

Hornbill for Service Management

G-Cloud Overview & Pricing



Hornbill for Service Management is an IT Service Management (ITSM) and Enterprise Service Management (ESM) solution that modernises your service ecosystem to boost productivity by up to 80%.

Digital service experiences that customers love

Improve the service experience with a digital portal, service catalog, and AI powered virtual agents, giving employees and customers a compelling alternative to costly one-to-one interactions.

Quick automation of routine work

Drag-and-drop workflow orchestration and automation quickly streamline routine workloads across IT, HR, Facilities, Legal, Marketing, and other teams—creating much more time for projects and innovations.

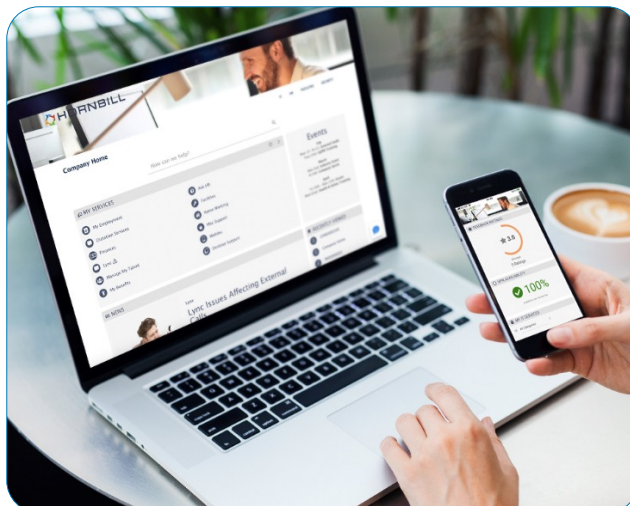
A suite of AI-driven tools saves you time

New AI-driven tools take minutes off every call to help your service desk meet SLAs, reduce backlogs, and improve end user productivity.

Taking the stress out of work

Hornbill gives you transformational capabilities:

- › Centralised visibility of operational workloads and performance. No blind spots. Everything is pro-actively managed.
- › Orchestrate processes that happen within and across teams to ensure work is visible, trackable, and accountable—delivering the right outcome, fast, every time.
- › Stop the phones ringing with a consumer-grade digital customer experience that drives interactions from phone to digital.
- › Work automation looks after up to 80% of your service teams' routine workloads—giving them time to focus on projects and other planned work. 1000+ codeless integrations make it quick and easy to automate outcomes across systems.
- › Reduce stress. Improve focus. Drive innovation.



Give customers, employees, and suppliers a modern, digital service experience that's efficient and friction-free

Simple solution setup and management**100% codeless setup**

No scripting or coding required

**Business process orchestration**

Quick, drag-and-drop design

**Codeless Integrations**

1,000+ point-and-click cloud integrations

**Safe upgrades**

Keep all your customisations on upgrade

**Customisable Portal**

Simple branding and setup

Better work visibility and management**Kanban boards**

Visually organise workloads

**Process tracker**

Current status at a glance

**Dashboards**

Confident decision making

**Analytics**

Track performance and trends

**Hornbill AI (HAI)**

A suite of AI powered tools

Better customer experience**Always there**

Any time, any place, any device portal

**Fast delivery**

End-to-end automation of services

**Notifications**

Keep customers informed

**Global search**

Simple, centralised searching

**Any language**

No customer left behind

Why Hornbill for Service Management?

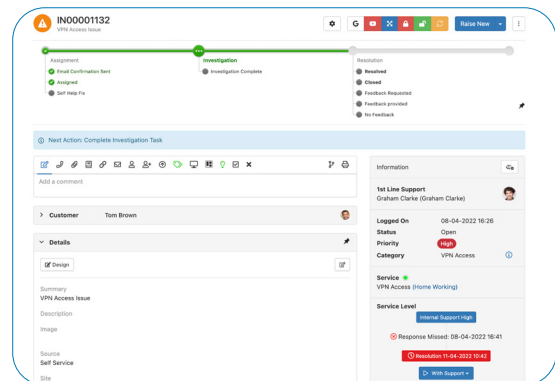
- › **Scalability:** IT, HR, Facilities, Finance, FOI and all other departments on one shared platform.
- › **10X Efficiency:** Eliminate mundane tasks, allowing work to flow faster between teams.
- › **Integration:** 1000+ ready-to-use connectors make more automation possible—and simple.

