



Pricing Document – Experian Behavioural Biometrics and Device Intelligence

For: G Cloud 14

Notwithstanding anything contained in your invitation to tender documentation, please note that the attached proposal and all accompanying documentation and materials (together called "Response to Tender") and with all of the intellectual property rights contained within it belong to Experian Limited ("Experian") and ownership will not pass to you. You must keep the contents of this Response to Tender strictly confidential. You may only use it for the purposes of assessing the suitability of Experian for carrying out the work you envisage once the tender process is complete. You may not disclose it to any third party without Experian's prior written consent. You must return this information to Experian (at our expense) if we ask you.

Experian does not intend this Response to Tender be a contractual offer or an acceptance of any offer by you. Experian reserves the right to negotiate any terms and conditions that you might have included in your invitation to tender. It is our usual practice to use Experian standard terms and conditions when supplying our services or products and we will be happy to provide a copy of these to you. Pricing is valid for 90 days from date of submission.

In relation to any personal data contained within this Response to Tender (including but not limited to names of Experian personnel within CVs or otherwise), you shall ensure that: (a) you comply with all applicable data protection legislation; and (b) you maintain security and other standards which are equivalent to those with which Experian is required to comply when processing such personal data. For the avoidance of doubt, you shall not transfer any personal data outside the European Economic Area without either Experian's written consent or in accordance with EU Model Terms.

© Experian 2020. The word "EXPERIAN" and the graphical device are trademarks of Experian and/or its associated companies and are registered in the EU, USA and other countries. The graphical device is a registered Community design in the EU. All rights reserved.

Experian Ltd is authorised and regulated by the Financial Conduct Authority. Experian Ltd is registered in England and Wales under company registration number 653331. Registered office address: The Sir John Peace Building, Experian Way, NG2 Business Park, Nottingham NG80 1ZZ.

Pricing for Experian Behavioural Biometrics and Device Intelligence

Experian Behavioural Biometrics and Device fees are split between Setup, Annual and Monthly Active User fees.

1. One-time setup fee – dependent on complexity and covers recommendations, configuration, integration, onboarding and go-live enablement.
 - a. £500 delivery fee for a nominal service level and demo environments
 - b. £10,000 delivery fee for our standard solution
 - c. £35,000 delivery fee for our non-standard solution
 - d. £70,000 delivery fee for our non-standard solution in complex environments
2. Annual fee – covers ongoing maintenance, updates and platform operations.
 - a. £1,200 annual fee for a nominal service level and demo environments
 - b. £10,000 annual fee for our standard solution
 - c. £30,000 annual fee for our non-standard solution
 - d. £60,000 annual fee for our non-standard solution in complex environments
3. Monthly Active User fee – See tables below:

Price Banding Monthly Active User fees:

Standard MAU Price Banding:

Monthly Active Users (Up to)	Cost / Monthly User
700,000	£0.0686
800,000	£0.0601
1,250,000	£0.0572
1,750,000	£0.0559
2,500,000	£0.0547
4,000,000	£0.0542
10,000,000	£0.0456

Time Limited Discounted Price for Monthly Active User fees (**Expires 30th April 2026**):

Monthly Active Users (Up to)	Cost / Monthly User
700,000	£0.0565
800,000	£0.0549
900,000	£0.0532
1,250,000	£0.0485
1,750,000	£0.0433
2,500,000	£0.0419
4,000,000	£0.0396

35,000,000	£0.0151
50,000,000	£0.0092

10,000,000	£0.0301
35,000,000	£0.0151
50,000,000	£0.0092

Experian’s approach to Monthly Active User (MAU) fees, is that regardless of the number events which an end user triggers then there is a single chargeable count for that end user. As such there is no financial cost for clients who wish to have multiple triggers at different places on their website / mobile app, thereby triggering more events for the same end-users – equally returning customers will not incur additional charges within the same month. This approach allows clients to plan far more accurately to their expected costs and not have to ration their deployments.

Experian retains the right to waive One-time setup and/or Annual fees at their discretion.

Experian

Telephone: +44 (0) 20 3042 4200

Email: Digitalmarketplace@experian.com