

# G-Cloud 13 Totara TXP Learn Pricing

Think Learning



PLATINUM  
ALLIANCE  
PARTNER

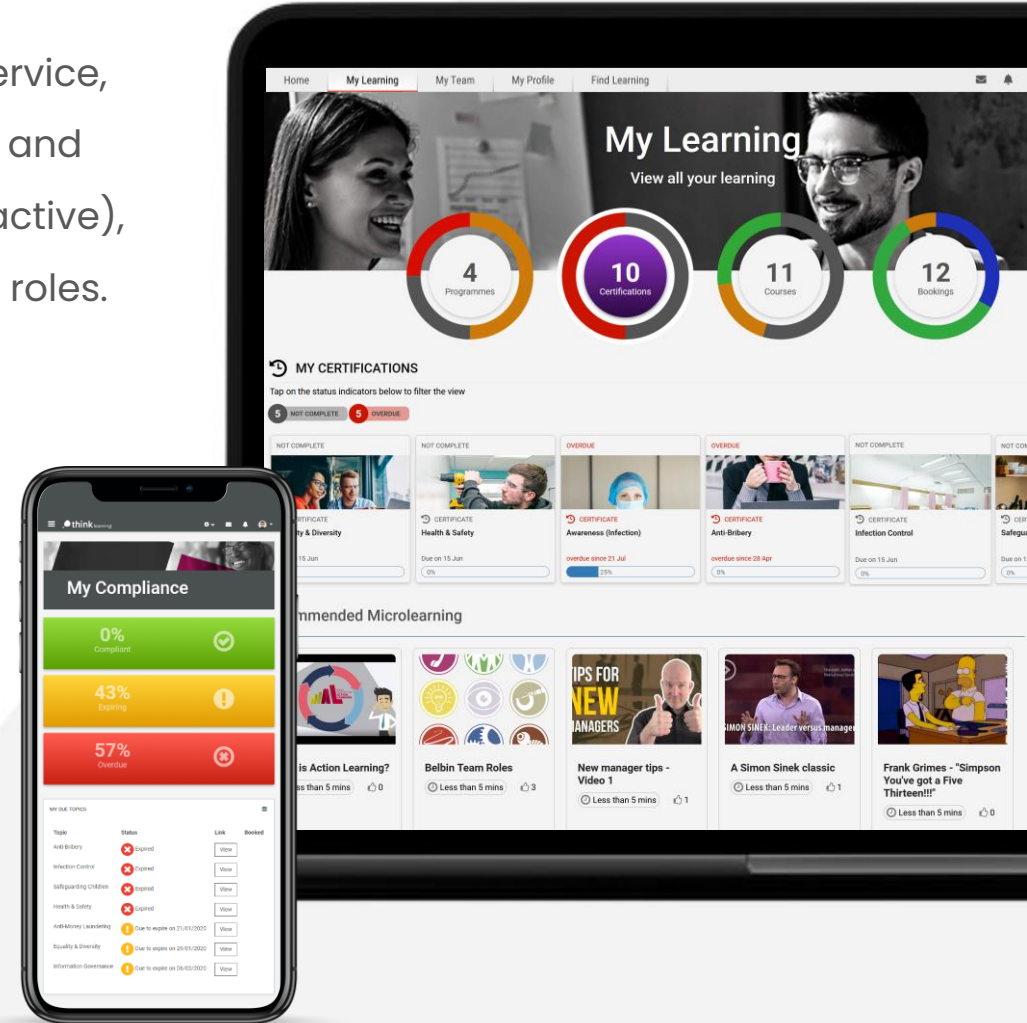
May 2022

# Totara TXP Annual Pricing

# Totara TXP pricing overview.

Our Totara TXP Learn annual pricing approach includes a range of models:

- **Standard:** our full-featured Totara Learn corporate solution and support service, utilising a wide range of LMS & LXP features, including compliance tracking and reporting, blended learning activities and content (self-directed and interactive), extensive course catalogues, performance management and multiple site roles.
- **Enhanced:** provides the option to purchase additional features (including Totara TXP Engage & Perform feature-sets, and our suite of add-ons and extensions), along with consultancy time for bespoke technical developments, project management, training, support, site improvement, theming, e-Commerce, and more.
- **Essential:** a robust corporate Totara Learn solution, but with reduced levels of functionality and support, where straightforward system requirements and fewer features are required (e.g. system integrations, number of courses, multimedia resources, concurrency). Includes the Totara Learn Professional option.



