boomerang

UK PRICING G-CLOUD 14

UK PRICING

Service Subscription Band (Annual Charge)	A	B	C	D	E	F	G	H
Broadcast Messaging / Messaging API	£0	£0	£0	£0	£0	£0	£0	£0
Email-2-SMS / Email-2-Voice Messaging	£0	£0	£0	£0	£0	£0	£0	£0
Max Projects (Logic Workflows)	1	5	10	20	30	40	50	Unlimited
Max recipients per month (Logic Workflows)	250	500	1,000	3,000	5,000	10,000	20,000	Unlimited
Logic Workflows - UI / API	£0	£600	£750	£1,200	£1,500	£1,750	£2,500	£5,000

Messaging Bands (UK Rates)	A	B	C	D	E	F	G	H
Pre-paid Message Credit*	£50	£250	£750	£1,500	£4,500	£7,500	£12,000	£20,000
SMS and Voice Messages	£0.08	£0.07	£0.055	£0.05	£0.0475	£0.045	£0.0425	£0.04
Intelligent Replies (threaded by conversation)	£0.02	£0.02	£0.02	£0.02	£0.02	£0.02	£0.02	£0.02
Voice Calls per minute	£0.10	£0.09	£0.08	£0.07	£0.065	£0.06	£0.055	£0.05
Email	£0.008	£0.006	£0.0055	£0.005	£0.0045	£0.004	£0.0035	£0.003
boomLocal Replies	£0.02	£0.02	£0.02	£0.02	£0.02	£0.02	£0.02	£0.02

*Minimum credit bundle purchase required for pre-paid Logic Workflow subscriptions. Customers subscribing to Logic Workflows can purchase Pre-paid Message Credit from a higher Messaging Band to achieve a lower message rate. Message rates for pre-paid subscriptions with no annual charge correspond to the value of the credit bundle purchased.

Support Services (Annual Charge)	A	B	C	D	E	F	G	H
Premium support (24/7/365)	£500	£900	£1,600	£2,000	£3,600	£5,250	£7,500	£10,000

Bolt-ons – All Services (Annual Charge)	Price
Social Hours	£50
Data Overwrite	£50
UK Virtual Long Numbers (per number)	£240
UK Short Codes (Set-up and subscription)	£10,500
boomLocal Numbers (x3)	£750
Additional Message Validity (per 24 hours)	£240
Long URL conversion (short-links)	£50
Data Storage (per additional GB / per additional month of storage)	£12

Bolt-ons - Logic Workflows (Annual Charge)	Price
Template Projects	£120
Template Flows	£60
Purchase additional projects (cost per project)	£100
Annual charge for use of Bolt-On per Logic Workflow Project	Price
Geolocation Mapping	£60
Number Masking	£40
Website Builder	£100
Number Validation	£50
Document Management	£50
Web Forms	£25

DEFINITIONS / ADDITIONAL INFORMATION

BoomLocal	SMS feature which when applied ensures that SMS messages are sent from a number which is local the End User, removing international reply charges. Subject to availability of numbers on a per country basis.
Bolt-Ons (All Services)	Optional features and services available to add to any Service Subscription.
Bolt-Ons (Logic Workflows)	Optional features and services available specific to Logic Workflow subscriptions.
Broadcast Messaging	Service providing access to a Broadcast Messaging interface and associated features as described in the Boomerang Service Definition.
Contract	Price list is subject to Boomerang's standard terms and conditions. E&OE.
Credit / post-paid customers	Credit / post-paid customers will be charged for messages at the rate associated to their subscription. Where no subscription fee is charged for the Service, Message Band rates will apply according to the volume of messages processed, or as otherwise agreed with Boomerang. Post-paid customers are eligible to Pre-paid Message credit bundles to achieve a lower message rate. Pre-paid message credit would be used before any post-paid messages are billed Credit accounts are only issued subject to approval by Boomerang and may require a credit check.
Credit Terms	Payment terms for credit / post-paid customers which are subject to contract.
Currency	All prices quoted are GBP.
Data overwrite	A feature which when applied ensures that the message content and destination address are overwritten in every message transaction.
Data Storage	Feature providing access to extended data storage capacity and duration. Data storage includes access to storage of reporting data, system contact data, Logic Workflow projects and templates, and a repository for file and image storage where stored files can be embedded in Logic Workflow communications via a short URL.
Document Management	Feature used in Logic Workflow communications to record digital signatures, acceptance of terms and conditions, and acknowledgements denoting that a document has been viewed / read.
Email-2-SMS / Email-2-Voice Messaging	Service enabling broadcast and conversational SMS and Voice messaging from an email client (e.g. Microsoft Outlook) as described in the Boomerang Service Definition.
Geolocation Mapping	Feature used to plot the geographical location of an asset or mobile device. This feature provides access to a mapping tool accessed via the Boomerang user interface representing the physical location of an asset or device. The location of an asset or device can also be used as condition by which to initiate workflow actions or communications.
Intelligent Replies	A reply to an outbound message that is always matched to its associated outbound message, regardless of quantity or order of response. This enables the automation of workflow processes and allows an end user to reply to messages across multiple simultaneous broadcasts or conversations
International SMS / Voice Messages	Messages sent to international destinations (outside of UK) may vary according to the specific destination. Customers sending to international destinations should contact Boomerang to agree specific rates for those destinations. Boomerang reserves the right to charge a higher rate than the default rate quoted for each band.
Logic Workflows UI / API	Service providing access to the Logic workflow builder interface and APIs, enabling creation of and integration with automated communication workflows as described in the Boomerang Service Definition.
Logic Project	A stored workflow build consisting of one or more workflows used to execute and end-to-end communication process.

