



CareLineLive

Pricing Definition

G Cloud 14

27th August 2025

Overview of MAS Networks and this cloud software proposal

- **MAS Networks**

MAS Networks Ltd T/A CareLineLive, of the CareLineLive/MAS Group, an NHSx certified Digital Social Care Record (DSC) assured supplier, NHS Data Security Protection (DSP) Toolkit, PRSB, PCSP and About Me, Cyber Essentials Plus, ISO 9001, 27001 certified and a leading developer of domiciliary care management and ebrokerage cloud software solutions for the domiciliary care sector. CareLineLive's total number of home care customers is now well over 650, managing in excess of 18,000 carers in total across the UK, Ireland, Jersey and Australia. In addition, CareFor offered by CareLineLive Group company C4 Ulysses Ltd, currently have in excess of 32,000 licensed users accessing CareFor solutions.

Across the CareLineLive group, our customers range from the very smallest agencies to large scale enterprise customers, and include multiple local authorities and NHS Trusts, who provide a range of services including:

- Domiciliary/Homecare
- Care of the elderly
- Extracare
- Reablement
- Hospital discharge/Emergency care
- Supported living
- Outcomes based community care
- Sheltered housing
- Community link assistive technology
- Commissioning care



Pricing

CareLineLive is offering our CareLineLive homecare management solution addressing the requirement for reablement, home care, domiciliary care, in-house/internal care service, pricing as follows:

CareLineLive:

Overview of CareLineLive pricing (Bring Your Own Device Service - BYOD):

Our pricing is simple, and transparent.

Pricing is based on the number of individuals using our CareLineLive Carer Companion mobile app - these will be the customer's care workers/support workers. At the start of the contract, we will agree a per user fee in accordance with the pricing table below and the number of carers the customer expects to manage. Over time we monitor the average weekly usage of the mobile app and will advise you of any increases and agree with the customer any changes in the monthly invoice charge.

Pricing for the CareLineLive Carer Companion mobile app (including geo location) starts at £16.50 each user (care worker/support worker) p.m. (for less than 100) and reduces with volume to £14.00 each p.m. (for 100 or greater < 500), or £12.50 each user p.m. (for 500 or greater < 1000), or £11.00 each user p.m. (for 1000 or greater). Hence e.g., for 250 the charge for this item would be £42,000 p.a. **Time-limited Early Adopter discounts may apply on these prices, please refer to the section of that name below.**

We do not charge fees for the use of the CareLineLive Management Platform (scheduling system) by office and admin staff - every care co-ordinator and office manager can have their own login and we do not restrict this number, subject to the customer licensing the Carer Companion mobile app. We recommend that no login is shared as this allows each customer to have an audit trail of their users.

We also provide access to our Care Circle portal for friends and family completely free of charge.

All customer support, hosting on the Live environment and maintenance is included in the price. The initial onboarding training is designed to make you a super user of the software.

For the licence flat fee you get access to all features and functionality within the software. We do not charge by modules or features.

Contract management and account management:

Contract management is chargeable, and typically on a quarterly or 6-monthly basis for the contract term from go live reflecting the typical need for periodic contract performance reviews versus any agreed SLA, charged at £700 per day/meeting exclusive of reasonable expenses (£900 per day, inclusive of expenses, hourly rate available for offsite, remote/online reviews). Hence the annual



charge would be £2,800 for quarterly, or £1,400 for 6-monthly contract management reviews (assuming remote review meetings). **Time-limited Early Adopter discounts may apply on these prices, please refer to the section of that name below.**

Account management is included at no extra charge and includes BAU reviews typically on an as required basis for the contract term from go live and conducted remotely/online.

Hardware such as mobile devices, and mobile communication tariffs, are out of scope for G-Cloud but we would be pleased to help the customer source suitable items as required.

A summary of all the one-off implementation professional services offered by the Supplier

Professional services for a nominal 50-user CareLineLive cloud software deployment with 250 care workers using the integrated CareLineLive Carer Companion mobile app, excluding integrations with 3rd party systems would be of the order of:

Project implementation management (16 days): £11,200

Training (5 days): £3,000

Technical services (4 days): £2,800

Exit (0.5 day): £350

Technical consultancy (4 days): £2,800

Total one-off implementation professional services fees: £20,150 (excluding expenses) + VAT

Time-limited Early Adopter discounts may apply on these prices, please refer to the section of that name below.

An overview of the Supplier's typical overall costs in relation to pricing

CareLineLive: Up-front costs for implementation of the core system, sizing as above: £20,150

Annual operating costs for the core system as above, excluding mobile devices and communications tariffs, assuming a nominal 50 users licensed to use the CareLineLive cloud software solution with 250 care workers using the Carer Companion mobile app: £42,000 p.a.

Total project costs over say 4 years (core system only, excluding contract management reviews) from go live: £188,150 + VAT.

