



G-Cloud 15

Pricing Document

***Pega Cloud including Pega Government Platform
and Pega Customer Services.***

**Lot 2b Software as a Service
(SaaS)**

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Pega Government Platform

Pega Government Platform (PGP) is a low-code application development platform purpose-built for the public sector, accelerating delivery of modern government services with pre-configured, government-specific capabilities. PGP adds a comprehensive government data model, reusable public-sector components, standardised case types, and accessible UX frameworks to the core Pega Infinity platform, enabling agencies to quickly digitise services, modernise legacy systems, and improve outcomes for citizens and staff.

User Based Pricing:

User Type:	Fee per user per month (PUPM): 1 year term	Fee per user per month (PUPM): 2-year term	Fee per user per month (PUPM): 3-year term
Regular User	£103	£94	£85
Occasional User	£84	£64	£44
Sporadic User	£43	£29.50	£16

Note: the lower banding will apply for longer term contracts.

A 3-year committed term will attract the lowest banding.

A 2-year committed term will attract mid banding. Being: Reg = £94 pupm, Occ = £64 pupm, Spo = £29.50 pupm.

A 1-year committed term will attract the highest banding.

Case based pricing:

Case price per annum
£4.20

A “**Case**” means use of the Software for the creation, routing, updating, processing, tracking and/or resolution of a single unit of work in a production environment. A single unit of work is an individual instance of the execution of a business process (whether processed as a stand-alone case or a related case within a more extensive business process) evidenced by an assigned unique numerical identifier.

Case type definitions:

- A “**Work Management Case**” means use of the Software to route and track work among people or systems for processing and completion in other transaction systems.
- A “**Work Execution Case**” means use of the Software to manage the processing and completion of work, including directly updating other transaction systems.

Customer Service for Government (CRM)

Pega Customer Service for Government delivers an AI-powered, omnichannel service platform that helps public sector organisations provide fast, consistent, and personalised constituent experiences across phone, email, chat, messaging, and web—while preserving full context as citizens move between channels. Built on Pega Infinity, it combines an industry-leading service desktop, case management, and knowledge with government-specific capabilities to accelerate digital service delivery and improve outcomes for citizens and staff.

Options for Pega CRM Applications:

Depending on whether Pega's CRM applications are a requirement, there could be an expected uplift to the above costs for Pega Government Platform of between 15% to 50%.

This is dependent upon the edition and if any additional options are required. Editions are as follows:

- **Case Management** = 15% uplift
- **Enterprise Edition** = 32.5% uplift
- **Digital Edition** = 50% uplift

These solution requirements will be discussed on a client-specific basis and any corresponding commercials clearly outlined to meet those requirements.

Customer Service - Additional Purchase Options

Co-Browse

Pega Co-Browse is a secure, no-download, HTML5-based tool that lets agents instantly see the customer's active webpage, visually guide them, and help resolve issues faster without accessing the customer's desktop or other applications. It supports data masking, multi-language experiences, session recording, and works across sub-domains to deliver high-touch, real-time assistance that improves satisfaction and reduces handle time.

Metric Type	Unit Rate Per User Per Month (PUPM)
1-200 Users	£18
201+ users	£15.75

Pega Digital Messaging (All Channels)

Pega Digital Messaging (All Channels) provides a unified, AI-powered messaging layer that lets organisations engage customers across every major digital channel through a single, streamlined agent desktop. It brings together chat, social messaging apps, mobile in-app messaging, and SMS into one consistent, intelligent service experience powered by Pega's case management, decisioning, and automation.

Metric Type	Unit Rate Per User Per Month (PUPM)
1-200 Users	£59
201+ users	£51.62

Pega Collections for Government

Pega Collections is designed to support collections organisations by integrating process automation with real-time decisioning and machine learning analytics. This combination helps eliminate inefficiencies within collections operations, enabling more streamlined and effective management.

Metric Type	Price Per Case
0-400,000 Cases (min 400,000)	£0.96 per case
400,000 Cases +	£0.91 per case

Citizen Decision Hub - Marketing (CDH)

Pega Citizen Decision Hub (CDH) is Pega's real-time, AI-powered decisioning engine that delivers the Next Best Action for every customer interaction. It acts as an "always-on brain" that unifies customer data, analytics, and channels to provide personalised, contextually relevant experiences at scale.