# Totara TXP Learn Standard annual pricing breakdown.

## Think Learning Totara TXP Learn annual costs

Active user numbers per year	Totara TXP Learn Subscription*	Hosting & Maintenance**	Client Services & Support	Annual Total (Standard)
<500	£3,500	£6,677	£3,300	<b>£13,477</b>
<3,000	£5,500	£8,789	£5,280	<b>£19,569</b>
<5,000	£8,500	£11,550	£5,280	<b>£25,330</b>
<10,000	£11,750	£12,606	£5,280	<b>£29,636</b>
<20,000	£18,500	£18,183	£8,580	<b>£45,263</b>
<50,000	£24,500	£23,430	£8,580	<b>£56,510</b>
<100,000	£38,000	£31,262	£10,560	<b>£79,822</b>
<150,000	£38,000	£39,094	£11,880	<b>£88,974</b>
<200,000	£38,000	£46,926	£12,540	<b>£97,466</b>
<250,000	£38,000	£54,758	£13,860	<b>£106,618</b>
250,000+	POA	POA	POA	<b>POA</b>

\***Totara Subscription** levels represent maximum active user levels in each year. Totara Subscription costs are set by Totara Learning, and may be subject to variation at annual renewal points (and in the event that additional Enterprise features are released, which incur additional Subscription costs).

\*\***Hosting & Maintenance** costs may be refined (up or down from stated amounts) to suit specific architecture, concurrency, and security requirements.

# Totara TXP Standard annual totals.

Think Learning Totara TXP Standard annual costs			
Active user numbers per year	Totara TXP 1 Product (Learn, Engage, or Perform)	Totara TXP 2 Products (Learn, Engage, Perform)	Totara TXP 3 Products (Learn, Engage, Perform)
<500	£13,477	£16,305	£18,258
<3,000	£19,569	£24,094	£27,244
<5,000	£25,330	£31,704	£35,952
<10,000	£29,636	£37,983	£43,393
<20,000	£45,263	£58,030	£66,173
<50,000	£56,510	£72,974	£83,314
<100,000	£79,822	£104,586	£119,851
<150,000	£88,974	£115,288	£132,103
<200,000	£97,466	£125,330	£143,695
<250,000	£106,618	£136,032	£155,947
<i>Implementation</i>	<i>£16,500</i>	<i>£20,623</i>	<i>£24,746</i>

Adding Totara products (feature-sets) incurs an additional 50% Subscription cost for the 2<sup>nd</sup> product, and a further 25% additional Subscription cost for the 3<sup>rd</sup> product. Technical Maintenance is also included in the costs, which covers the time required for like-for-like major upgrades. Additional Client Services & Support may be required to support administration teams using the feature-sets. Indicative Implementation costs are shown (additional consultancy may be required).

# Totara TXP Essential annual totals.

## Think Learning Totara TXP Essential annual costs

Active user numbers/year	Totara Professional	Totara TXP 1 Product (Learn, Engage or Perform)	Totara TXP 2 Products (Learn, Engage, Perform)	Totara TXP 3 Products (Learn, Engage, Perform)
<500	£9,433	£10,983	£13,541	£15,225
<3,000	£13,802	£16,052	£20,133	£22,839
<5,000	-	£21,123	£26,965	£30,683
<10,000	-	£25,165	£32,894	£37,686
<20,000	-	£38,572	£50,460	£57,723
<50,000	-	£48,508	£63,918	£73,204
<100,000	-	£69,367	£92,690	£106,513
<150,000	-	£76,231	£100,716	£115,702
<200,000	-	£82,600	£108,248	£124,396
<250,000	-	£89,464	£116,274	£133,585
<i>Implementation</i>	<i>£6,600</i>	<i>£7,425</i>	<i>£10,722</i>	<i>£14,019</i>

**Essential** pricing provides reduced features, functionality and support, and includes the feature-light Totara Learn Professional option. As with Standard Totara pricing, adding products incurs a 50% Subscription cost for the 2<sup>nd</sup> product, and a 25% Subscription cost for the 3<sup>rd</sup> product. Technical Maintenance for like-for-like major upgrades is included. Additional Client Services & Support and Implementation consultancy may be required, depending on context.

