

XMA Limited - Salesforce Success Plans

Detailed Pricing

Premier Success Pricing	
Role	0.00
Premier Success Pricing	Premier Success is calculated at 18% Net. of the licence cost

Signature ¹ Success Pricing ² - Core (inc. Data Cloud) ³ , Marketing Cloud Engagement, Customer Data Platform, Personalization, Mulesoft						
Org Size ⁴	Org. ⁵ AOV (GBP)	SFDC Core	Marketing Cloud Engagement	Customer Data Platform	Marketing Cloud Personalization	Mulesoft
XS ⁶	0-440K	£147,523.80	£138,693.15	£138,693.15	£138,693.15	£138,693.15
S	440K-730K	£196,352.10	£192,196.50	£192,196.50	£192,196.50	£192,196.50
M	730K-3.65M	£293,489.25	£288,294.75	£288,294.75	£288,294.75	£288,294.75
L	3.65M-7.3M	£363,615.00	£387,509.70	£387,509.70	£387,509.70	£387,509.70
XL	7.3M-10.95M	£505,424.85	£542,305.80	£542,305.80	£542,305.80	£542,305.80
XXL	10.95M+	£656,065.35	£683,596.20	£683,596.20	£683,596.20	£683,596.20

XMA Limited - Salesforce Success Plans

Signature Success Pricing - CC-B2C		
Org Size ⁴	Org. ⁵ AOV (GBP)	CC-B2C
XS ⁶	0-730K	£142,848.75
S	730K-2.19M	£205,182.75
M	2.19M-3.65M	£305,436.60
L	3.65M-5.11M	£418,157.25
XL	5.11M-7.3M	£580,745.10
XXL	7.3M+	£727,230.00

Signature Success Pricing - Heroku		
Org Size ⁴	Org. ⁵ AOV (GBP)	Heroku
XS ⁶	0-730K	£100,253.85
S	730K-1.09M	£126,745.80
M	1.09M-2.19M	£198,429.90
L	2.19M-3.65M	£249,855.45
XL	3.65M-7.30M	£371,406.75
XXL	7.3M+	£493,477.50

XMA Limited - Salesforce Success Plans

Description	Term
1 - Signature	- Premier Success is a pre-requisite service and cost to which Signature Success can be added at the rates detailed - Signature resource staffing is world-wide, including CSM. Resources are not UKI only - 12+ Month Standard
2 - Pricing	- Pricing for Signature is sized per Org. - Pricing is subject to a fee equal to 10% of the total net applicable subscription fees for any new or additional subscriptions provisioned to the Org
3 - Data Cloud	Signature Success for Data Cloud is covered within Signature Success for Core.
4 - Org Size	Pricing for Signature is sized per Org.
5 - Org	- "Org" is defined as a unique instance of the applicable Services, i.e., a separate set of Customer Data and Customer-specific Service customizations held by SFDC in a logically separated database (i.e., a database segregated through password-controlled access). "Org" may also refer to "Tenant" or "Realm". - Signature Success is a support offering that is priced per Org. - The Signature Success subscription(s) ordered hereunder may not be transferred or provisioned to another Org. - Signature Success fees will not be reduced or refunded for any reason, including a reduction in total net applicable subscriptions during the Order Term. - Customer agrees to pay an incremental Signature Success fee equal to 10% of the total net applicable subscription fees for any new or additional subscriptions provisioned to the Org
6 - XS	"XS" Org. size pricing indicates the minimum pricing for Signature services

XMA Limited - Salesforce Success Plans

Description	Generic Term
Renewal Options	Upon renewal, Customer may (1) sign a new Call-Off Agreement under the same G-Cloud Framework as may be available, at the prices contained therein, for the duration of the Renewal Term, (2) sign a new Call-Off Agreement under a new G-Cloud Framework as may be available, at the prices contained therein, for the duration of the Renewal Term. Any improvement in pricing as published in the relevant Digital Marketplace offering for which they signed a Call-Off Agreement, subject to (1) the total monthly contract value and the total contract value being the same or greater; (2) the Order Term being the same duration or longer than the current Contract Term; and (3) Customer executes a new Order Form reflecting this. For purposes of clarification, any prepaid fees for the period after the start of the new contract shall be applied to such new contract.
Administrative Swap	During a subscription term, Customer may replace, some or all of the User subscriptions purchased hereunder with User subscriptions for a different SFDC product, provided: (1) the total monthly contract value and the total contract value being the same or greater; (2) the Order Term being the same duration or longer than the Order Term set forth in this Order Form; and (3) Customer executes a new Order Form reflecting the new subscriptions, and pays, in addition to any subscription fees set forth on such new Order Form, a one time Administrative Swap Fee equal to: (a) the quantity of subscriptions being swapped, multiplied by (b) the subscription per unit per month subscription fee, multiplied by (c) the number of months remaining in the subscription term of this Order Form, multiplied by 10%. For the avoidance of doubt, in no event may Customer replace SFDC products for any professional services, retained / program architect services, non GA products, Dreamforce conference passes, or products for which SFDC owes a royalty to third parties (e.g., http://Data.com , Heroku and Marketing Cloud Products). Discounts are Non-Cumulative When Customer places their first Order Form, User subscription counts for the purposes of discounting shall start from one (1).
Volume Discount Tiering	Discounts are based on the total number of Users under this Order Form at the time of the applicable order, taking into account any previously purchased User subscriptions if this Order Form is an add-on. Any price decreases shall have no effect on previously purchased User subscriptions. If a single additional order raises the number of Users under this Order Form above a certain threshold, only those User subscriptions exceeding the threshold are entitled to the reduced pricing. For the avoidance of doubt, no re-pricing of existing User subscriptions shall take place, based on achieving or exceeding a discounting threshold.

XMA Limited - Salesforce Success Plans

*	Products identified with asterisk (*) are Phased Out Products. Phased Out Products can only be purchased by Customer that has already purchased the same Phased Out Product before and continues using the Phased Out Product at least until the end of the term identified in the new Order Form.
Legacy Stock Keeping Units	The pricing above shall also apply to existing Customers who have legacy Stock Keeping Units (SKU) on existing Orgs, per Edition as appropriate: Service Cloud Lightning CRM - Professional Edition, Service Cloud Lightning CRM - Enterprise Edition, or Service Cloud Lightning CRM - Unlimited Edition. For clarity, any new Orgs shall use the new SKUs, as above.
Exclusive of VAT	All prices are exclusive of VAT.