- › **Simple pricing:** Buying Hornbill is simple. No confusion. No hidden costs.
- › **Transform work:** Automate more, faster, creating a virtuous cycle of transformation.
- › **Unconstrained ESM:** Hornbill has helped our customers solve challenges across a broader set of situations.

Transforming how your organization works is easy with Hornbill

1 – Get your workloads under control

Replace use of spreadsheets, emails and post-it notes across your organisation with a single system of record. Hornbill for Service Management makes it easy for all teams to log issues and requests—whether they are HR cases, Facilities work orders, IT incidents, or FOI requests. By logging tickets in a central system, workloads become visible, trackable, and reportable.



Intuitive, frictionless interface makes it so easy to log a ticket anyone can do it. No relapsing back to spreadsheets or post-it notes



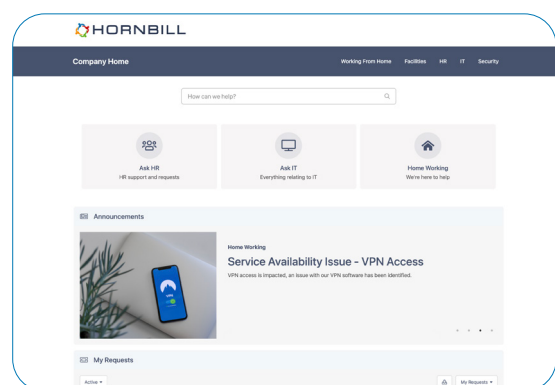
Intelligent capture makes the process of logging each type of call clear and simple—ensuring the right information is always captured



Stop reinventing the wheel. Dynamic knowledge mining presents relevant how-to information to help solve issues in the first instance

2 – Cut call volumes with a consumer-style digital portal

Stop the phones ringing. Divert traffic to a digital portal that makes self-service logging easy for your customers and employees. Hornbill's always-on web/mobile portal gives customers any time/any place/any device access to the help they need. With no time lost waiting in a call queue, customers are happier.



FAQs and how-to guides empower customers to self-solve



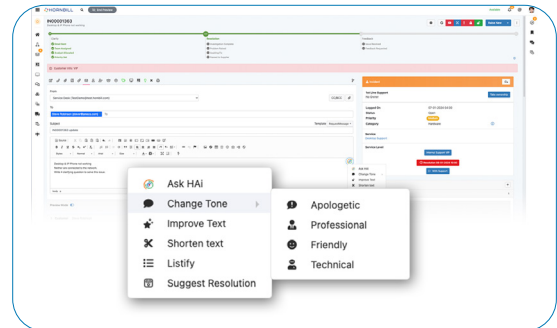
Customers can track their issues via the portal and update emails—reducing status update calls



Share information and news to keep customer groups informed without calling in

3 – Harness AI to boost agent productivity

Game-changing AI-driven tools for service desk agents make life easier by taking minutes off every call. A suite of AI tools automate routine agent tasks – like knowledge creation and editing, suggested solutions, content improvement, and automated ticket summarisation. All accessible with a single click.



Ask HAI gives you step-by-step solutions to common problems using a simple text prompt.



Text Assist gives agents a set of content tools – automatically correcting, shortening, listifying, or changing the tone on a block of text.

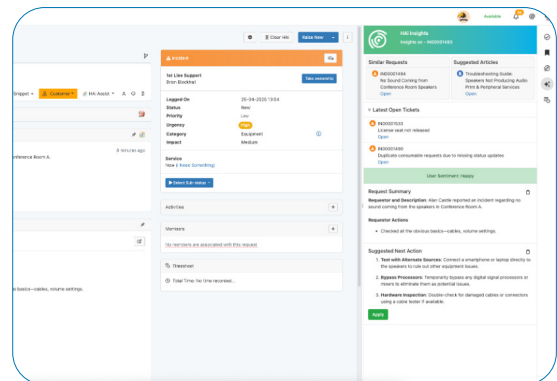


Accelerated knowledge management. Create user-friendly how-to articles for agents and end users within seconds.