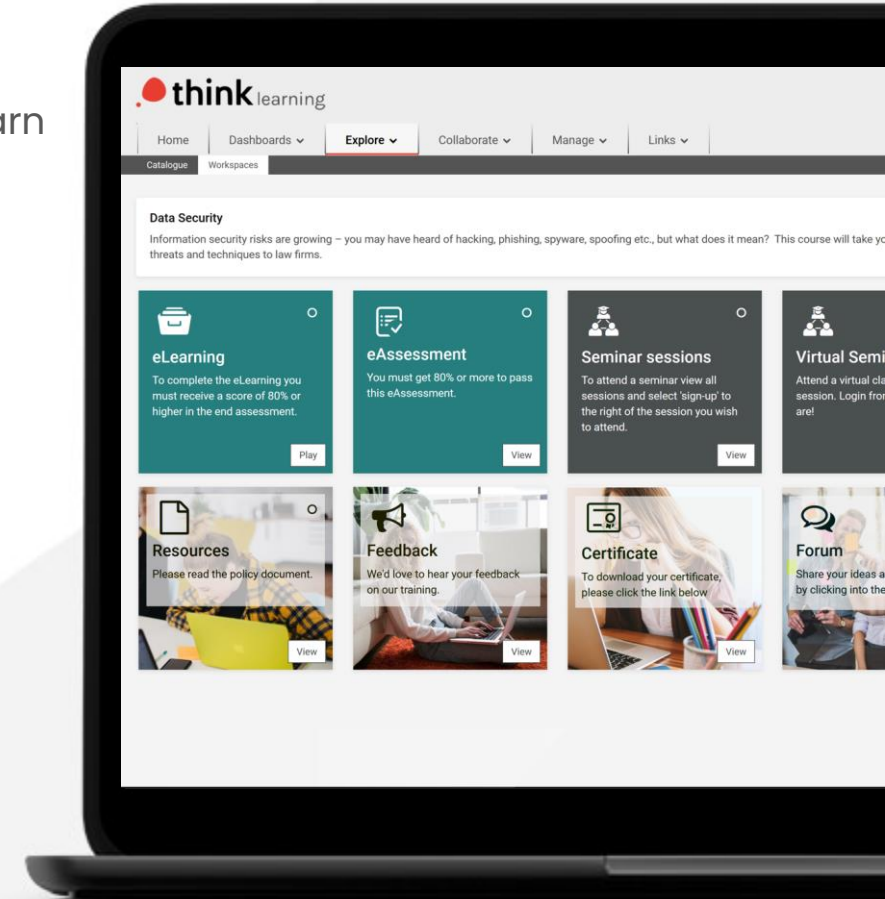
# Implementation Pricing

The background features a large white circle on the left side, partially overlapping a red area. The red area is composed of several overlapping, organic, wavy shapes in various shades of red, creating a modern, abstract design.

# Implementation.

Our Totara Implementation pricing approach includes a range of tailored models, to suit your specific requirements, including:

- **Professional:** comprises the key work packages involved in setting up a Totara Learn Professional site (feature-light LMS).
- **Essential:** this provides additional options to support the Implementation of the streamlined Essential Totara Learn solution (reduced functionality and support in comparison to the Standard offering).
- **Standard:** building on the core Implementation elements, this includes a set of optional work packages to launch a full-featured, Enterprise-ready Totara Learn site.
- **Enhanced:** We also offer the option to purchase additional Implementation support, consultancy, and project management time. Provisional Implementation costs to set up additional TXP products are also included in the Annual cost tables (subject to refinement to reflect specific client and system requirements).





# Implementation pricing.

Think Learning Implementation costs				
Implementation Work Packages	Professional	Essential	Standard	Additional TXP Products
Kick-off and discovery	£825	£825	£825	£825
Technical setup	£825	£825	£825	£412
Theming	£825	£825	£1,650	£412
Site data configuration	£2,475	£2,475	£4,125	£825
Authentication	Optional	Optional	£1,650	Optional
Bulk user configuration	Optional	Optional	£1,650	Optional
Site administrator training	£825	£825	£1,650	£825
Reports configuration	Optional	£825	£825	£412
Legacy data configuration	Optional	Optional	£1,650	Optional
User acceptance testing	£825	£825	£1,650	£412
<b>Total</b>	<b>£6,600</b>	<b>£7,425</b>	<b>£16,500</b>	<b>£4,123 (per Product)</b>

Additional consultancy can be purchased, based on the Think Learning SFA rate card to supplement indicative amounts shown in this document. Any combination of these individual Implementation Work Packages can be purchased, as required. Different contexts could include new Totara implementations, Totara client site migrations, incorporating additional TXP Products in existing sites, or upgrading sites from an Essential to a Standard service.

