



# Simplify

pricing structure  
G-Cloud 14



## True Independence and Pricing

As a true independent, Synyega's approach is unique, placing client interests ahead of those of the software industry. Synyega works collaboratively with its clients, as an extension to their IT and procurement teams, to put them in control of their software data and helping them navigate the complexities of software licensing to reduce cost.

Unlike the majority of market we do not partner or take commission or incentivisation from software vendors such as Microsoft, Oracle, IBM or Resellers such as ComputaCenter, SoftwareOne, or Bytes.

In addition, we do not undertake work from Software Vendors or Resellers such as performing customer audits.

Neither do we take introductory business from Software Vendors or Resellers.

As such you can rely on the fact that our advice is impartial and will always be in your best interests.

## Pricing Methodology

Synyega are trusted suppliers to the public sector and have advised on the largest software agreements within UK Government. With this extensive experience we primarily price on the following basis;

- Fixed Price/ Defined Benefit
- Flexible Resourcing
- Managed Service

These are discussed further below

## Pricing: Fixed/ Defined Benefit

Synyega consultants have delivered over £300m in cost savings to UK Government departments. The majority of these services have been delivered on a fixed price basis.

The complex nature of cloud migration and the associated commercials mean that a number of factors are used to determine a fair price for a fixed price engagement, this could include;

- Scope (e.g. What products, vendors are included)
- Scale (the size of the estate such as number of devices, employees, service migrations)
- Frequency of reporting

## Pricing: Flexible Resourcing

In addition to the above Synyega also offer our industry leading experts at the following rates.

	Strategy and Architecture	Change and Transformation	Development and implementation	Delivery and Operation	People and Skills	Relationships and engagement
1. Follow	£575	£575	£575	£575	£575	£575
2. Assist	£690	£690	£690	£690	£690	£690
3. Apply	£950	£950	£950	£950	£950	£950
4. Enable	£1,075	£1,075	£1,075	£1,075	£1,075	£1,075
5. Ensure/ Advise	£1,150	£1,150	£1,150	£1,150	£1,150	£1,150
6. Initiate/ Influence	£1,450	£1,450	£1,450	£1,450	£1,450	£1,450
7. Set Strategy/ Inspire	£1,750	£1,750	£1,750	£1,750	£1,750	£1,750

## Standards for consultancy day rate cards

- Consultant's working day: 8 hours exclusive of travel and lunch
- Working week: Monday to Friday excluding national holidays
- Office hours: 9:00am to 5:00pm Monday to Friday
- Travel, mileage subsistence: Included in day rate within M25. Payable at department's standard travel and subsistence rates outside M25
- Mileage: As for travel, mileage subsistence
- Professional indemnity insurance: included in day rate

## Pricing: Managed Service

Our flagship award winning managed service provides industry leading management of cloud and software costs. The complex nature of cloud migration and the associated commercials mean that a number of factors are used to determine a fair price for a fixed price engagement, this could include;

- Scope (e.g. What products, vendors are included)
- Scale (the size of the estate such as number of devices, employees, service migrations)
- Frequency of reporting

The pricing is calculated on an annual basis and is charged monthly in arrears.

## What is not included

- Travel, mileage subsistence: Payable at department's standard travel and subsistence rates outside M25

## Assumptions and Dependencies

Central to the Synyega ethos building a collaborative and long-term relationship with each of our clients. As such Synyega's pricing is based on the assumption that the client and its third parties will work closely and collaboratively with Synyega and provide all necessary data and documentation required by our consultants in order to fully support the Service engagement; these can include but are not limited to:

- Service designs for the proposed cloud migrations
- Details of the Product or application usage information as requested
- Contractual data for the licence entitlement such as contractual agreements and contract amendments
- Deployment data for all physical and virtual installations of in scope datacentre/ cloud software
- Physical Server hardware and Virtualised Environment configuration data; and
- Any other required documentation needed to support the successful delivery of the service from [Company], its outsourcers or third parties.

## Discounts

Building a long term relationship is central to the Synyega ethos, as such longer term, multi-year contracts may provide the best opportunities to discuss discounts.