

Business case — Bespoke applications

Case: replacing a media monitoring platform with a press monitoring tool built for the client

1. At a glance

A Swiss watch brand pays for a market media monitoring platform ("Platform M") for a narrow use: a weekly press review and tracking a handful of target journalists. nuclai proposes to replace this subscription with an application built for that use.

CHF 40,212

saved over 3 years

-63%

total cost over 3 years

≈ 4 months

payback period

Over three years, the application costs **CHF 23,580**, against **CHF 63,792** for Platform M. The result holds as long as the replaced licence exceeds **CHF 7,860 a year**. Below that threshold, nuclai recommends keeping the existing software.

2. Option A — the market platform

Platform M does not publish prices: pricing is by quote. The reference used is the median of contracts observed by Vendr, a software purchasing service.

Reference	Amount
Platform M annual median (126 purchases, February 2026)	USD 25,800
Exchange rate (Fed H.10, 18.09.2026)	0.8242 CHF / USD
Annual cost used	CHF 21,264
Observed range (min. – max.)	CHF 4,430 to 46,974

Assumption: the licence includes access to press content. No press subscription is added to Option A.

3. Option B — the nuclai application

Setup — paid once, in the first year

Item	Amount
Diagnostic & specification scoping (4 h × CHF 180)	CHF 720
Application & AI development (20 h × CHF 180)	CHF 3,600
Handover and PR team training (4 h × CHF 180)	CHF 720
Total setup	CHF 5,040

Running costs — every year

Item	Annual amount
Swiss press subscriptions (direct access to the titles)	CHF 3,000
AI engine (12 × CHF 85)	CHF 1,020
Technical support and maintenance (12 × CHF 180)	CHF 2,160
Total running costs	CHF 6,180

4. Three-year comparison

	Option A — platform	Option B — nuclai	Difference
Year 1	CHF 21,264	CHF 11,220	CHF 10,044
Year 2	CHF 21,264	CHF 6,180	CHF 15,084
Year 3	CHF 21,264	CHF 6,180	CHF 15,084
Total 3 years	CHF 63,792	CHF 23,580	CHF 40,212

- The application is cheaper **from the first year**, setup included.
- Payback: the platform costs CHF 1,772 a month, the application CHF 515. The CHF 5,040 setup is covered after **about 4 months**.
- Total cost reduction over 3 years: **63%**.

5. Threshold and sensitivity

Over three years, the application costs CHF 23,580. It therefore pays off as soon as the replaced licence exceeds **CHF 7,860 a year** (about USD 9,540).

Replaced licence	Cost of A over 3 years	Difference in favour of B
Platform M low end — CHF 4,430	CHF 13,290	– CHF 10,290
Threshold — CHF 7,860	CHF 23,580	CHF 0
Platform M median — CHF 21,264	CHF 63,792	CHF 40,212
High end — CHF 46,974	CHF 140,922	CHF 117,342

With a small monitoring contract, the application does not pay off. That is what the diagnostic is for: it checks the actual licence cost before anything is built.

6. What the application covers, and what it doesn't

Covered

- Weekly press review, every Monday at 8 am, across five watch-industry, specialist and French-speaking Swiss titles.
- For each article: summary, tone and level of competitive threat to the brand.
- Tracking of four target journalists: have they published, and does their angle depart from their measured profile?
- Sensitive articles cross-checked by a second AI model; delivered as a draft email, never sent automatically.

No longer needed

- Global multichannel coverage, dashboards, journalist database, multiple user seats.

Not covered — an accepted limit in this case

- German-language Swiss press and regional French-language press. For full national coverage, a market platform remains the better fit.

7. Study data

- **AI engine.** Claude, Pro subscription at CHF 85 a month. Gemini, Pro subscription at CHF 3 a month (used for benchmarking and prompt optimisation).
- **Diagnostic price.** This business case prices the diagnostic at CHF 720 (4 hours of analysis). This may vary with each company's needs and specific solutions.
- **Press subscriptions.** CHF 3,000 a year for all titles: the study average, to be set case by case.
- **Platform M reference.** A median of observed contracts, not a list price.
- **Client internal time.** Not costed in either option (proofreading the review, sending the email). It is comparable across both options.

Sources

- Vendr, Meltwater — median USD 25,800, range USD 5,375 to 56,993, 126 purchases, February 2026: vendr.com/marketplace/
- Meltwater, "How Much Does Media Monitoring Cost?" — pricing by quote: meltwater.com/en/blog/media-monitoring-cost
- Federal Reserve, H.10 of 21.09.2026 — CHF 0.8242 per USD 1 on 18.09.2026: federalreserve.gov/releases/h10/current
- Option B costs: application developed by Sofia Mestre, 25.07.2026.
- How the monitoring works: process documentation, v1.0 (12.08.2026), and press review of 07.09.2026.