# Enhanced Product & Service Pricing



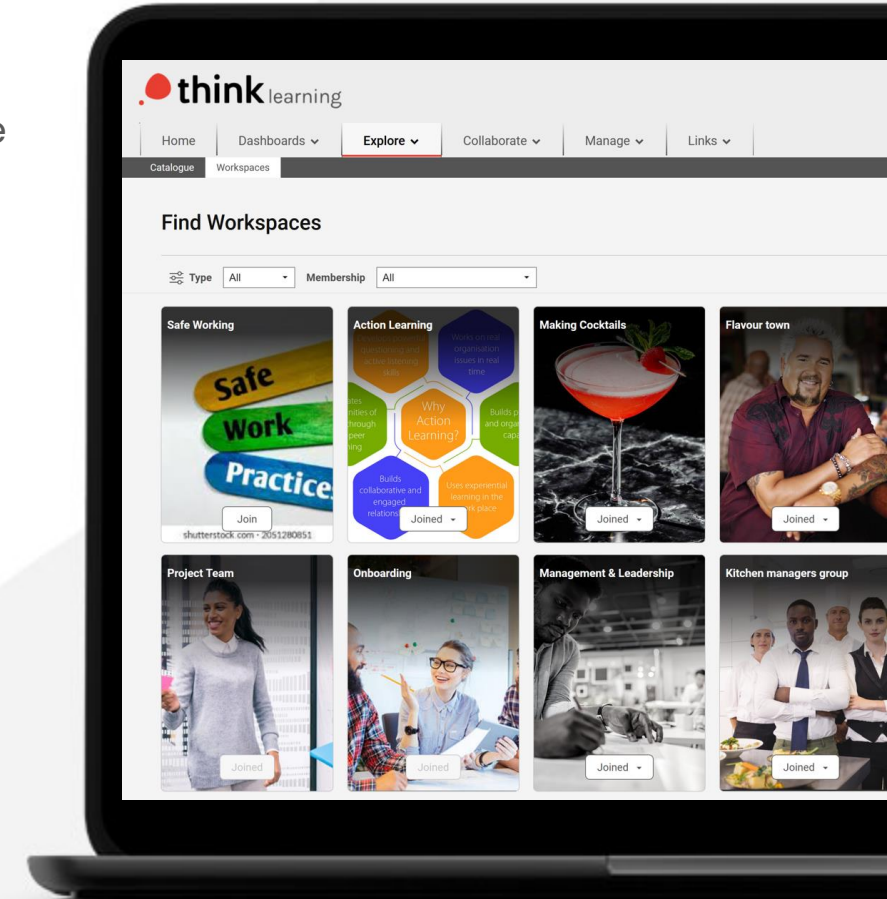
# Enhanced Product & Service Pricing.

## Custom developments, enhanced services and features, and powerful partnerships:

We have developed a range of customised modules and extensions to extend the impact Totara TXP can have on your organisation. We have also partnered with some leading providers to offer additional functionality and services.

Enhancement options include products and services such as:

- **e-Forms & online Workflow processes (appraisal, onboarding, applications)**
- **e-Commerce features with seamless LMS integration**
- **Talent, Succession, 360 Feedback, enhanced Competency management**
- **Performance management check-ins, 9-box grid visualisations**
- **Premium Support and technical integrations and developments**
- **Professional CPD and Revalidation (healthcare and other sectors)**
- **eLearning content rental and authoring**
- **Content curation for LMS and LXP contexts**
- **Mobile App options**



# Workflow Tool Pricing

# Workflow Tool implementation & annual pricing.

## Think Learning Workflow Implementation costs

We run a Six-Step 'Build & Deploy' project for each workflow process that is incorporated into your platform. Typical range: **£2,475 to £8,250** based on context and complexity. We specify and cost the time required to configure your online workflow processes (at our £825/day consultancy rate).

## Think Learning Workflow Tool annual costs

Active users per year	First Workflow Subscription & Support	Second Workflow Subscription & Support	<5 Workflows Subscription & Support	<10 Workflows Subscription & Support	<20 Workflows Subscription & Support
<500	£825	£1,881	£2,937	£5,049	£7,062
<3,000	£825	£2,409	£3,993	£7,161	£10,329
<5,000	£825	£2,937	£5,049	£9,273	£13,497
<10,000	£825	£3,465	£6,105	£11,385	£16,665
<20,000	£825	£3,993	£7,161	£13,497	£20,427
<50,000	£825	£5,049	£9,273	£17,721	£26,169
50,000+	POA	POA	POA	POA	POA

Pricing POA for additional workflows, and higher active annual user numbers. Subscription & Support costs include technical installation, ongoing updates, technical maintenance and bug fixing. No extra charges for hosting the Tool with an existing Totara site, otherwise Standard/Essential charges apply. Annual Subscription & Support costs include £825 Helpdesk Support budget which will be time sheeted by our Client Services team, in response to queries from your platform administration team (and may be waived based on need and existing Support budget usage). Additional Client Services & Support and Implementation consultancy can be purchased, depending on context and feature requirements (e.g. Authentication setup).

# e-Commerce Pricing

The background features a teal color palette with white organic shapes. A large white circle is positioned in the upper left, partially overlapping a teal shape. Another teal shape overlaps the bottom left, containing a smaller white circle. The overall design is clean and modern.

