



HowNow Pricing Overview - GCloud 14

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Pricing Structure:

HowNow's pricing structure follows consistent industry standards for Software as a Service.

What does this mean? In simple terms, we present one fixed price. This price represents an annual license fee that is fixed for the contract term, that is robust, transparent and consistent for all customers, granting the defined user group/number of users access to the HowNow platform for the duration of the contract, without restriction. It is inclusive of all implementation, support and maintenance fees, giving you absolute peace of mind.

What can you buy?

HowNow offers 2 modules:

1. **HowNow Learning & Skills Platform:** This is our core Learning platform, capable of playing the role of an LMS, LXP, and Skills Management platform, powered by AI.
2. **HowNow Content:** HowNow also offers access to a Marketplace of over 9000 pieces of learning content from industry leaders & specialist content providers. This is only accessible through our platform as an additional module.

What impacts the price?

Our pricing (as described above) is only influenced by the following 3 factors

1. **Chosen Modules:** As above, you can choose from either the HowNow Platform standalone, or Platform + Content Marketplace.
2. **Number of Learners/Users:** Every employee requires a license to access the platform. We apply a volume based discount based upon the number of users contracted.
3. **Duration of the Contract:** We are passionate about proving the long-term value and impact of learning, and this takes time and partnership. As such, we offer discounts based upon the contract term (Measured in years). Our minimum term is 12 months, most customers choose a 3 year contract term.

What is included in the price?

Upon request, we are more than happy to share a full breakdown of all of the functionality and/or content included within the offerings described above, however, every commercial offer under the GCloud framework is inclusive of:

Option 1 HowNow Platform:

Create:

- Curated Web Content
- AI-Generated Custom Pathways
- Content Authoring
- Event Management (Live Class, Webinars, Classroom)
- Assessment & Quiz Builder
- SCORM and xAPI Support

Learn:

- Expert Search
- Unified Search
- Personalised Learning
- Web, iOS & Android Applications
- Browser Extension
- Slack & MS Teams integration
- Calendar Sync

Manage:

- HRIS Integration
- SSO/SAML Integration
- Active Directory/Okta Sync
- Assignment Workflows & Reminder Automation
- Zapier Integration
- Budget Management
- Notifications (Email, Mobile, Flow of Work)
- Advanced Custom Branding
- 30+ Navigation Languages

Measure:

- AI-Powered Skills Frameworks
- Centralised L&D Analytics
- Engagement Insights
- Skills Measurement
- Certification & Digital Badges
- On-demand reporting

Option 2 HowNow Platform (as above) + HowNow Content:

- A complete learning library for all licensed users

- Access to 6000+ learning resources from 40+ specialist providers

All Customers also receive Customer Success & Support Services:

- 10x Personal Sessions
- Full Implementation Support
- Help Centre
- Data Migration
- 24/5 Technical Support
- Dedicated Customer Success Manager (CSM)
- Customer Community Access
- Dedicated Account Manager
- Success Planning

Pricing Overview:

The table below shows our pricing tiers based upon the number of learners/users within the organisation. All prices shown are inclusive of the product & service described above, and represent the cost per learner, per annum.

Additional commercial benefits may be available for the duration of contract as described above, and subject to scope review/agreement.

Number of Learners/Users	HowNow Platform (Standalone)	HowNow Platform & Content (Inclusive of Platform)
50-250 Users	£82	£147
251-500 Users	£70	£125
501-1,000 Users	£52	£93
1,001-2,500 Users	£37	£66
2,501 - 5,000 Users	£26	£46
5,001 - 7,000 Users	£19	£34
7,001 - 10,000 Users	£14	£25
10,001 - 20,000 Users	£10	£19
20,001 - 30,000 Users	£9	£16
30,001 - 40,000 Users	£8	£14
40,001 - 50,000 Users	£7	£11
50,001+ Users	£6	£9