CDH pricing is dependent upon the editions required and whether Strategy Optimiser Bundle (SOB) is also required.

Pricing below reflects a customer requiring all editions with SOB who has metric requirements as detailed below. Pricing will vary should customer metric requirements differ.

Metric Type	*Unit Rate p.a.
B2C Customer	£0.27
B2C Prospect	£0.06

*Min volume of £30k per month.

Attended (RPA) and Unattended Robots (RPA) for Government

Attended Automation (RPA)

Attended RPA provides desktop-level automation for front-office and hybrid processes, improving agent efficiency without replacing the human in the loop.

Metric Type	Unit Rate Per User Per Month (PUPM)
200 Users (200 User Min)	£20
201+ users	£18

Unattended RPA

Unattended RPA delivers full automation of high-volume, rules-driven back-office work, running autonomously on virtual machines.

Metric Type	Unit Rate Per Robot Per Month (PUPM)
20 Robots (20 Robot Min)	£197
21+ Robots	£195

Pega GenAI for Government

Pega GenAI is a suite of generative AI-powered capabilities embedded across Pega Platform and the wider Pega product ecosystem. It enables:

- Rapid application design and development
- Dynamic content and workflow generation
- Automated insights and summarisation
- AI-enhanced customer engagement
- Intelligent decisioning and case management

Pega GenAI for Workflow Automation

Includes: Coach, Connect, Agent Steps, Talk to Your Data, Ad-hoc Workflows

Pega GenAI for Workflow Automation brings generative AI directly into the core of Pega's workflow engine, enabling organisations to create, optimise, and automate processes with unprecedented speed, intelligence, and autonomy. It combines agentic AI, low-code design acceleration, and runtime automation to transform how work moves across the enterprise.

Pricing based on a 25% uplift to case or user, entitled per application

Pega GenAI for Customer Service

Includes Coach, Connect, Agent Steps, Talk to Your Data, Ad-hoc Workflows, CS Simulator

Pega GenAI for Customer Service brings generative-AI intelligence directly into the Pega Customer Service desktop, transforming how agents work by automating interactions, accelerating resolutions, and delivering real-time guidance. It acts as an always-on assistant that supports agents before, during, and after every customer interaction—boosting productivity, accuracy, and service quality.

Pricing based on a 25% uplift to case or user, entitled per application

Pega GenAI + Voice AI for Customer Service

Includes Coach, Connect, Agent Steps, Talk to Your Data, Ad-hoc Workflows, CS Simulator.

Pega GenAI + Voice AI for Customer Service combines Pega's generative-AI capabilities with real-time Voice AI to create a fully augmented agent experience during

live phone interactions. The result: faster resolutions, higher compliance, better customer outcomes, and dramatically reduced agent effort.

Pricing based on a 50% uplift to case or user, entitled per application

Pega Product Agents for Government

Knowledge Agent

The **Knowledge Agent** is one of Pega's Predictable AI Agents, designed to deliver real-time insights from structured and unstructured enterprise knowledge sources. Its core purpose is to give agents, employees, and automated workflows instant access to the information they need—grounded in trusted content—to drive more accurate, compliant, and efficient outcomes.

The pricing for this solution is determined based on the number of production buddies required. Each production buddy includes 1 million answers. Alternatively, pricing can also be calculated based on the number of users. This flexible approach allows organisations to choose the model that best fits their usage and operational needs.

Knowledge Agent - User Based Pricing

Monthly User Price (200 Min)
£16

Knowledge Agent - Production Buddy Pricing

Monthly Price per Buddy (inc. 1M answers per buddy)
£3,325

Knowledge Agent - Additional Answer Pricing

Monthly Price Additional Answers (blocks of 200k)
£629.94

Application Agent

The **Application Agent** serves as Pega's primary orchestration and execution engine, enabling any approved workflow to become "agent fuel." It offers a governed API that allows both Pega agents and third-party agents to discover, initiate, and execute the appropriate workflow at the optimal time ensuring comprehensive auditability, policy compliance, and outcome monitoring.

