

Orb Releases Report on AI ROI Ahead of Web Summit

Report details the economic realities behind AI's profitability challenge and the path forward.

[SAN FRANCISCO, November 10, 2025] – Orb, the Revenue Design platform behind leading SaaS and GenAI companies like Perplexity, Replit, and Glean, published its latest report, “How to Drive ROI With AI: The New Playbook for Tech and Services Companies.” The release comes as Orb joins the global community at Web Summit 2025, where AI adoption and monetization strategies are top of mind for technology leaders.

The report addresses a pressing reality: while AI adoption is accelerating across every industry, profitability isn't keeping pace. As companies rush to integrate AI capabilities into their products and operations, many are discovering that traditional SaaS pricing models break down under the weight of volatile compute costs, unpredictable usage patterns, and razor-thin margins.

Key insights from the report include:

- Monetization strategies haven't adapted to reflect the unique economics of AI, creating a widening ROI gap.
- When costs are unpredictable and value realization is uncertain, pricing flexibility is the key to achieving profitability.
- Traditional billing tools that were built around subscriptions or seat-based pricing have not kept up, preventing companies from finding the right monetization strategy and causing revenue leakage.
- Modern billing infrastructure that supports usage tracking, flexible pricing, and rapid iteration can potentially deliver millions in operational cost savings and accelerated revenue.

"Companies are innovating with AI, but without the right monetization strategy, those investments won't translate into sustainable growth. This report shows exactly how our customers are capturing meaningful ROI by rethinking their approach to pricing, billing infrastructure, and revenue operations from the ground up," said Alvaro Morales, CEO and co-founder of Orb.

Download the report at <https://www.withorb.com/how-to-drive-roi-with-ai>.

About Orb

Orb is the Revenue Design platform that empowers SaaS and GenAI companies to design, price, and operate with agility. Leading innovators such as Replit, Glean, and Redis rely on Orb to power flexible pricing and accurate billing at scale. Backed by Mayfield, Menlo Ventures, and

Greylock, Orb enables companies to turn complexity into growth. Learn more at www.withorb.com.

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