Message Bank	A pre-paid monetary value purchased by the customer, which is used as a credit for messaging, at the rates corresponding to the amount purchased. A single SMS message is charged up to 160 characters; multiple messages are charged in increments of 153 characters. For messages containing non-GSM encoded characters, a single message is charged up to 70 characters, multiple messages charged at increments of 67 characters.
Messaging API	Access to Boomerang's core omni-channel messaging APIs as described in the Boomerang Service Definition.
Max Recipients Per Month	The maximum number of unique recipients available in a Band threshold and applicable to all Boomerang Services. A recipient is calculated as a unique communication address to which is message is sent (e.g. a mobile telephone number, a landline telephone number, an email address etc.).
Number Masking	Feature used to allow anonymous conversational communications between distributed recipients without any party disclosing their personal number.
Number Validation	Feature used to normalise the format of a recipient's telephone numbers to ensure compliance with recognised number formats across global destinations.
Pre-Paid Message Credit	A pre-paid monetary value purchased by the customer, which is used as a credit for messaging, at the rates corresponding to the amount purchased. Post-paid customers are charged for messaging at the rates corresponding to the annual subscription purchased. Post-paid customers are eligible to purchase credit bundles. A single SMS message is charged up to 160 characters; multiple messages are charged in increments of 153 characters. For messages containing non-GSM encoded characters, a single message is charged up to 70 characters, multiple messages charged at increments of 67 characters.
Social Hours	Customers can define start and end sending times and outbound messages will be held outside these hours.
Subscription	The annual fee payable to Boomerang to enable access the service under the terms of the Contract. No downward migration of the subscription band is allowed during the contract period.
Support	Standard Support includes email and web chat during working hours. Premium support has the addition of telephone support and is provided 24/7/365.
Template Flows	Logic Workflow Flow template made available by Boomerang that fulfils part of a communication process and used within a Logic Workflow project. Once purchased Template Flows can be customised as required.
Template Solutions	Library of Logic Workflow Solution templates made available by Boomerang that fulfils an end-to-end communication process (e.g. appointment re-scheduling, incident management). Once purchased Template Solutions can be customised as required.
Validity period	The period a message will remain in an open state waiting for a reply. 24 hours message validity is included in the subscription.
VAT	Value Added Tax. Not included in the prices stated in this price list.
Voice Call	Telephone call which connects a message recipient to a third-party number and is billed by duration. Voice calls are initiated using the divert option provided during Text-to-Speech voice messages.
Voice Message	Telephone call which is answered by the recipient and the message content is played as a Text-2-Speech message.

boomerang

11 St. Chad's Street, London, WC1H 8BG

• **+44 (0)207 224 5555** • **boomerangmessaging.com** • **enquiries@boomcomms.com**

FSQS REGISTERED   ico. Information Commissioner's Office   CYBER ESSENTIALS   Crown Commercial Service Supplier   ISO 27001 British Assessment Bureau

, NW3 5JS