Pricing Table (all prices are shown excluding VAT, which is added at the prevailing rate)

Pricing for our CareLineLive cloud software and integrated mobile app portfolio and professional services is unit priced in nature, charged on an as required basis and are as shown in the following tables.

Table 1: CareLineLive Management Platform cloud software and mobile app pricing (Time-limited Early Adopter discounts may apply on these prices, please refer to the section of that name below.)

Description	Frequency	Unit Price (£)
CareLineLive Management Platform cloud software per user licence (including all CareLineLive features, hosting, support and maintenance), included	Monthly	£0
CareLineLive Carer Companion mobile app per user licence	Monthly	£16.50
<p>CareLineLive Carer Companion mobile app per user licence, = or > 100 volume rate</p> <p>Time-limited Early Adopter discount*: for contracts signed and orders placed and confirmed between 27th August 2025 and 23:59 on 30th September 2025, we will offer an additional time-limited discount on the regular volume price such that the Time-limited discounted price is as shown.</p>	Monthly	<p>£14.00</p> <p>*Time-limited discount price: 350 users Minimum Contracted Volume - £11.50 per user per month. Minimum contract term 12-months charges at the 350 users Minimum Contracted Volume applies.</p> <p>351+ users - £11.50 per user per month</p>
<p>CareLineLive Carer Companion mobile app per user licence, = or > 500 volume rate</p> <p>Time-limited Early Adopter discount*: for contracts signed and orders placed and confirmed between 27th August 2025 and 23:59 on 30th September 2025, we will offer an additional time-limited discount on the regular volume price such that the Time-limited discounted price is as shown.</p>	Monthly	<p>£12.50</p> <p>*Time-limited discount price: £11.50 per user per month</p>

Description	Frequency	Unit Price (£)
CareLineLive Carer Companion mobile app per user licence, = or > 1000 volume rate	Monthly	£11.00
CareLineLive Care Circle Family Portal Site Licence, unlimited active service users p.m., included	Monthly	£0

Table 2: Optional: CareLineLive eBrokerage cloud software pricing

Description	Frequency	Unit Price (£)
CareLineLive eBrokerage, (reporting on 3rd party Scheduling system data, hosting, support and maintenance included), per Local Authority / Commissioning annual site licence	Annual	£8400
CareLineLive eBrokerage, (reporting on 3rd party Scheduling system data, hosting, support and maintenance included), per Provider annual site licence	Annual	£700
CareLineLive eBrokerage, (reporting on 3rd party Scheduling system data, hosting, support and maintenance included), bundle per local authority / commissioning annual site licence, including 100 Provider annual site licence, additional Providers in excess of 100 volume, charged at £200 per annum each.	Annual	£25000

Table 3: Professional services and miscellaneous pricing (Time-limited Early Adopter discounts may apply on these prices, please refer to the section of that name below.)

Description	Frequency	Unit Price (£)
The following apply to all the above cloud software solutions:		
CareLineLive OpenAPI site licence providing read-only access to customer's own CareLineLive database. The CareLineLive OpenAPI site licence is also required to support CareLineLive integrations with 3 rd party systems (subject to scope, feasibility and agreement of the specification and timeline in each case)	Monthly	£100
Additional staging environments (e.g. Test or Training for testing/training applications respectively, Live is included in the licence fees stated in Table 1 above) charged per month, per additional environment. Time-limited Early Adopter discount* : for contracts signed and orders placed and confirmed between 27th August 2025 and 23:59 on 30th September 2025, we will offer an additional time-limited discount on the regular volume price such that the Time-limited discounted price is as shown.	Monthly	£100 *Time-limited discount price: £0
CareLineLive “read-replica” service, which enables a customer to access ‘copy’ databases of all their CareLineLive databases that	Monthly	£400

Description	Frequency	Unit Price (£)
are hosted in the database server allocated to their organisation. Available to customers with a minimum of 250 users of the CareLineLive Carer Companion mobile app.		
ESCROW licence (setup @ included)	Annual	£1000
Support service including 24x7x365 for P1 critical issues, CareLineLive Management Platform, mobile app, Care Circle, CareLineLive eBrokerage, and APIs, as applicable, included	Annual	£0
Bespoke development, remote offsite, expenses not applicable	Per day or equivalent per hour (based on 8-hour day)	£700
Technical services, remote offsite, expenses not applicable	Per day or equivalent per hour (based on 8-hour day)	£700
Consultancy, onsite, reasonable expenses included	Per day, minimum charge one day per occurrence	£900
Project management, onsite, reasonable expenses included	Per day, minimum charge one day per occurrence	£900
Contract management, onsite, reasonable expenses included Time-limited Early Adopter discount*: for contracts signed and orders placed and confirmed between 27th August 2025 and 23:59 on 30th September 2025, we will offer an additional time-limited discount on the regular price such that the Time-	Per day, minimum charge one day per occurrence	£900 *Time-limited discount price: £150