# Think Learning e-Commerce pricing.

## Think Learning e-Commerce indicative implementation costs

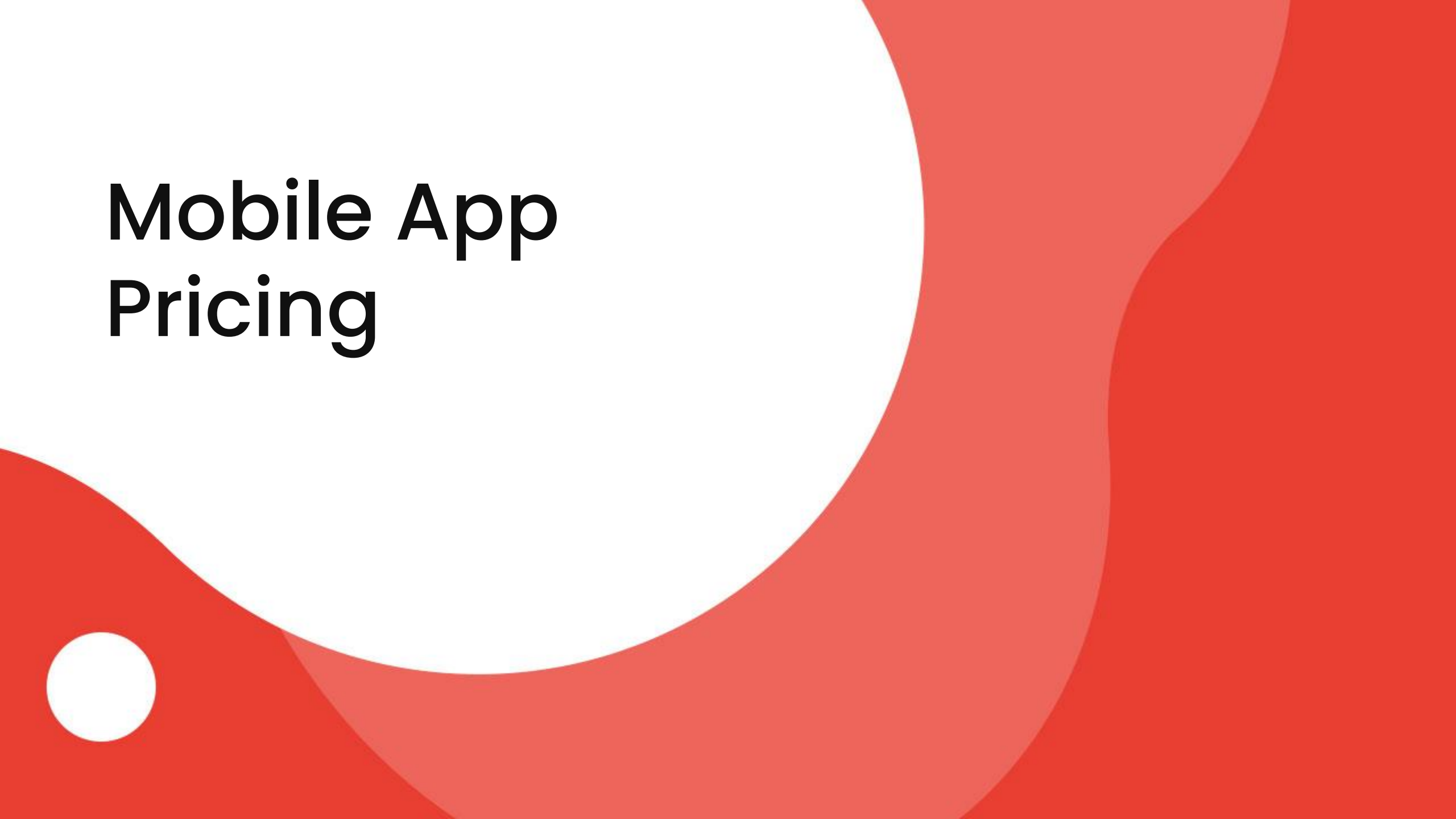
Implementation Work Packages	Indicative Cost
Technical Setup: sites & required plugins. Code management/git flow process and project board.	£825-£2,475
Initial configuration and theming of e-commerce shop: dependent on branding requirements, e-commerce needs (e.g. special offers, differential prices per role, discount vouchers etc) and specific templates required.	£6,600-£12,375
Pay Gateway integration	£1,650-£3,300
CRM/Authentication integration	£1,650-£3,300
Project management, training, handover	£4,125-£6,600

## Think Learning e-Commerce indicative annual costs

Annual costs	Indicative Cost
Hosting & Maintenance of development/staging, and production sites (integrated with LMS/LXP). e-Commerce, Pay Gateway, authentication plugin annual costs, as relevant.	£9,000-£15,000

Indicative costs outlined in these tables assume that you use a Think Learning LMS/LXP platform, with which the e-commerce architecture/elements described here would be seamlessly integrated. Scoping and discovery required to define specific user journeys and detailed functional requirements. Responding to and fixing bona fide bugs, is covered in our maintenance costs. A call-off Client Services & Support budget would be agreed (for the e-commerce features as well as the LMS/LXP features). Support would be via our online ticket system in line with agreed response SLAs.

# Mobile App Pricing

The background features a large white circle on the left side, partially overlapping a red area. The red area is composed of several overlapping, organic, wavy shapes in various shades of red, creating a modern, abstract design.



