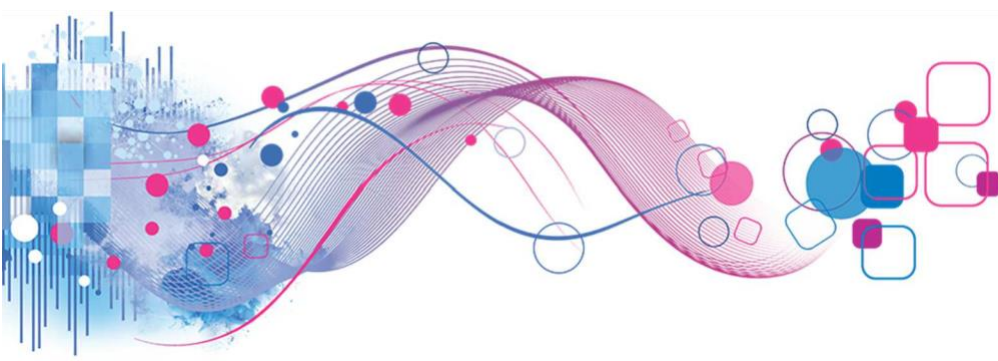




Pricing Document – Citizen & Location Insight, Reporting, Analytics and Mapping with Experian's Geospatial services

For: G Cloud 15

Notwithstanding anything contained in your invitation to tender documentation, please note that the attached proposal and all accompanying documentation and materials (together called "Response to Tender") and with all of the intellectual property rights contained within it belong to Experian Limited ("Experian") and ownership will not pass to you. You must keep the contents of this Response to Tender strictly confidential. You may only use it for the purposes of assessing the suitability of Experian for carrying out the work you envisage once the tender process is complete. You may not disclose it to any third party without Experian's prior written consent. You must return this information to Experian (at our expense) if we ask you.

Experian does not intend this Response to Tender be a contractual offer or an acceptance of any offer by you. Experian reserves the right to negotiate any terms and conditions that you might have included in your invitation to tender. It is our usual practice to use Experian standard terms and conditions when supplying our services or products and we will be happy to provide a copy of these to you. Pricing is valid for 90 days from date of submission.

In relation to any personal data contained within this Response to Tender (including but not limited to names of Experian personnel within CVs or otherwise), you shall ensure that: (a) you comply with all applicable data protection legislation; and (b) you maintain security and other standards which are equivalent to those with which Experian is required to comply when processing such personal data. For the avoidance of doubt, you shall not transfer any personal data outside the European Economic Area without either Experian's written consent or in accordance with EU Model Terms.

© Experian 2020. The word "EXPERIAN" and the graphical device are trademarks of Experian and/or its associated companies and are registered in the EU, USA and other countries. The graphical device is a registered Community design in the EU. All rights reserved.

Experian Ltd is authorised and regulated by the Financial Conduct Authority. Experian Ltd is registered in England and Wales under company registration number 653331. Registered office address: The Sir John Peace Building, Experian Way, NG2 Business Park, Nottingham NG80 1ZZ.

Pricing for App Library

App Library, Experian's geographic analysis tool, gives you the ability to carry out citizen profiling, catchment definition, data modelling, mapping, and visualisation in one powerful software application.

	Cost	What this covers
App Library – Annual License standard software licence	£17,645	Price includes access to the software, training, and support for a single licence. Experian provide over 30 Local Area data assets, including our Segmentation data, Census Current Year Estimates, Population Projections and Backcasts and your subscription to these can be tailored to suit your requirements.
App Library – additional software licence	£6,535	Price includes access to the software, training and support for each additional licence.

Pricing for Location Analyst

Location Analyst gives you immediate access to accurate information presented in high quality maps and reports that are easy to understand and simple to use.

These reports help you identify what makes your customers or outlets unique and provides you with a detailed understanding of the key socio-economic trends at work within your market. This insight can be used to understand current performance and forecast future potential.

	Cost	What this covers
Location Analyst – Annual License standard software licence	£4,640	Price includes access to the online software and support for a single licence. Additional fees apply based on the software configuration with access to multiple reporting dashboards, datasets and mapping features.
Location Analyst – additional software licence	£710	Price includes access to the online software and support for each additional licence.

Experian

Telephone: +44 (0) 20 3042 4200

Email: Digitalmarketplace@experian.com