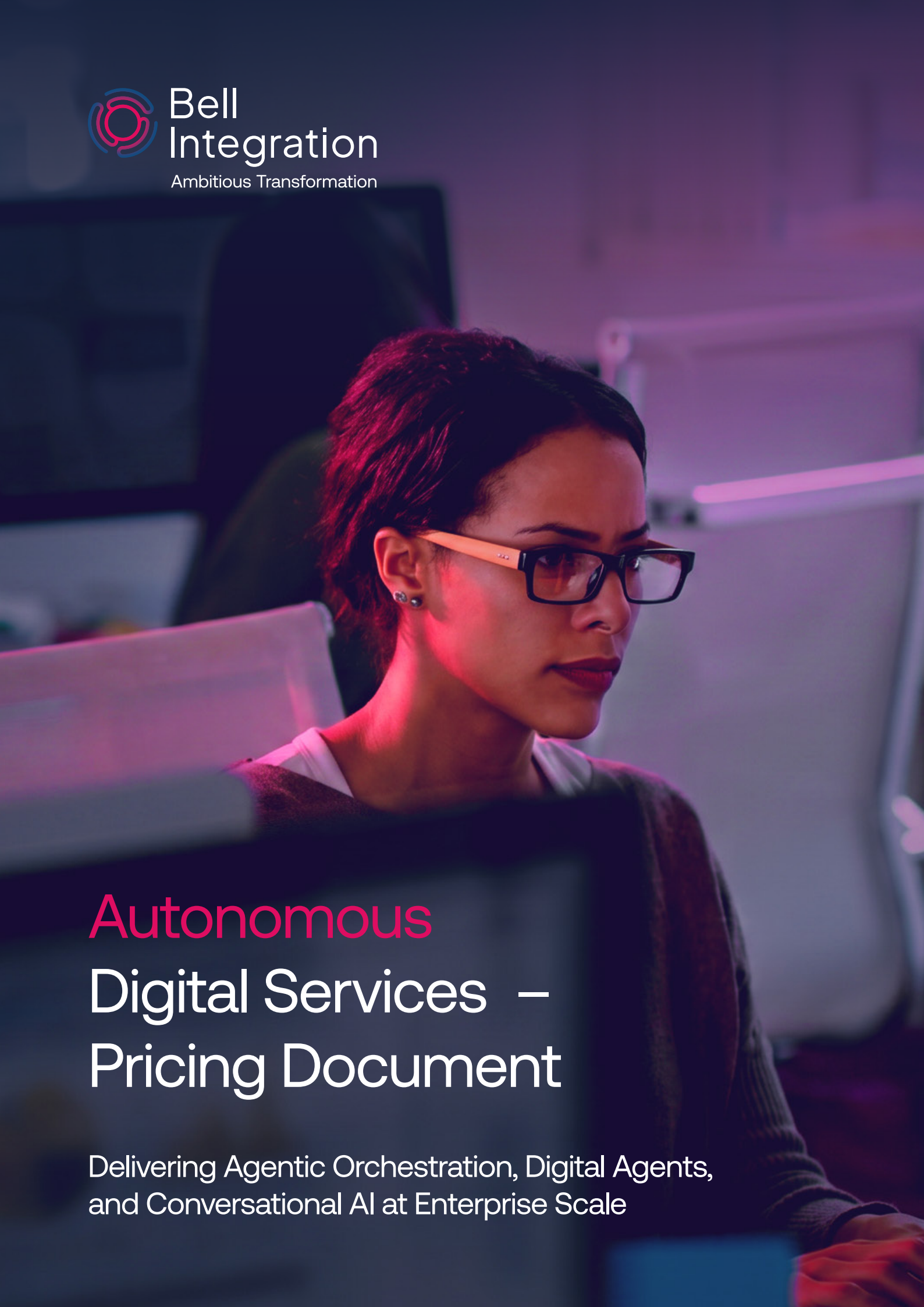




Autonomous Digital Services – Pricing Document

Delivering Agentic Orchestration, Digital Agents,
and Conversational AI at Enterprise Scale



Service Overview

Bell Integration provides Autonomous Digital Services that support the design, delivery, operation, and optimisation of enterprise-grade autonomous and agentic AI solutions.

Our services enable organisations to embed intelligent digital agents into core business and IT operations, allowing agents to reason, decide, and act across systems with minimal human intervention – while remaining governed, observable, and secure.

Services span the full autonomous lifecycle, including strategy, delivery, training, support, and managed operations. They are designed to ensure autonomous solutions are:

- Designed with clear decision boundaries and guardrails.
- Integrated reliably across enterprise platforms and workflows.
- Operated safely, predictably, and responsibly over time.
- Scalable across processes, domains, and organisational units.