4 – Embed Agentic AI in your service ecosystem*

Powerful AI and ML enhances service interactions with real-time sentiment analysis and agent guidance. Service teams can conversationally interact with the HAI Agent to streamline resolutions. Augment the service experience with intelligent semantic search, AI driven recommendations, dynamic prioritizing of request queues, proactive issue detection, advanced insights and knowledge recommendations.

* Available H2 2026



ML insights automatically finds similar requests and recommended knowledge articles.



Virtual Agents augment the self-service experience powered by advanced language models and optimized knowledge datasets.



Instant sentiment analysis helps agents respond with step-by-step resolution actions.

5 – AI Value Dashboard

Quantify the value delivered by embedding AI into your service ecosystem.



Automatically generates time and cost savings.



Track feature usage and time saved based on your agent salaries.



Identify where increased adoption would unlock more value.

6 – Dedicated Hornbill AI Lab

Our dedicated AI Lab is distinct from our main development team. It is 100% focused on building new AI-powered functionality. The AI Lab team’s mission is to inject AI power into every aspect of Hornbill to transform service experiences and service operations.



Dedicated team of experts, 100% focused on what AI can do for you.



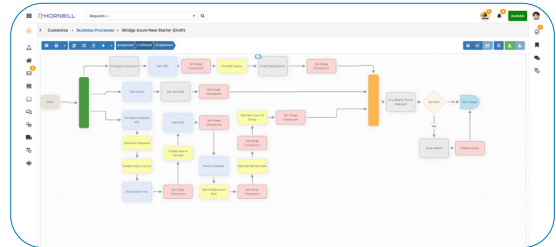
Pragmatic AI – focused on real-life scenarios where AI can add value.



We make the adoption of Ai-driven service management simple - with supporting education and services.

7 – Create response processes for better, faster, cheaper results

Hornbill's work flow orchestration engine lets you chain together the activities that need to happen: actions, approvals, decisions, and more. Pick out the high-volume inbound requests and map out a best practice process for orchestration to establish quick and consistent results that drive customer satisfaction.



Drag-and-drop workflow design empowers everyone with the power of process orchestration



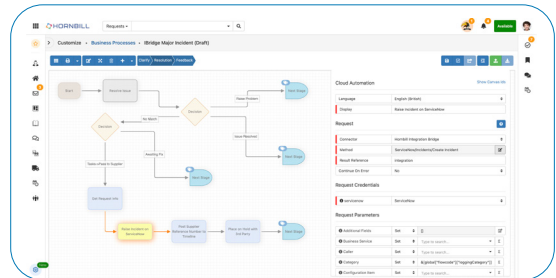
Process tracking gives you clear visibility of status across all work



Reporting and analytics give you complete visibility and deep insight into work and performance

8 – Automate tasks to eliminate manual work

Automate tasks codelessly using Hornbill's workflow orchestration. Quickly switch-out manual process steps with automations to reduce operational costs. In many cases, full automation of processes can be achieved, significantly reducing human workloads to create more capacity for new initiatives.



100% codeless creation means non-technical teams can self-manage



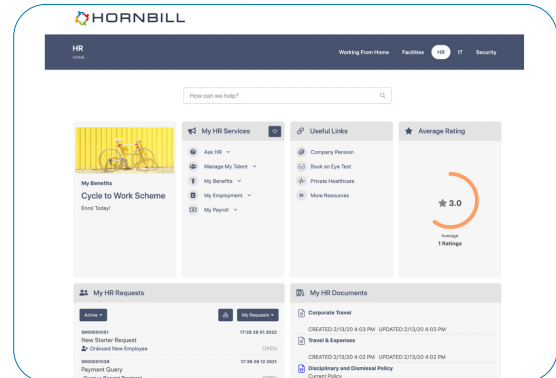
1000+ ready-to-go integration connectors accelerate automation



Eliminate 80% of manual tasks and 10X your efficiency

9 – Present a unified digital service experience

In an organisation, services are everywhere. So put them somewhere people can find them easily (consolidating multiple portals and phone numbers). Now segment your services by groups—like customers, employees, and suppliers—so they only see what’s relevant to them. By shifting access to services to digital, interactions are tasks can be automated—further reducing costly one-to-one interactions.



