNow incident, GitHub issue, Azure DevOps work item, Zendesk ticket, or Salesforce case – that Exalate keeps synchronized between systems.	up to 50	up to 200	custom	unlimited

<b>Supported connectors</b>	Supported connectors are the systems and platforms that Exalate can connect and synchronize. Each connector enables bidirectional data flow between that system and others – for example, the Jira Cloud connector lets you sync Jira with ServiceNow, GitHub, Zendesk, or any other supported system.	Jira Cloud Azure DevOps Cloud Zendesk Freshdesk Github Freshservice Asana	Jira Cloud Azure DevOps Cloud Zendesk Freshdesk Github Freshservice Asana	All connectors from Scale +  Azure DevOps Server Salesforce ServiceNow	All connectors from Pro & new connector development (as an optional add-on)
<b>Real-time bidirectional sync</b>	Changes flow in both directions automatically. Update a Jira issue, and the connected ServiceNow incident reflects that change. Update the ServiceNow incident, and Jira updates accordingly. No manual intervention required.	☐	☐	☐	☐

<b>Scripting Engine</b>	<p>The scripting engine provides unlimited flexibility for controlling synchronization behavior. Instead of being limited to pre-configured field mappings, you write sync rules that define exactly how data transforms between systems. Handle complex scenarios like conditional synchronization, custom field sync, workflow automation, and business logic - with robust control that adapts to your exact requirements.</p>				
<b>Unlimited transactions, connections &amp; triggers</b>	<p>Set up as many sync rules, field mappings, and automation triggers as you need. There's no artificial limit on how sophisticated your synchronization logic can be - only on the number of entities being kept in sync.</p>				

<b>Aida AI</b>	AI assistance for scripting & troubleshooting: leverage AI-powered capabilities to streamline configuration, implement field mappings, and optimize sync rules. Reduces setup time and helps less technical users configure complex integrations.				
<b>Side-by-side view</b>	View script rules, active queues & errors for both sides of your connection simultaneously from the Connection Details page.				
<b>TestRun</b>	TestRun lets you test sync configurations safely before production deployment. Create draft scripts, preview how data transforms, and compare replicas – all without creating actual entities in connected systems. Validate first, synchronize confidently.				



<b>Script Versionning</b>	Script versioning automatically creates a new version every time you publish changes to your sync configuration. Work on draft versions without affecting live synchronization, maintain a complete change history, and roll back to any previous version if needed. This traceable history lets you safely experiment with configurations and quickly recover from mistakes.				
<b>Bulk operations</b>	Sync, link & unlink multiple items simultaneously – essential when you need to update synchronization settings across dozens or hundreds of entities, or when initially migrating historical data.				
<b>Sandbox environments</b>	Test configuration changes, new sync rules, or connector updates in an isolated environment before deploying to production.				

<b>Processing capacity</b>	All plans include unlimited transactions – you're never throttled based on how frequently items change, only on how many items are in active sync.	24.7 – 38.8 seconds processing speed & up to 1 GB of storage for synced files	24.7 – 38.8 seconds processing speed & up to 1 GB of storage for synced files	24.7 – 38.8 seconds processing speed & up to 1 GB of storage for synced files  ☐ optional booster add-on	11.4 – 16.9 seconds processing speed & up to 10 GB of storage for synced files  ☐ optional booster add-on
<b>Data residency options</b>	Control where your data is stored and processed – essential for compliance with GDPR, data sovereignty requirements, or internal governance policies.	☐	☐	☐	☐
<b>Exalate Community</b>	Access our <a href="#">community</a> , documentation, Aida (an AI companion that helps you with planning & implementing integrations with Exalate), and peer-to-peer support regardless of which plan you're on.	☐	☐	☐	☐