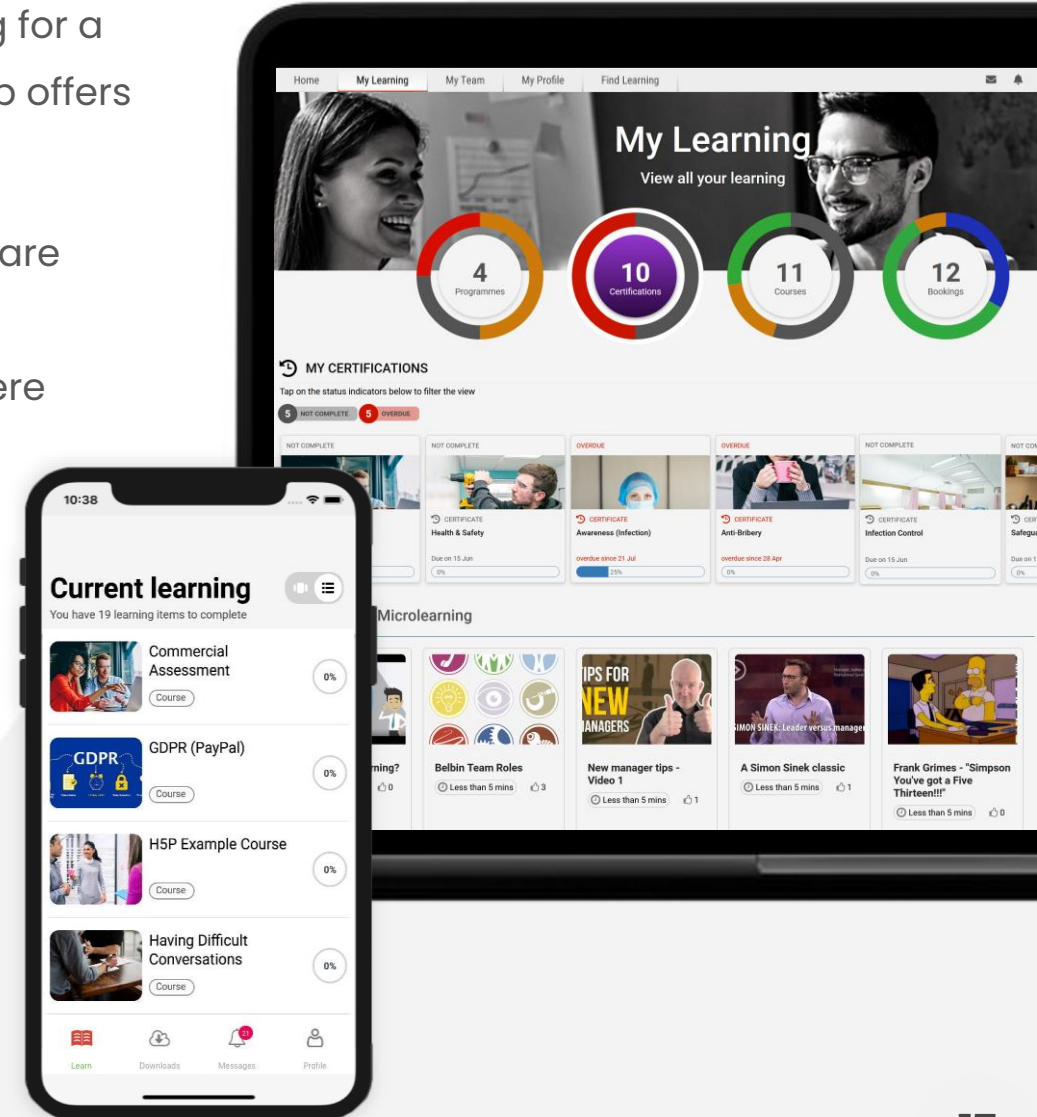
# Mobile App pricing overview.

Our Totara solutions display well in mobile browsers, however if there is a particular need for offline learning access and push notifications, we can provide pricing for a range of Android and iOS Mobile App options including core and premium App offers with differing feature/functionality options.

All Apps include one-off implementation and annual ongoing costs. Features are centred around users' current learning, with the ability to search the course catalogue and self-enrol on courses (and view Totara Engage Resources, where Totara Engage LXP features are deployed).

Options include:

- The basic (generic Totara) App incurs some Installation & Setup cost (e.g. £1,650), and annual maintenance of <£960 (updates and upgrades).
- We also offer a client-specific version of the core Totara App, with indicative setup costs of <£8,250, and recurring costs from £3,150.
- Additionally, we can also offer a Totara App in partnership with our partners Mobile Learning Pty Ltd, with associated pricing overleaf.