Codeless creation and publishing of services, forms, and workflows



One service hub improves customer experience and simplifies management



Consumer-style service experience via web and mobile

10 – Drive rapid improvement from deep insights

Enterprise service management makes operations and performance trackable and reportable. Hornbill provides dashboards, reporting, and analytics to give you rear-view, realtime, and predictive views so you have all the information you need to confidently make informed decisions.



Customisable dashboards ensure everyone has their finger on the pulse



Trend analysis gives a forward view of shifting demand

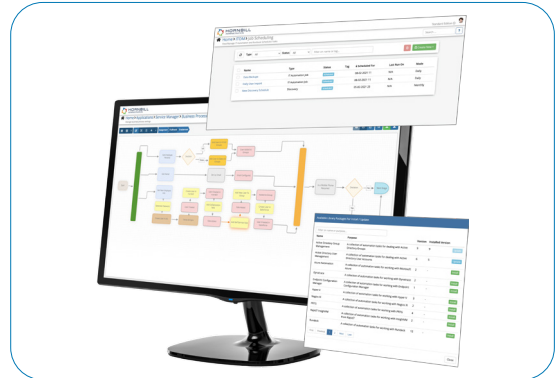


Simple report builder makes reporting-up quick and easy

Of course, depending on the current level of maturity in each of your departments, your organisation’s unique journey might look a bit different—which is why our experienced consultants are ready to guide you on your ESM journey to success. We’ve done it over 700 times.

11 – Simplify and automate ITOM

Get complete visibility over ITOM with a service-oriented CMDB. See and understand your IT environment from a business perspective—so you can focus activity on where it counts most. No blind spots. No surprises.



Automated discovery and monitoring gives you a real-time view of what's happening in your IT ecosystem.



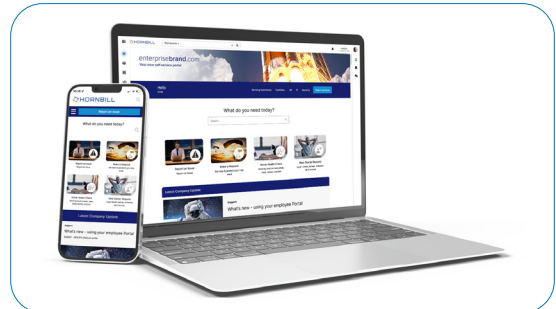
Simple integration with your IT systems gives you centralised command over your whole ecosystem.



Save time with automated workflows. Quickly model and automate ITOM tasks with drag-and-drop to reduce daily workloads.

12 – IT asset management made simple

Hornbill ITAM simplifies management of IT assets across the whole lifecycle—giving you visibility and control over hardware, software, and cloud infrastructure. Hornbill takes the stress out of managing and accounting for a large IT estate.



Automated discovery of cloud and on-premise hardware and software assets. No more manual audits, just fresh, accurate data.



Cut ITAM workloads with workflow automation of routine tasks like application provisioning and patch deployment.



Optimize license spend with clear visibility of licenses owned and used. Reduce costs and risk of vendor audit.

Expert services

Hornbill's Expert Services allow customers to benefit from our technical expertise and extensive solution delivery experience. Our Product Specialists have the longest tenure in the industry, with an average of 10+ years delivery experience, which ensures:

- › **Time to value** – Harnessing proven best practices and extensive experience to expedite your Hornbill deployment and deliver a successful implementation.
- › **Tailored Solution** – Expert Services are customised to your requirements, ensuring alignment with your business and operational objectives.
- › **Defined outcomes** – Our fixed price guarantee and defined deliverables ensure clarity, peace of mind, and no hidden costs.

Hornbill Training

Out-of-the-box training solutions can be tailored to build a bespoke training package that is aligned to your needs. Whether you require an introduction to Hornbill, a refresher course, or advanced training, the Hornbill Academy <https://academy.hornbill.com> will guide you every step of the way, to ensure you get value from your Hornbill solution.

Pre Implementation Services

We recognise the challenges of integrating new software into your business. Our expert consultants will guide you every step of the way, from preparing for the transition, to alignment to your business processes, and ensuring a smooth transition to go-live.

Technical Services

Leveraging the expertise of our subject matter experts, Hornbill offers a range of technical services designed to harness the full potential of your solution. Our proven implementation methodology and service offerings guarantee a solution that meets your needs and propels your service delivery capabilities.

