

DecisionEar Pricing

We make our pricing as simple and transparent as possible, with a usage-based model, based on the number of user accounts.

User Accounts	Annually
Up to 10 Users	£6,500
Additional 10 User (per 10)	£3,450
Additional 100 users (per 100)	£29,950

Setup

Initial set up includes creating a UK-based, dedicated private instance of DecisionEar. It also includes a discovery meeting with SocialOptic to build an onboarding plan for your team.

Offboarding

There is no charge for exporting your data.

All prices are listed exclusive of VAT.

UK-registered charities (holding a Charity Commission number) and educational institutions can apply for a rebate.

Day rate pricing

While DecisionEar is designed for intuitive, self-service use, we provide expert professional services to support complex integrations, configurations, and strategic consultation. The following rates apply to any additional services that fall outside our standard onboarding packages and are billed on a Time and Materials (T&M) basis. These rates are structured according to the SFIA 8 framework, ensuring transparency and consistency in how we deploy our specialists. All rates represent the maximum ceiling price for each level; we are committed to providing the best value for money for our public sector partners and will always seek the most cost-effective staffing level for your specific requirements.

Standards for Consultancy Day Rate Cards:

Consultant's Working Day: 8 hours (exclusive of travel and lunch).

Working Week: Monday to Friday, excluding national holidays.

Office Hours: 09:00 – 17:00, Monday to Friday.

Travel & Subsistence: Included in day rate within M25. Payable at the department's standard T&S rates outside the M25.

Professional Indemnity Insurance: Included in the day rate.

SFIA Level	Strategy & Architecture	Change & Transformation	Dev & Implementation	Delivery & Operation
2. Assist	£800	£800	£800	£800
3. Apply	£800	£800	£800	£800
4. Enable	£1,400	£1,400	£1,400	£1,400
5. Ensure/Advise	£1,400	£1,400	£1,400	£1,400
6. Initiate/Influence	£1,400	£1,400	£1,400	£1,400