# Totara Premium Mobile App pricing.

Think Learning Mobile App costs (Mobile Learning Pty Ltd)			
Active user numbers/year	Mobile App Setup	Mobile App Annual Costs	V12 to v15 upgrade (if required)
<500	£6,150	£5,400	£6,150
<3,000	£7,200	£7,500	£6,150
<5,000	£7,200	£9,600	£6,150
<10,000	£8,550	£12,300	£6,150
<20,000	£8,550	£15,700	£6,150
20,000+	POA	POA	POA

The 'Mobile App Subscription' would match the 'Totara Learn Subscription' level. Push Notification infrastructure is included, with a cap of 1 million notifications per month, as is functionality to enable users to search for courses, and self-enrol. Regular updates to the App (including Totara Learn releases post-v15 and iOS and Android Operating System updates) are included in the annual Subscription Fee.

Optional extra costed options are available, including:

- Reports, Seminar Facilitator Attendance Marking Tool, On-the-Job Training Tool, Dynamic Audience Dashboards, Multi-Tenancy, (for user bands up to E20000). Annual costs from £2,625 (for <500 users) to £4,425 (<20,000 users). POA for 20,000+ users.
- Mobile Enterprise Security Integration (Android and iOS): annual costs from £3,825 (for <500 users) to £10,825 (<20,000 users). POA for 20,000+ users. Separate costs for Android and iOS integration.
- Additional services including custom developments, mobile analytics, custom plugins, and more: POA at £1,200 per day.

Mobile App Set-up includes the following: Set-up and deploy core native app features; Customise Branding and TAB menus; Publish to Apple and Google Play Stores; Instructions as to how to configure the App; Push notifications.

# Virtual Seminar Pricing

The background features a dark teal color with several overlapping, organic, white and light teal shapes. A large white circle is prominent in the upper left, partially overlapping a larger light teal shape. A smaller white circle is located in the bottom left corner.

# Think Learning Virtual seminar pricing.

## Think Learning virtual seminar setup costs

Technical installation and setup Totara plugin configuration and training	£1,650
--	--------

## Think Learning virtual seminar annual costs (powered by BigBlueButton)

Elements	Annual cost for <300 USERS (MAX 100 USERS/ROOM)
Hosting & Maintenance (annual) <300 users overall concurrency, maximum 100 users/room	£9,240
Client Services & Support (annual) Not live event support	£1,650

Core annual costs include:

- Unlimited Rooms and Unlimited Hosts/Presenters Note – there is a hard limit of 100 users per event, within the overall <300 user concurrency.
- Dial-In provision with a generic regional UK phone number (with upgrade to International, personalised or toll-free dial-in number(s), if required).
- Hosting and maintenance (including new Think Virtual Seminar enhancements as they are released).
- 250GB of storage for recordings (links to which can then be added to your Totara Think Virtual Seminar course activities). We'll provide costs if increased storage levels are required.
- Online support (£90-£110/hr). Think Helpdesk ticketed support for Site Administrator queries. Note this is NOT 'live event support'.

Unlike other virtual seminar tools, our user-based pricing reflects the number of concurrent users online, rather than the number of sessions. So 200 users could be made up of e.g. 1 briefing with 100 users, 4 workshops of 25 users each, or 10 simultaneous online seminar events with 20 users in each.

The background features a large white circle on the left side, partially overlapping a dark purple area. The dark purple area contains several overlapping, organic, wavy shapes in a lighter shade of purple. A small white circle is located in the bottom-left corner of the dark purple area.

# Consultancy, Curation & Content Pricing

# Consultancy & Content Pricing.

## Integrations/APIs/Web Services

---

For example, interface with a BI Reporting tool or CRM. We provision a wide range of in-built APIs, and very flexible automated data import/export and web service integration capability.

**Pricing:** POA (£825/day)

## Site consultancy and training

---

Services and consultancy to build/deploy workflow processes, provide training, improve site configuration and UX, provide technical integrations and enhancements.

**Pricing:** POA (£825-£990/day)

## Content creation and coaching

---

We can work with your topic specialists to create bespoke elearning modules and courses, and provide coaching on popular elearning authoring tools, to develop elearning templates.

**Pricing:** POA (£660-£990/day)

## Totara Site Improvements

---

We can provide consultancy and assistance to change and improve your site configuration, e.g. theming, user navigation, dashboards, feature-sets, integrations.

**Pricing:** POA (£825-£990/day)

## Content Catalogues

---

Access and curate a wide range of content in your site (via the Content Marketplace and/or integration). Catalogues include Core Learning Services Ltd, LinkedIn Learning, and more.

**Pricing:** POA (based on provider and module selection)

## Authoring tools

---

Integrated tools for adding interactive learning content in your site, along with cloud- and licence-based authoring tools for mobile responsive SCORM module creation.

**Pricing:** H5P included. Other authoring tools POA.

# Consultancy & Content Pricing (ctd).

## Anders Pink Curation

---

Create custom briefings (collections of articles) on any topic with this AI-powered Curation Tool. Deliver up-to-date web content in your platform (including TXP Learn & Engage).