Package Cost	£15,000 £7,500* ¹	£40,000 £20,000* ¹
Detail	Premier LiftOff	Enterprise LiftOff
Timeframe	8 weeks	12 to 16 weeks
Project Initiation & Planning	Consultant lead	Senior Consultant Lead
Instance Configuration	Collaborative	Hornbill Managed
Data Validation & Data Import	Collaborative	Hornbill Managed
Ticket Migration	Collaborative	Hornbill Managed
Interactive Form Build	Collaborative (max 10)	Hornbill Managed (max 40)
Business Process Build	Collaborative (max 10)	Hornbill Managed (max 40)
Employee Portal Branding (Basic)	Customer	Hornbill Managed
Education / Remote Training	1 Admin & 2 Service Owners / Agents	1 Admin & 2 Service Owners / Agents & End User LMS Training
Product Specialist	Allocated	Allocated
Senior Consultant	Not Included	Allocated
Engagement Manager	Allocated	Allocated
Engagement Manager # Sessions per week	1 hour	2 hours
Escalation POC 1	Engagement Manager	VP Customer Success
Escalation POC 2	VP Customer Experience	VP Customer Experience

*¹Promotional Offer on implementation Packages Available to all GCloud 14 customers – Offer available to August 31st 2026 thereafter reverts to standard rates

Additional Options

Hourly Rate – Education	£160	£160
Hourly Rate Consultancy	£160	£160
Additional Workflow Configuration pack of 5	£4,000	£4,000

Hornbill API Consultancy per hour	£200	£200
Custom Integrations	Hourly Rate API Consultancy	Hourly Rate API Consultancy
Hornbill AI Flight Check	£12,500	£12,500
Hornbill Branding Package	£6,000	£6,000
Benchmark Hornbill product usage assessment	£5,000	£5,000
ESM Data Analysis Expansion	Hourly Rate Consultancy	Hourly Rate Consultancy
ITOM / iBridge (cloud to cloud) configuration	Hourly Rate Consultancy	Hourly Rate Consultancy

The Hornbill for Service Management G-Cloud Service is billed monthly. A discount of 10% from the subscription prices outlined above is available to customers who choose to pay for the service annually in advance.

The Hornbill AI Flight Check service uses purpose-built data quality assessment tools to establish the gap between where your data is now, and where it needs to be to train AI features that are driven by Machine Learning.

The Hornbill Branding Package service accelerates the launch of your enterprise service portal with support from a designer specialist who will quickly align your portal visually with your organisation's branding.

The Benchmark Hornbill Product Usage Assessment service is a consultant-led deep dive into the specifics of your Hornbill implementation and how it is performing; which features of Hornbill you are using, where improvements should be targeted to solve business challenges, and where you can apply best practices to achieve quick performance wins.

Pricing

Hornbill for Service Management pricing is subscription based, with a minimum subscription of £1,500 per month.

Subscription Model Overview

Hornbill for Service Management subscriptions comprise four user types:

1) Self-Service Users

Self-Service Users are employees/end users who raise requests, track progress, and consume knowledge using the self-service portal or virtual agent channels. They are recipients of service and do not perform agent work.

2) Platform Users

A Platform User is a named individual with a Hornbill platform account. This subscription provides entitlement to the core platform services that all Hornbill applications run on, including:

- › Authentication and identity management
- › Role-based access controls and security model
- › Workflow participation (tasks, approvals, collaboration)
- › Data model participation and audit trail
- › Platform Services and access to Hornbill Apps subject to Subscription

Platform Users benefit from Hornbill's always-connected SaaS service model, enabling users to remain continuously engaged with live work activity through:

- › Real-time notifications in the Hornbill browser experience
- › Push notifications via the Hornbill Mobile App

This supports timely action on service activities such as ticket assignments, escalation, approvals, and service communications.

Platform User subscriptions provide entitlement to the underlying platform services that enable secure access, workflow participation, real-time engagement, and auditable operations.

3) Named Service Manager Agent

A Named Service Manager Agent performs operational ITSM/ESM work in the Hornbill Service Manager application.

Named subscriptions provide:

- › Guaranteed access to the Service Manager App for full-time analysts and dedicated operational roles. A fixed entitlement for users who require continuous or daily system use.

Named Service Manager Agents must also be Platform Users.