All services are delivered by experienced AI architects, engineers, automation specialists, integration experts.

Commercial Structure

The commercial model for Autonomous Digital Services is structured across four areas of service offering:

1. Delivery Services

Strategy, design, architecture, implementation, and integration of autonomous digital solutions.

2. Training & Enablement

Instructor-led training to support adoption, supervision, and extension of autonomous capabilities.

3. Support Services

Ongoing operational and technical support for autonomous digital solutions operating in live environments.

4. Managed Services

Fully managed solution operations, governance, and continuous improvement services.

An overview of each service area is provided in the accompanying Service Description document.



Delivery Services – Commercial Model

Delivery Services focus on implementing production-ready autonomous digital solutions aligned to defined business objectives, operational workflows, and governance requirements.

Engagements may be delivered on either:

- Time & Materials (T&M), or
- Fixed-price project basis

depending on scope, complexity, and delivery risk.

- All Delivery Services engagements begin with a structured scoping and design phase to define objectives, success measures, delivery approach, timelines, and commercial assumptions.

This ensures predictable delivery outcomes, cost transparency, and controlled implementation of autonomous capabilities.

Delivery Services – Commercial Assumptions

- Rates are per consultant, per day (8 hours).
- Rates are for UK based consultants.
- Minimum booking is one day.
- UK business hours (09:00–17:30).
- Services are delivered remotely unless otherwise agreed.
- On-site delivery is available by agreement; travel and expenses charged at cost.
- Rates exclude VAT.
- Platform licensing, cloud consumption, and third-party software costs are excluded.

Delivery Services – Role-Based Pricing

Role	Description	Indicative Daily Rate (GBP)
Business Consultant	Autonomous AI strategy, use-case definition, governance, operating models	£1,950
Technical Architect	Agent architecture, orchestration design, security and integration patterns	£2,300
Lead AI Engineer – L6	Technical design authority, complex agent behaviour and orchestration	£2,050
AI Engineer – L4	Agent configuration, workflows, testing, optimisation	£1,300
AI Engineer – L2	Agent configuration, workflows, testing, optimisation	£700
Integration Specialist	API, automation, data and enterprise platform integration	£1,300
Project Manager	Delivery governance, planning, RAID, and stakeholder coordination	£1,700



Training & Enablement – Commercial Model

Training services are priced separately from Delivery Services and follow a per-delegate (seat) pricing model, based on course duration and technical depth.

Training is delivered by accredited instructors and can be provided in-person or virtually.

Training Courses



AI Foundations for Business Leaders

This course equips business leaders, managers, and IT professionals with foundational knowledge and practical insights to strategically leverage AI, enabling informed decision-making and sustainable innovation.

Audience: Business leaders, managers, IT professionals.

Duration: 2 days.

Delivery: Instructor-led, classroom-based.

Price: £1,000 per delegate.



Conversational AI: The Essentials

To equip you with the skills to design, implement, and manage the Conversational AI solutions that enhance customer interactions, boost operational efficiency, and ensure ethical AI practises.

Audience: Project Managers, Technical Architects, Cognitive implementation and Integration engineers.

Duration: 2 days.

Delivery: Instructor-led, classroom-based.

Price: £1,500 per delegate.



Conversational AI: Advanced Project Skills

To equip you with the skills and strategic insights necessary to master the implementation, deployment, and management of sophisticated conversational AI systems.

Audience: Project Managers, Technical Architects, Cognitive implementation and Integration engineers.

Duration: 3 days.

Delivery: Instructor-led, classroom-based.

Price: £1,500 per delegate.

Training – Commercial Assumptions

- Pricing is per delegate (seat).
- Training is delivered as instructor-led sessions, either virtually or on-site.
- Trainer travel and expenses for on-site delivery are excluded.
- Minimum 5 delegates, maximum 12 delegates per session.
- Training Content is Subject to Change (ensures we reflect latest product features).
- Published Discounts not applicable to Training courses.
- Prices exclude VAT.



Support Services – Commercial Model

Support Services are provided under an annual fixed-fee commercial model, designed to give predictable access to specialist support for autonomous digital solutions operating in live environments.

Under this model, customers retain day-to-day operational ownership of their Autonomous Solutions, while Bell Integration provides reactive operational support, incident management, and escalation services within the agreed support scope.

Support Services – Commercial Assumptions

- Pricing is per supported autonomous environment.
- Service levels and response targets are defined in the Support Agreement.
- Support Services exclude proactive optimisation and solution change.
- Prices exclude VAT.