**Pricing:** POA based on briefings, users, from £0.50/user per year

## ESR CSTF Interface

---

Bi-directional interface to exchange Competency data between ESR and your Totara platform (Includes IAT and LMS-achieved Competencies).

**Pricing:** POA. NHS funding possible for setup/Yr1 costs. £1,650 indicative annual cost

## xAPI and Learning Record Store

---

Integrate your site with a Learning Record Store (LRS), and configure it for xAPI tracking, reporting, xAPI statements and metrics.

**Pricing:** xAPI/LRS setup from £825. Additional consultancy: POA (£825-£990/day)

## Learning & Talent consultancy

---

Solution architecture and consultancy to support and improve the effectiveness of your company L&D, talent, LXP, and technology strategies and provision, and specify technical and practical solutions.

**Pricing:** POA (£825-£1,650/day)

## ESR Interfaces and integration

---

ESR-related Data Warehouse and integration consultancy, to streamline and automate data flow between ESR and your site(s). HR Import integration, and onboarding processes.

**Pricing:** POA, from £1,650 (£825-£990/day)

## Premium Site Support

---

A range of specialist and premium support services, including out-of-hours on-call S1 provision, named senior engineer contacts, regular review calls, 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup> line models.

**Pricing:** POA. Out-of-hours on-call S1 support £1,000/month.

# Talent, CPD & Totara Plugins Pricing



# Talent, CPD & Totara plugins pricing.

## 360 Feedback Tool

---

Custom multi-rater and instant personal feedback, based on your own templates. Graphical Report generator includes data, radar graphs and strength finder.

**Pricing:** Setup £1,650. Annual costs £5,049-£17,721 (<50,000 users, POA 50,000+ users)

## \*Premium Compliance Reports

---

Graphical, interactive compliance report suite, including snapshot and trend analysis capability.

**Pricing:** Setup £825. Annual cost £3,150 (can be bundled with other \*Plugins)

## CPD Budget Management Hub

---

Manage funding budgets and education commissioning, show and track training provider offerings (Universities, etc). Links to LMS CPD application forms.

**Pricing:** Setup POA (£825-£990/day). Annual costs context-dependent, from £10,000/year

## \*Email, SMS, Notifications Tool

---

Custom email creator with a range of LMS triggers, digest emails, and SMS texts (client SMS infrastructure with £825 setup, or POA for supplied SMS).

**Pricing:** Annual cost £3,150 includes setup (can be bundled with other \*Plugins)

## Talent & Succession Planning

---

Platform tools, reports, and visualisations for talent, career pathways, succession plans, and team-based performance. LMS dashboard/workflow integration.

**Pricing:** Setup POA (£825-£990/day). Annual costs £5,049-£32,967 based on user numbers

## \*External Learning Validation

---

Enables administrators to validate learner-submitted external learning evidence against LMS certifications, which automatically record/update.

**Pricing:** Annual cost £2,100 includes setup (can be bundled with other \*Plugins)

# Talent, CPD & Totara plugins pricing (ctd).

## \*Supervision Tool

---

Totara plugin enabling staff/manager supervision 1:1 recording, along with professional, clinical, group, and compliance-tracked supervision.

**Pricing:** Setup £825. Annual cost £2,100 (can be bundled with other \*Plugins)

## Premium Training

---

A range of specialist and premium training services, including platform- and client-specific programmes, and multi-client upgrade/feature training workshops and events.

**Pricing:** POA (£825-£990/day) and session-specific pricing

## \*CPD & Revalidation Tool

---

Comprehensive Revalidation portfolio and tracking tool, with graphical dashboard and team reports. NMC-focused (Nursing), but with flexible capabilities for other sector contexts.

**Pricing:** Setup £1,650. Annual cost £3,150 (can be bundled with other \*Plugins)

## Technical Developments

---

Strong track record of large-scale, agile bespoke solution-building. LMS enhancements, user journeys, plugins. Codebase alignment for straightforward upgrades.

**Pricing:** POA (£825-£990/day)

## \*Budget Tracker

---

Allocate role-specific training budgets and track spend against LMS courses, and external training interventions (Higher Education, Apprenticeships, etc)

**Pricing:** Setup £825 with Workflow Tool. Annual cost £2,100 (can be bundled with other \*Plugins)

## \*Venue Management Tool

---

Useful and flexible room booking system, includes notifications, assets, reporting, room availability view. Integrated with LMS platform/features.

**Pricing:** Setup £1,650. Annual cost £3,150 (can be bundled with other \*Plugins)

# Thank you

---



Think Associates Ltd (T/A Think Learning)  
+44 (0) 1273 025078  
[hello@think-learning.com](mailto:hello@think-learning.com)

Mocatta House, Trafalgar Place, Brighton, BN1 4DU

  
think  
learning