<b>Standard support</b>	Direct access to Exalate's support team via the <a href="#">Support Portal</a> with standard response times. Critical for troubleshooting complex sync scenarios.	☐ Support included	☐ Standard SLA	☐ Standard SLA	☐ Priority SLA
<b>Priority support</b>	Faster response times, dedicated support channels & escalation paths for critical issues. When sync downtime directly impacts business operations, priority support ensures rapid resolution.	☐	☐	☐ can be purchased as an add-on	☐
<b>Billing flexibility</b>	Negotiate legal terms (i.e., DPA, EULA, T&C changes), consolidate billing across multiple integrations, or set up invoice-based payment instead of credit card billing. Simplifies procurement for large enterprises.	☐	☐	☐	☐
<b>Payment Methods</b>		Credit card via Stripe	Credit card via Stripe	Credit card or invoice (annual only)	Invoice, wire transfer, or credit card with custom terms

		\$100 per month (monthly subscription)	\$325 per month (monthly subscription)	Starting at \$500 per month (annual subscription)	Contact our sales team to get your enterprise quote.
<b>Price</b>		\$85 per month (annual subscription)	\$280 per month (annual subscription)	Contact our sales team to get your custom quote.	

## Plan Changes

- **Upgrades:** You can upgrade from Starter to Scale yourself anytime through your account settings. For upgrades to Pro or Enterprise plans, contact our sales team (at [business@exalate.com](mailto:business@exalate.com)) – these tiers include custom configurations and add-ons that require consultation. Upgrades take effect immediately – pay the prorated difference for the current billing period.
- **Downgrades:** You can downgrade from Scale to Starter yourself through account settings. The change takes effect at your next renewal date (not immediately) to keep billing simple and avoid mid-cycle refunds. For downgrades from Pro or Enterprise plans, reach out to our team.
- **Cancellation:** Cancelling your subscription is straightforward. Starter and Scale can be cancelled anytime in account settings. Pro and Enterprise plans require contacting our team.

**You keep what you paid for:** When you cancel a self-service plan, you don't lose access immediately. Your subscription remains fully active – syncing continues normally – until the end of your current billing period. After your paid period expires, synchronization stops for that integration—items no longer sync between systems, and billing ends. You keep access to the Exalate console and can even configure new connections, but nothing will sync until you reactivate your subscription. No prorated refunds, but no wasted days either.

## Approaching sync item limits

You will receive alerts when approaching 80% and 100% of your entity limit.

When you reach your plan's entity limit, Exalate does not automatically upgrade you to the next tier.

Instead:

- New synchronization requests are blocked – you can't add new items to sync
- You receive notifications that you've reached capacity

- Existing synchronized items continue updating normally
- Exalate never automatically downgrades your plan when the number of active items in sync decreases – you stay on your current tier until you choose to change.

## FAQs

**How do I calculate how many issues under sync I will have before purchasing?** - The best way to determine your sync needs is to start a free 30-day trial and test with your team. This gives you real data based on your actual workflow.

As a reference point, most of our customers keep around 200 active items in sync at any time. However, your number may vary depending on your team's processes and integration setup.

**Can I have a refund?** - Refunds aren't available for subscription plans. Once an integration is set up, we've already invested in deploying your synchronization infrastructure and providing the support needed to get you running. If things aren't working out as expected, please reach out at [business@exalate.com](mailto:business@exalate.com). We want to help – whether that means troubleshooting your current setup, discussing a plan change for your next billing cycle, or finding another way to make this work for you.

**How can I switch from an Exalate Classic subscription to the new subscription model?** - Just email us at [business@exalate.com](mailto:business@exalate.com), and we'll help you figure out which plan fits your synchronization needs best. We'll look at your current setup and recommend the right tier – whether that's Starter, Scale, Pro, or Enterprise.

**If I still have a valid license for Exalate Classic, can I switch to the new console already? Do I have to pay extra?** - You can switch at any time, using your current Exalate Classic license – no extra payment needed during your current license period if you don't expand the scope of your integration. Before your renewal date, our team will contact you to help you transition to the new subscription model. However, if you're ramping up a new integration using the new console, you have to start a new trial and choose a plan after it runs out.

**If I still have a valid license from Atlassian Marketplace, can I switch to the new console?** You can switch to the new console with your current Exalate license; however, if you want to shift to the new subscription right away, please reach out to our team at [business@exalate.com](mailto:business@exalate.com).

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