Support Services Pricing Structure

Support Level	Coverage	Commercial Model	Indicative Monthly Pricing (GBP)
Business Hours	08:30 to 17:30, Monday to Friday	Annual fixed fee	£4,950
Extended House	Custom coverage	Annual fixed fee	£8,225
24x7x365	Full critical service support	Annual fixed fee	£14,625



Managed Services – Commercial Model

Bell Integration’s Managed Services provide a structured, fully managed operating model for autonomous digital solutions platforms operating in live environments. The service is designed to ensure platform stability, performance, and ongoing operational assurance, while allowing flexibility for services to evolve over time.

The Managed Services offering is structured across three complementary service components:

- **Section A – BAU Managed Services:**
Fixed monthly pricing for live platform operations.
- **Section B – Additional Managed Coverage:**
Fixed monthly extensions agreed via service assessment.
- **Section C – Change & Specialist Services:**
Day-rate support for non-BAU activities.

This three-part structure ensures a clear distinction between operational support, scalable managed service coverage, and change activity, while providing buyers with predictable costs, flexibility, and alignment with public sector live service support expectations.

Bell Integration can provide indicative estimates aligned to specific customer requirements based on specific customer requirements as part of the sales and commercial scoping process.



Section A. Managed Services (BAU) – Fixed Monthly Pricing

Business-as-usual managed services provide core operational support autonomous digital platforms under fixed monthly pricing. These services ensure the reliable day-to-day operation of live platforms and deliver predictable cost and service coverage.

BAU services typically include platform monitoring, incident management, operational support, service reporting, and service management activities required to maintain stability and performance in live environments.

Managed Service Tiers

Tier	Intended Buyer Size	Indicative Monthly Price (GBP)
Starter	Small Org / Small teams / Pilots	£1,800
Standard	Medium Org / Dept / Programme	£4,000
Enterprise	Large Programmes / Large Dept	£7,500
Enterprise Plus	Major Programmes	Subject to requirements

Services Included:

- 24x7 monitoring of supported platforms and services.
- Incident management and resolution.
- Data pipeline health checks and operational support.
- Monitoring of Autonomous Systems.
- Patch and update coordination.
- Service performance monitoring.
- Monthly service reporting.
- Service delivery management.

Services Excluded:

The following are not included unless separately purchased:

- Platform licensing, cloud hosting, and consumption costs.
- New feature development or net-new functionality.
- Major architectural redesign or platform re-engineering.
- Onboarding of new data sources.
- Out-of-hours change activity.



Section B – Optional Managed Service Coverage Beyond BAU

Optional managed service coverage extends business-as-usual (BAU) support to include additional operational responsibilities that are formally agreed with the customer.

These additional responsibilities are identified through a service assessment process and, once agreed, are incorporated into the managed service baseline and delivered under fixed monthly pricing.

This ensures clear scope definition, predictable cost, and continuous operational support for services that require ongoing management beyond the core BAU coverage.

Section C – Day-rate pricing for change, enhancement and specialist support

Change, enhancement, and specialist support services cover all activities that fall outside both:

- the core BAU managed service scope, and
- any agreed additional managed service coverage.

These services are delivered on a day-rate basis for time-bound activities such as change implementation, enhancements, optimisation initiatives, and specialist interventions.

Managed Services – Commercial Assumptions

- Managed Services are delivered against an agreed service scope, which defines the boundary between BAU managed services, agreed additional coverage, and day-rate activities.
- Activities not included within the agreed managed service scope are treated as out of scope and, where required, delivered on a day-rate basis.
- Managed service scope and pricing assumptions are based on information provided during sales and commercial scoping discussions.
- Managed Services assume reasonable and timely access to required platforms, environments, and relevant third-party services.
- Cloud hosting, platform licensing, and third-party costs, including the chosen Autonomous Vendor Platform licensing, are excluded.
- Support Services are included as part of the managed service.
- Indicative prices are exclusive of VAT.

Annual Contract Value & Discounts

Annual Contract Value excluding VAT (GBP£)	Minimum % discount
<£250,000	20%
£250,001 to £500,000	20%
£500,001 to £1,000,000	20%
£1,000,001 to £2,500,000	20%
£2,500,001 to £5,000,000	20%
£5,000,001+	20%



Quality Statement

This is to certify that the attached documentation has been produced in accordance with the Bell Microsystems Ltd, trading as Bell Integration, integrated management system risk assessment process and has been approved for release. It has been written in commercial confidence and is copyright protected.

Contact us

With over 30 years of experience and offices across the globe, Bell Integration delivers Data Centre, Cloud and End User services within some of the world's most prestigious customer environments. With capabilities covering technology provision, consulting, project and managed services and asset retirement services, we add value to our customers at several touch points throughout the life-cycle of their IT environments.

See how Bell Integration can help your business succeed. Please contact us on marketing@bell-integration.com or visit www.bell-integration.com.

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