4) Concurrent Service Manager Agents

Concurrent subscriptions provide the same Hornbill Service Manager agent capabilities as Named subscriptions, but access is provided from a pooled entitlement.

Concurrent subscriptions provide:

- › Shared access for occasional or intermittent users (e.g., SMEs, part-time or shift-based agents)

Concurrent Hornbill Service Manager Agents must also be Platform Users.

A concurrent subscription is consumed when a pool Platform User accesses the Hornbill Service Manager App. The subscription is released back to the pool when the user exits the Hornbill Service Manager App subject to a minimum usage period, after which it becomes available for reallocation.

Step-by-Step Subscription Approach (with Pricing)

This section provides a simple step-by-step method to size your Hornbill for Service Management subscription. Each step includes the relevant pricing table.

What you need to count (Sizing Checklist)

Before you start, identify the following quantities:

- › # Employees (Self-Service Users - free access)
- › # Platform Users who require authenticated platform access (agents, admins, service owners)
- › # Full-time Agents (Named Service Manager Agents)
- › # Occasional / pooled Agents (Concurrent Service Manager Agents)

Step 1 – Self-Service Users

All employees and end users can access the Hornbill Self-Service portal free of charge. This includes raising requests, tracking progress, and accessing service knowledge.

Pricing: Free of charge

Step 2 – Platform Users

Platform Users should reflect the number of individuals who will log in to Hornbill, including:

- › Named agents
- › Occasional or pooled agents leveraging Concurrent Service Manager subscriptions
- › Administrators / service owners

Platform Users are required only for authenticated platform access; end-user self-service access remains free.

Platform Users (Band)	£ / user / month
<75	3.89
75	3.78
100	3.67
125	3.56
150	3.44
175	3.36
200	3.28
225	3.20
250	3.11
300	3.00
400	2.78
500	2.67
600+	1.94

Step 3 – Named Service Manager Agents

Named Service Manager subscriptions should reflect the number of full-time agents who require guaranteed, always-available access to the Hornbill Service Manager application.

Named SM Agents (Band)	£ / user / month
<75	54.44
75	52.22
100	48.89
125	46.67
150	45.56
175	43.33
200	42.22
225	41.11
250	40.00
300	37.78
400	35.56
500	33.33
600	32.22

Step 4 – Concurrent Service Manager Agents

Concurrent Service Manager subscriptions are suitable for occasional agents where pooled access is sufficient, and peak simultaneous usage is lower than the total number of potential agents.

Concurrent SM Agents (Band)	£ / user / month
<75	102.22
75	97.78
100	92.22
125	90.00
150	88.89
175	84.44
200	80.00
225	78.89
250	76.67
300	72.22
400	66.67
500	62.22
600	60.00

Total Subscription Cost Calculation

Your monthly subscription cost is calculated as:

Platform Users × Platform rate **PLUS**

Named Service Manager Agents × Named rate **PLUS**

Concurrent Service Manager Agents × Concurrent rate

Self-Service Users remain free of charge.

Named and Concurrent subscriptions are purchased in addition to Platform subscriptions.

The Hornbill for Service Management G-Cloud Service is billed monthly. A discount of 10% from the subscription prices outlined above is available to customers who choose to pay for the service annually in advance.

For further information, please contact: tenders@uk.cdw.com

The table below provides further information about the components included in the service offering.

Hornbill Platform
Mobile Application(s)
Business process orchestration
Single Sign-On (SAML integration)
Enterprise email integration
2 x Shared Mailboxes
Co-branding (your logo)
30Gb storage
24x7 System availability support

Hornbill for Automation

Hornbill's codeless business process orchestration and integration democratises the power of automation, by making powerful technology more accessible.

People who are closest to the problems within their own business units can now tackle challenges and take control of their own destinies without technical skills or IT involvement.

From automating User Account Management and Cloud integrations, through to deploying packaged content from our library, or creating your own packaged content, Hornbill opens a world of possibilities.

Optional modules

The following optional modules are available with Hornbill for Service Management.

£333.33
per month

Hornbill iBridge

Hornbill's iBridge offers integration with cloud service providers to automate tasks using inputs and outputs that are easily mapped to a business process without the need for scripting or coding. With over 1,000 out-of-the-box integrations to popular Cloud-based products and services, iBridge does the heavy lifting, allowing IT teams to focus on more valuable work.

