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New Larridin Token Spend & Insights™ Solves Enterprise AI Budget Crisis as Spending Surges 13x

New product enables enterprises to control soaring AI costs with visibility into token spend, usage, performance, and ROI across teams, workflows, and AI tools.

by Larridin, Inc.

SAN FRANCISCO--(BUSINESS WIRE)--As enterprise companies face growing demands to accurately forecast AI spending and demonstrate return on investment (ROI), Larridin, Inc.® today announced Token Spend & Insights™, a new product that builds on the company's leading AI measurement and optimization platform, providing customers with visibility into where AI spend is happening across their organizations, enabling them to budget for their token usage, and tie it to measurable business outcomes.

"With enterprise AI token spending soaring rapidly–13x in the past six months alone–we have hit a tipping point where a 'move fast' strategy is creating massive financial liabilities," said Russ Fradin, CEO of Larridin. "Most companies are operating in the dark, blindsided by astronomic token usage bills they cannot properly forecast or justify. We built the new Larridin Token Spend & Insights to solve these critical issues."

Tackling Token Costs Head-On

As the economics of enterprise AI continue to increase with agentic systems running 24/7, vendors are shifting from predictable, tiered subscriptions to usagebased token pricing, making it more difficult to predict and control total AI spend. Larridin Token Spend & Insights provides the management capabilities and data insights that enable enterprises to forecast and budget more effectively, leading to demonstrable ROI.

Larridin Token Spend & Insights provides cost information from all possible sources:

- AI platform subscriptions
- API calls
- Desktop OTel agents
- Additional sources across cloud platforms, API gateways, and emerging AI workflows.

Key Benefits of Larridin Token Spend & Insights

- Analyze complex AI usage data for easier decision making, including up-to-date company usage totals
- Unify human and agent activity into a single view, so every dollar can be traced back to its source
- Identify token spending per employee, team, project, and department
- Gain visibility into every function, workflow, use case, task, and other important categories

"By providing granular visibility into every token burned, and attributing that spend directly to specific teams, workflows, and tools, Larridin is helping enterprise leaders move away from the reactive guesswork of budget forecasting to a disciplined model, where every dollar spent is tied to measurable business outcomes," added Fradin.

For more information about Larridin's new Token Spend & Insights capabilities, request a discovery call or see a demo here.

About Larridin, Inc.

Larridin helps enterprises measure, manage, and optimize AI adoption and spend across teams, workflows, and tools. With $17 million in seed funding led by Andreessen Horowitz, Bloomberg Beta, and then Alphabet-backed Gradient Ventures, the company provides the controls, governance, and execution intelligence organizations need to direct AI investment, enforce internal policies, and prove measurable business impact, helping turn AI adoption and implementation from experimentation into a strategic driver of performance. Follow Larridin on https://larridin.com/, LinkedIn, and X.

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