

Pricing Document

January 2026



Answer

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Introduction

This document sets out the pricing for Answer Digital's delivery as described in the document 'Service Definition'. All pricing assumptions and full descriptions of the services to which these costs relate are contained within the Service Definition. All prices exclude VAT.

Pricing

Pricing for Answer Data Services: Artificial Intelligence (AI) & Machine Learning Platforms is comprised of the following elements;

Core Platform SaaS Charges

Pricing for the core platform is on either per workflow, per AI unit or per organisation basis. The pricing model available will be agreed with each customer and is dependent on scale, use cases and bespoke technical requirements.

Pricing Per Workflow

Tier	SaaS Price/Workflow P.A.		
	Bronze	Silver	Gold
Launchpad	£3725	£4749	£6055
Departmental	£6500	£8288	£10,567
Corporate	£11,350	£14,471	£18,451
Enterprise	£18,450	£23,524	£29,993

Pricing Per AI Unit

Tier	SaaS Price/AI Unit		
	Bronze	Silver	Gold
Launchpad	£0.01	£0.02	£0.03
Departmental	£0.02	£0.03	£0.05
Corporate	£0.02	£0.04	£0.06
Enterprise	£0.03	£0.05	£0.08

Pricing Per Organisation

Tier	SaaS Price/User P.A.		
	Bronze	Silver	Gold
Launchpad	£12,600	£18,000	£25,200
Departmental	£31,500	£45,000	£63,000
Corporate	£77,000	£110,000	£154,000
Enterprise	£175,000	£250,000	£350,000

Example Deployment and Configuration charges for each tier are provided below for indicative purposes only

Tier	Simple Deployment	Complex Deployment
Launchpad	£10,000	£50,000
Departmental	£25,000	£75,000
Corporate	£75,000	£200,000
Enterprise	£150,000	£500,000

Discount Model

Answer is pleased to offer the discounts outlined below in respect of the annual contract value.

Annual Call-Off Contract Value (ex VAT)	Minimum Discount
Less than £250,000	0.00%
£250,001 – £500,000	5.00%
£500,001 – £1,000,000	7.50%
£1,000,001 – £2,500,000	10.00%
£2,500,001 – £5,000,000	12.50%
£5,000,001+	15.00%

Answer Digital's day rates are based on a mix of role and experience and do not necessarily apply to a named individual who may be used in more than one role throughout the life of any project. Specifically:

- Day Rates are role and experience based.
- Applies to a working day of 7.5 hours.
- Expenses will be agreed before expenditure.
- All prices are exclusive of Value Added Tax.

Contact details

For more information about the contents of this document, please contact:

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