Priced at 50% uplift to cased based pricing

Additional Add-on Purchase Options for Government

Pega Mobility

Pega Mobility enables organisations to deliver powerful, model-driven mobile experiences across devices without duplicating business logic or maintaining separate mobile codebases. With mobile treated as just another channel, apps built in Pega are automatically mobile-ready, leveraging responsive design, native device features, offline capability, and secure deployment options.

Metric Type	Unit Rate Per User Per Month (PUPM)
1-200 Users	£17
201+ users	£14.87

Metric Type	Unit Rate Per case per annum
1-100,000 Cases	£0.13
100,001 + cases	£0.11

Pega Process AI

Pega Process AI is Pega's real-time, low-code AI engine that infuses workflow automation with predictive analytics, decision management, and event processing to continuously optimise business processes. It brings AI into every step of case management—predicting outcomes, proactively resolving issues, and dynamically routing or triaging work to improve operational performance at scale.

Metric Type	Unit Rate Per case per annum
1-100,000 Cases	£0.25
100,001 + cases	£0.22

Workforce Intelligence

Pega Workforce Intelligence uses AI-powered desktop analytics to reveal how work actually happens, uncovering hidden process inefficiencies and technology friction that impact productivity. It delivers rapid, actionable insights that help organisations improve efficiency, streamline workflows, and enhance employee performance.

Metric Type	Unit Rate Per user per month
200 User min	£27
201 + Users	£25

Pega Event Stream Triage

Pega Event Stream Triage is the real-time event-processing engine within Process AI that analyses millions of streaming events such as transactions, IoT signals, customer interactions, or status changes—and immediately makes intelligent decisions to triage and route work.

Metric Type	Unit Rate Per block annum
Block of 10M Events	£15,914

Case Fabric

Pega Case Fabric refers to the case construct used within Pega Process Fabric Hub, representing a unit of work that unifies and orchestrates tasks across multiple applications, both Pega and non-Pega. These Case Fabric cases sit at the centre of the Process Fabric architecture and enable work coordination, cross-application visibility, and seamless task execution without requiring organisations to rearchitect existing systems.

Metric Type	Unit Rate Per block per annum
Initial Block of 1M Cases/externalised processes	£151,186
Additional blocks of 1M cases/assignments	£37,796

Agentic Process Fabric

Agentic Process Fabric is Pega's next-generation orchestration layer designed to coordinate, govern, and connect AI agents across applications—whether those agents are built in Pega or supplied by third parties. It extends the foundational Pega Process Fabric into the era of agentic automation, giving enterprises a centralised, governed fabric for discovering agents, validating their capabilities, and coordinating end-to-end work across systems.

No cost. Entitlement provided with '[Application Agent](#)' license.

Pega Process Mining

Pega Process Mining is Pega's AI-driven process intelligence solution that analyses real event-log data from Pega and non-Pega systems to reveal how processes actually run, identify inefficiencies, and drive continuous workflow optimisation.

Metric Type	Unit Rate Per block per annum
Initial Block of 1M Cases/externalised processes	£151,186
Additional blocks of 1M cases/assignments	£37,796

Pega Call

Pega Call is Pega's Computer Telephony Integration (CTI) framework that seamlessly connects your telephony infrastructure with the Pega Customer Service™ desktop, enabling context-aware, efficient, and intelligent phone-based customer interactions. It embeds telephony directly into the Pega agent experience, providing unified call control, adaptive screen pops, CTI-driven automation, and real-time synchronisation of agent states—all designed to reduce handle time, improve service quality, and create a streamlined, personalised customer experience.

Monthly cost for Pega Call
£1,945

Pega BIX Batch & Real-time

Pega BIX Batch & Real-time extracts Pega application data for analytics and reporting, either through scheduled high-volume batch exports or instant real-time event streaming via Kafka or API. It keeps data lakes and BI systems current, enabling timely insights, operational visibility, and event-driven integrations.

