



G-Cloud 15: Pricing Document

Ito's Transit Data Platform

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This quotation is presented in response to G-Cloud 15 framework, for the service referenced in the title of this quote.

1. Regional Tier Definitions

To ensure transparency and commercial fairness, Ito World defines network scale based on the total number of active vehicles tracked within the platform. Pricing is tiered to reflect the data processing volumes and support requirements of different regional scales:

- **Small Region:** 1–250 Vehicles
- **Medium Region:** 251–1,000 Vehicles
- **Large Region:** 1,001–3,000 Vehicles
- **Enterprise Solution:** 3,001+ Vehicles/Complex Combined authority or National-scale deployments

2. Annual Licence Fees (SaaS)

All prices are GBP per annum, exclusive of VAT. These fees cover the core cloud-native hosting, maintenance, and standard support.

Ito Module	Small (1-250)	Medium (251-1,000)	Large (1,001-3,000)	Enterprise (3,001+ Vehicles)
Ito Elevate	£20,000	£40,000	£100,000	£250,000
Ito Notify	£20,000	£40,000	£100,000	£250,000
Ito Discover	£20,000	£40,000	£100,000	£250,000
Total (Bundled Suite)	£60,000	£120,000	£300,000	£750,000

Pricing Notes:

- *Final pricing may vary based on network complexity, the number of transport modes, and total vehicle count. The figures above represent the **maximum ceiling price** for each tier; discounts may be applied based on the specific variables of the deployment.*
- Ito World offers a discounted price if a Buyer purchases multiple services. The discount amount depends on the individual circumstances of the purchase.
- *This pricing assumes off-the-shelf service delivery using Ito's existing integration catalogue.*



- *Enhanced support levels or bespoke feature development are charged based on the SFIA rate card below.*
- *Extended API access beyond contract cessation is available and priced according to the SFIA rate card based on the required additional support days.*
- *As outlined in the service description, we are offering an additional optional feature for Ito Notify - Automated Disruption Detection (ADDs). This feature is priced separately as an optional add-on:*
 - *For small regions ADDs is priced at £10,000*
 - *For Medium regions ADDs is priced at £25,000*
 - *For Large regions ADDs is priced at £50,000*
 - *For Enterprise clients ADDs is priced at £100,000*

Skills For the Information Age (SFIA) rate card

Ito Rate Card

	Strategy and architect ure	Change and transform ation	Developm ent and implemen tation	Delivery and operation	People and skills	Relations hips and engagem ent
1. Follow	£600	£400	£500	£400	£500	£600
2. Assist	£700	£500	£600	£500	£600	£700
3. Apply	£800	£600	£700	£600	£700	£800
4. Enable	£900	£700	£800	£700	£800	£900
5. Ensure, advise	£1,000	£800	£900	£800	£900	£1000
6. Initiate, influence	£1,100	£900	£1,000	£900	£1,000	£1,100
7. Set strategy, inspire, mobilise	£1,200	£1,000	£1,100	£1000	£1,100	£1,200