Pricing Document for OWL Metro
18/5/22

Overview

OWL Metro is licenced only to metropolitan cities with a required minimum purchase of 12 licences.

Licence

£3,800 per borough per year (includes a service level agreement and helpdesk)

Messaging Costs

Email: Free
SMS: 3.25p each
Telephone/fax: 1p per minute with per-second billing after first minute
Both SMS and phone have no minimum usage and no pre-purchasing of credit requirement
Push notifications: Free (requires mobile app licence)
RSS: Free (*Can be used by 3rd party services for posting to social media networks*)
There is no limit to the number of registrations/contacts stored on OWL.

Mobile App

Alerts can be sent immediately as push notifications to the public using our highly rated mobile app, available at an additional cost of £999 per borough. This option is available for either all boroughs to include the app or none of them.
There is no additional cost for sending push notifications, no matter how many millions.
The app is free for the public to use who will benefit from alerts sent as push notifications based on their location, among other features. For a current feature list search the App Store or Google Play for "owl crime alerts".

Support Helpdesk

Email & phone support: Included for 2 named contacts per licence.
(Different contacts can be specified for each licence)

Administrator Accounts

The term "administrator" includes police, fire & council staff who need an account to either administrate or send messages. There is no limit to the number of administrator accounts. A top-level administrator within your organisation will be given the ability to create new administrator accounts.

Training for Administrators

Online Training: Included as a Teams/Zoom group session. Up to 2 sessions per licenced borough, no limit on the number of attendees.
On-site Training: Available as an alternative, 1 session per borough.
Repeat On-site Training: £400, plus reasonable travel / accommodation costs if required
User guide: Included

Contacts in Database

Unlimited.

On-Boarding

No additional cost for importing supplied data. We have experience in doing this in a GDPR compliant way.

Cascading Management

Included. Public volunteers such as community leaders or watch coordinators can be granted access to manage their own group or watch online and send their group messages. This allows them to securely log in from their own computer or mobile device and add, update or remove contacts from within their own group/watch.

Additional Schemes

A choice of any 12 types of scheme across all licences are included in OWL Metro. Currently we support 89 different types of scheme such as Neighbourhood Watch, Community Messaging, school, pub, farm, business, shop, CCTV, drugs, residents' assoc, forecourt, rural, post office, etc). This is not to be confused with the unlimited number of watches/groups you can set up on the system. Additional of type of scheme: £400 each (very unlikely to be necessary)

Optional Extras

The following features are not included in OWL Metro but are available for an additional cost:
- Emergency out-of-hours support
- Custom Surveys (We design, collate and then create a final report)
- White label branding. Your choice of name, logo, colour scheme and design.

Contacting Us

Enquiries: gcloud@directpath.co.uk
Tel: 01438 812 873

All prices are subject to VAT