£333.33
per month

Hornbill ITOM Basic

This includes integration for AD User & Group Management, and Entra ID User & Group Management. ITOM Basic is ideal for organisations at the start of their automation and integration journey.

£1,666.67
per month

Hornbill ITOM Server Edition

For organisations further along their automation and integration journey, the Hornbill ITOM Server Edition includes a pre-packaged library of codeless integrations that provides automated control of your IT systems and infrastructure, saving thousands of hours.

£3,000.00
per month

Hornbill ITOM DevOps Edition

For ultimate control of your infrastructure, Hornbill ITOM DevOps Edition includes the pre-packaged integration library, plus the ability to create your own automation packages, custom scripts, and Runbooks to execute routine tasks that control and support your IT services and infrastructure.

For more information, [download the ITOM datasheet](#).

£20.00
per month

Hornbill Shared Mailbox

Hornbill Shared Mailbox enables additional mailboxes to be added to the two shared mailboxes that are included with your subscription.

£8.93
per month

Hornbill Live Chat

Hornbill Live Chat is a fast and personal way to engage with your employees and ensure a timely response or resolution. A quick and convenient means of communicating, Hornbill Live Chat provides your employees with near instant access to help and advice to keep them productive and happy. Native integration with Hornbill for Service Management enables you to seamlessly elevate any chat to a formal Service Desk ticket.

£24.44
per user per month

Hornbill Project Manager

Hornbill Project Manager brings scheduling, resources, project plans, milestones, tasks and costs together for effective coordination, collaboration and management of your projects. Configurable project templates ensure a consistent, best practice approach, for improved control and enhanced speed of execution.

£0.24
per Gb per month

Hornbill Data Storage

Hornbill Data Storage enables customers to add additional capacity to the 30Gb of data storage that is included with your subscription.

£1,333.33
per day

Expert Services

Our Expert Services day rate includes travel and accommodation within the UK. For non-UK travel, time, and expenses are charged at cost. Volume discounts are available on Hornbill Success Plans when booking over 5 days at once.

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Service management

We aim to keep our support as flexible as our products. As the products are so easy to use, we believe that paying for support should be optional. Of course, should you feel that you would like the assistance of Hornbill professionals there are other options available.

Essential Success

£ Free

Essential Success includes critical availability & community support and is included in your subscription, offering 24x7 assistance via online reporting for critical service availability issues. Up to 3 named contacts can access the Hornbill Community and make use of knowledge resources, open-source integration tools and Hornbill API's.

Premier Success

£277.78
per month

Premier Success includes everything within Essential Success. This enhanced level of support provides access to Hornbill's Customer Support Teams for 5 named contacts with formal application support for non-critical issues. It includes multi-instance support, defined Service Levels and 10 credits of Expert Services. A dedicated Success Team provides quarterly service delivery reviews and priority incident reports.

Concierge Success

From £2,777.78
per month

Concierge Success includes everything in Premier and provides 10 named contacts with access to a Technical Account Manager, dedicated Product Specialist, weekly service delivery reviews and Development escalation priority. Concierge includes 100 credits of Expert Services and preferential rates on further expert services.

For more information, please visit: <https://www.hornbill.com/about-support/>

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Take the stress out of Service Management with Hornbill

More than 350 customers and 34,000 analysts use Hornbill solutions to manage service delivery and workflow automation every day.

At Hornbill, our goal is to make life at work better for you. Our modern, cloud-based service management solution takes the stress out of delivering a complex portfolio of services to customers and employees. Built for everybody, Hornbill is a single platform for all the service providers in your organization, from IT to HR to Facilities, and beyond.

Enterprise customers across the world use Hornbill to transform how they provide services to customers, employees, partners, and suppliers. They stick with us because we make life simple for them. Hornbill is designed for quick setup, cutting the usual implementation timescale in half.

We practice continuous delivery, so customers get new innovations on a weekly basis. And, as a true cloud solution, updates are automatically applied—meaning there are no upgrade projects to disrupt your progress. That's why we've been recognized as a leader in Customer Relationships, Support, User Adoption and Product Direction by organizations like G2.

Hornbill for Service Management

Modern employee service experiences

Hornbill

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