Description	Frequency	Unit Price (£)
limited discounted price is as shown.		
Training, onsite, reasonable expenses included	Per day, minimum charge one day per occurrence	£800
Consultancy, remote offsite/online, expenses excluded (not applicable)	Per day or equivalent per hour (based on 8-hour day)	£700
Project management, remote offsite/online, expenses excluded (not applicable)	Per day or equivalent per hour (based on 8-hour day)	£700
Contract management, remote offsite/online, expenses excluded (not applicable) Time-limited Early Adopter discount* : for contracts signed and orders placed and confirmed between 27th August 2025 and 23:59 on 30th September 2025, we will offer an additional time-limited discount on the regular price such that the Time-limited discounted price is as shown.	Per day or equivalent per hour (based on 8-hour day)	£700 *Time-limited discount price: £0
Training, remote offsite/online, expenses excluded (not applicable)	Per day or £75 per hour (based on 8-hour day)	£600
Account management included BAU, remote/online	Per day or equivalent per hour (based on 8-hour day)	£0

Time-limited Early Adopter discount

We are pleased to offer incentivised pricing for CareLineLive sales via G Cloud 14 whereby for contracts signed and orders placed and confirmed between 27th August 2025 and 23:59 on 30th September 2025, we will offer an additional time-limited Early Adopter discount on the regular volume price such that where total number of mobile app users is a Minimum Contracted Volume =



or > 350, except for an initial pilot period of upto 2 months where the volume can be = or > 50 , the Time-limited discounted price is as shown in:

Table 1: CareLineLive Scheduling cloud software and mobile app pricing.

Table 3: Professional services and miscellaneous pricing

In addition, excluding any one off charges for non-roadmap development, CareLineLive also waive the implementation costs where the implementation professional services are performed remotely/online, and if the implementation is prompt, as in the contract starts by end August '25 (or by end September 2025 at the latest), configuration of the customer's CareLineLive system and onboarding starts during the earlier of October or month 2, invoicing commences from the earlier of 1st November or 1st day of month 3, so the customer achieves full roll out with effect from 1st January 2026. Hence CareLineLive waive the one off charges for PM, Training etc. assuming the work is performed online and this timeline is achieved.

Summarising, for a confirmed order by the end of September 2025 at the latest, and a minimum Contract Term that enables at least 12 months of charges at the Minimum Contract Volume of 350 Care Worker logins to the Carer Companion app per month, CareLineLive is offered with an Early Adopter Discount of -£2.50 per Care Worker login p.m., hence £11.50 p.m. each net, and the CareLineLive OpenAPI charged at £100 p.m. and with waived implementation and contract management charges (expenses excluded).

Minimum contract period

The minimum contract is from commencement to 12-months from full go live (with the exception of Trials/Pilots which could be much shorter). Contracts may be terminated in accordance with the G Cloud 14 Call Off contract, hence e.g., upon suitable notice to end upon completion of the minimum term or later, or by notice following unremedied default, following the procedure set down by said contract.

Trial periods

Free trials are available, including access to a full version of CareLineLive cloud software , Care Circle family portal and CareLineLive Carer Companion mobile app. Not included: professional services, customisations, integrations with third party systems, bespoke development, and provision of mobile devices, and mobile voice and data tariffs are excluded under G-Cloud 14. Time limited: by prior agreement. Part chargeable pilot schemes also available (automatically ongoing if proven).

Exit costs

CareLineLive will assist with the migration of data at the end of the contract, in a CSV Export format for CareLineLive, with the following quite straightforward process which is our standard approach in this regard:

1. The customer provides written contract termination notice to: accounts@mas-group.co.uk



2. The customer will receive a written notification reply letting you know we have received the request. Our reply will include the end date.
3. The customer will be provided instruction on how to receive your data. The data comes in the form of CSV exports for CareLineLive.

We typically include sufficient chargeable time in each contract for our designated project manager (exit) to prepare and agree the exit plan with the customer at the end of the contract, then manage the exit (supplier side) and for our technical services team to offboard the customer's data, preparing the CSV file exports, prior to deleting the data after the customer has confirmed satisfactory receipt, onboarding to the new system and sufficient UAT.

Education or research establishment pricing

CareLineLive Group do not offer education or research establishments specific market sector discounts on our pricing for the CareLineLive cloud software portfolio.

Sector specific pricing

CareLineLive Group do not offer specific market sector pricing for the CareLineLive cloud software portfolio.

Volume discounts

CareLineLive Group is pleased to offer volume discount rates, and these are included in the Pricing Tables above. Please contact us for further details (contact details below).

Order and payment options

CareLineLive Group is pleased to accept payment via any of the following methods:

- Purchase order consistent with G Cloud 14 Call Off Contract and subsequent invoice(s)
- BACS transfer
- Cheque
- Automated payment methods

Questions

In the event of any questions or the need for additional information on our bid, please contact the author of this document, details below.

Pete Briggs, Public Sector Sales Manager, MAS Networks Ltd (part of the CareLineLive/MAS Group)
Telephone: 0330 088 5767
Email: sales@carelinelive.com