

PRICING DOCUMENT

Individual Level Data - Demographic Propensity Models & Financial Lifestage Segmentation

CACI's secure cloud applications (API, bulk coder and CACIXFER provide access to the Ocean and Fresco data sets.

Users can code and analyse data to understand more about customers, residents, service users or the wider community. Benefits of using CACI's datasets above include:

- Access to up-to-date insight describing evolving communities which can be used to evidence decision-making
- Consistent view of demographic, lifestyle and behavioural characteristics of residents within households
- Propensity models to feed into internal decisioning models such as channel preference, digital sophistication and financial requirements
- Prioritise budgets, resources and delivery of services to the right people while at the same time achieve efficiency savings
- Comprehensive digital insight providing an understanding of online access, behaviour and activity. Ideal when developing online and offline services
- Support effective communications and engagement reflecting channel, contact and marketing preferences
- Infill key missing database information
- Publicly publishing and sharing permissions included.

The following table provides a breakdown of the options and costs:

Annual	Cost	What it covers?
Ocean	£150,000	1 user licence for Ocean Directory for unlimited volume of records. Fees are inclusive of introductory activation training and ongoing support provided by an Account Manager. It also includes access to real-time support if required. Fees exclude access to the API or automated bulk coder.
Fresco	£112,500	1 user licence for Fresco for unlimited volume of records. Fees are inclusive of introductory activation training and ongoing support provided by an Account Manager. It also includes access to real-time support if required. Fees exclude access to the API or automated bulk coder.

Pricing Notes:

- Pricing takes the form of an Annual Licence Fee which depends on the datasets required and number of users
- All the prices quoted in this document are provided on a per annum basis and exclusive of VAT and RPI (where applicable)
- All pricing in the above table assumes data access via CACIXfer or as a package within our InSite Everywhere solution

For further information:

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The following table provides a breakdown of the options and costs for data accessed via the real-time API or automated bulk coder:

Annual	Cost	What it covers?
Set Up Fee	£ 8,500	Set up of the CACI of the data license configuration and RESTful API and/or AWS S3 access setup
Ocean	£ 176,250	1 user licence for Ocean Directory for unlimited volume of records for up to all commercially available Ocean variables, with an additional up to 10 million API calls per annum. Fees are inclusive of introductory activation training and ongoing support provided by an Account Manager. It also includes access to real-time support if required. Fees exclude access to the API or automated bulk coder.
Fresco	£133,000	1 user licence for Fresco for unlimited volume of records, with an additional up to 10 million API calls per annum. Fees are inclusive of introductory activation training and ongoing support provided by an Account Manager. It also includes access to real-time support if required. Fees exclude access to the API or automated bulk coder.

Pricing Notes:

- Pricing assumes set up of API or automated bulk coder
- Pricing excludes CACI setting up the client-side API to call the API
- Pricing takes the form of an Annual Licence Fee which depends on the datasets required and number of users
- All the prices quoted in this document are provided on a per annum basis and exclusive of VAT and RPI (where applicable)

If you have any queries or require any additional support, please feel free to contact:

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