Monthly cost for Pega BIX Batch & Real-time Per Application

£4,000

Pega Cloud

Pega Cloud delivers a fully managed, enterprise-grade cloud platform designed to unlock the full power of Pega Infinity and Pega's Strategic Applications—without the burden of managing infrastructure. Run and scale your Pega solutions with confidence, backed by Pega's global 24×7 operations, security, and monitoring teams. With Pega Cloud, clients eliminate the cost and complexity of maintaining their own Pega environments, accelerating time-to-market and maximising the value of their investment from day one.

Pega Cloud environments are provisioned quickly—often within days of contract signature—so organisations can focus on innovation rather than administration. The service includes a production environment, a large sandbox for development and testing (supporting up to 45 developers and testers), and a standard sandbox (supporting up to 15). Each production environment is sized according to the client's contracted usage, ensuring reliable performance and scalability.

Pega Cloud also includes Premium Support and generous storage allocations as standard:

- 100 GB of production data storage
- 500 GB of shared file storage across all environments

Commercial terms are simple and predictable. Pricing assumes an annual contract value of at least £120,000 with a three-year commitment.

For clients requiring shorter terms, a 10% uplift applies to a two-year contract and 20% for a one-year term.

With Pega Cloud, clients gain the fastest path to value, the most reliable operational foundation for Pega applications, and the freedom to focus on delivering exceptional customer and employee experiences.

Additional purchase options for Pega Cloud

Product	Fees
Large Sandbox (including 100GB storage)	£4,800 per month
Standard Sandbox (including 50GB storage)	£2,400 per month
Cloud Data Storage 100GB block	£200 per month
Cloud File Storage 500GB block	£155 per month
Pega Cloud Secure Connect	£950 per month per region
Production Mirror(100% Scale)	30% of subscription fee / dependent upon size of production environment

Pega Training Courses

Pega delivers project services to public sector organisations through our Cloud Support Services (Lot 3), with pricing governed by the G-Cloud 15 Cloud Support Services framework.

In addition, many of our public sector clients choose to develop internal capability through Pega's comprehensive training and enablement programmes.

In support of Pega's commitment to helping clients become self-sufficient in configuring and evolving their Pega applications, a wide range of online self-study courses is available free of charge. Full details of all training, certification paths, and enablement options can be found at <https://academy.pegacom/>.

Pega Training & Enablement Options

Pega offers a flexible range of training experiences designed to help organisations build in-house expertise quickly and confidently. Whether you prefer self-paced learning or guided instruction from certified experts, Pega provides the right enablement path for every team.

Live, Instructor-Led Training

For teams seeking hands-on coaching and deeper immersion, Pega offers high-quality instructor-led courses delivered virtually or onsite.

Public Scheduled Training (Remote)

Join scheduled online classes led by Pega-certified instructors.

£540 per person, per day

Private, Dedicated Training (Onsite or Remote)

Bring Pega expertise directly to your team with a tailored private class:

- Up to 6 learners: **£2,400 per day**
- Up to 9 learners: **£3,000 per day**
- Up to 12 learners: **£3,600 per day**

Instructor travel and subsistence fees apply for onsite delivery.

Certification Exams

Validate your team's expertise with industry-recognised Pega certifications delivered via Pearson VUE.

- **190–175 USD** per exam attempt.

Business Architect Essentials (5 Days)

Build foundational Pega design and configuration skills.

- Public class: £2,700 per person
- Private onsite class (up to 6 people): **£12,000***

System Architect Essentials (7–8 Days)

Develop system architects capable of delivering high-quality Pega applications.

- Public class: £3,780–£4,320 per person
- Private onsite class (up to 6 people): **£16,800–£19,200***

**Instructor travel/subsistence charged separately.*



About Pega

Pega delivers innovative software that crushes business complexity. From maximising customer lifetime value to streamlining service to boosting efficiency, we help the world's leading brands solve problems fast and transform for tomorrow. Pega clients make better decisions and get work done with real-time AI and intelligent automation. And, since 1983, we've built our scalable architecture and low-code platform to stay ahead of rapid change. Our solutions save people time, so our clients' employees and customers can get back to what matters most. For more information, visit us at:

WWW.PEGA.COM