



G-Cloud 15 Pricing Schedule

Contents

Procuring Tellos via G-Cloud:3

Calculating your subscription:4

Platform subscription pricing:5

How contact volume is calculated:6

Network messages:8

Professional Services:9



All amounts exclude VAT and are based on a call off contract arranged via Crown Commercial Services and subject to our standard terms and conditions. E&OE.

Tellos is a Forfront product.
Forfront Ltd. Registered in England and Wales No: 3643637. Forfront Ltd, Paternoster House, 65 St Paul's Churchyard, London EC4M 8AB.

Procuring Tellos via G-Cloud

G-Cloud represents the easiest way for public sector organisations to procure the Tellos platform and therefore also the best value way. We offer a number of benefits to organisations that procure via G-Cloud:

Unlimited users

There is no limit to the number of user accounts that can be created. Tellos works best when it works throughout your whole organisation.

Best price guarantee

We guarantee that the G-Cloud rate is the lowest available commercial rate offered to new customers. We guarantee not to offer lower rates via tenders, other commercial frameworks, or direct contracts.

Free training

All G-Cloud customers can book training for an unlimited number of staff. Training sessions are bookable online and other training can be arranged on request. We also regularly run best practice training for customers.

Test environment

All G-Cloud customers get a dedicated test environment to help with implementation and testing.

Calculating your subscription

There are three editions of Tellos:

Simple, straightforward subscription editions

We make it simple from a features perspective. The only limits are the number of staff records for internal communications, and the resident population of your authority for external communications.*

We offer three different editions of the Tellos platform:

Tellos for resident engagement platform

Tellos for staff engagement platform

Tellos total engagement platform

If you choose total engagement, then the limit is population-based and includes unlimited capacity for staff records. You cannot procure the total engagement version to only use for staff engagement.

Please note that messages via WhatsApp, SMS and RCS incur costs from Meta and network operators. Message bundles are available to purchase as part of your subscription or on an ad-hoc basis.

*Resident population based on latest ONS data.

Platform subscription pricing

Tellos for resident engagement

Population:	Tellos	Tellos & e-shot
Up to 50,000	£5,000	£17,000
50,001 to 100,000	£7,000	£24,000
100,001 to 200,000	£9,000	£33,000
200,001 to 500,000	£11,000	£49,000
500,001 to 750,000	£12,000	£56,000
750,001 to 1,000,000	£14,000	£62,000
1,000,001 to 1,500,000	£16,000	£72,000
1,500,001 to 2,000,000	£18,000	£80,000
Over 2,000,000	£20,000	£88,000

Platform subscription pricing

Tellos for staff engagement

Staff:	Tellos	Tellos & e-shot
Up to 5,000	£5,000	£9,000
5,001 to 10,000	£6,000	£12,500
10,001 to 20,000	£7,000	£15,000
20,001 to 30,000	£8,000	£17,500
30,001 to 50,000	£9,000	£20,000
50,001 to 75,000	£10,000	£25,000
75,001 to 100,000	£11,000	£30,000
100,001 or more	£13,500	£35,000

Platform subscription pricing

Tellos total engagement for residents and staff

Population:	Tellos	Tellos & e-shot
Up to 50,000	£6,500	£20,000
50,001 to 100,000	£9,000	£30,000
100,001 to 200,000	£11,000	£40,000
200,001 to 500,000	£13,500	£55,000
500,001 to 750,000	£15,000	£60,000
750,001 to 1,000,000	£17,000	£70,000
1,000,001 to 1,500,000	£19,000	£78,000
1,500,001 to 2,000,000	£21,000	£86,000
Over 2,000,000	£23,000	£90,000

Network messages

Additional fees apply for SMS and WhatsApp messages sent via Tellos from the network providers and from Meta respectively. We offer simple bundles that can either be added to your annual subscription or purchased ad-hoc.

SMS bundles	Price per message	Bundle price
10,000	5.0p	£500
50,000	4.0p	£2,000
100,000	3.5p	£3,500

WhatsApp charge per conversation, rather than message. A conversation can include multiple messages in a 24-hour period. The type of message defines the rate applied. Messages with a promotional aspect will be classified as marketing by Meta automatically. Messages that are purely informational or service-based will be classified as utility messages.

WhatsApp marketing	Price per conversation	Bundle price
10,000	5.0p	£500
50,000	5.0p	£2,500
100,000	5.0p	£5,000

WhatsApp utility	Price per conversation	Bundle price
10,000	2.0p	£200
50,000	2.0p	£1,000
100,000	2.0p	£2,000

Please note that G-Cloud pricing for SMS and WhatsApp is indicative only. These prices are based on charges levied by network operators and Meta; the owner of the WhatsApp platform and are subject to changes beyond our control.



All amounts exclude VAT and are based on a call off contract arranged via

Crown Commercial Services and subject to our standard terms and conditions. E&OE.

Tellos is a Forfront product.

Forfront Ltd. Registered in England and Wales No: 3643637. Forfront Ltd, Paternoster House, 65 St Paul's Churchyard, London EC4M 8AB.

Professional services

Tellos is an incredibly powerful platform, but the technology is only half of the puzzle. Our Professional services team are here to ensure you have a great experience from day one. Many aspects of our service delivery are inclusive in your platform subscription including:

1. Support
2. Account management
3. Training
4. Best practice templates

We also offer a range of professional services to onboard new customers and then help them with bespoke requirements. With the exception of the account setup fee, all of these services are optional, but we would generally recommend using our expertise to set up the platform to your specific requirements to ensure long-term success. We offer the majority of these services at fixed prices. The following represents a typical onboarding package of services:

Example - Onboarding package

Platform setup:	£500
Integration with CRM or ERP:	£2,500
Landing page template:	£1,000
TOTAL:	£4,000

Professional services

The following professional services are offered at fixed prices to onboard new customers to the platform. All work is scoped and documented and inclusive of up to two sets of customer amendments.

Platform setup:	£500
CRM/ERP integration:	£2,500
Microsoft Entra integration:	£500
Landing page template:	£1,000
Intranet configuration:	£1,500
Campaign engine template:	£1,000
Survey template:	£500

All template design work is tested for mobile responsiveness and accessibility to WCAG 2.2 AA standards.

Our consulting team can provide onboarding and setup recommendations in a pre-scoping or early market engagement.

Professional Services

Our teams have the skills and experience to deliver highly bespoke solutions on behalf of public sector customers. We have the relevant credentials and security clearances and we do not outsource for quality assurance purposes.

All work is fully scoped and costed in advance so you know exactly what you're getting and investing.

Custom development: £1,500 per day

Our development team are experts in our own solution and have extensive experience with other systems and technologies. They can customise the solution and integrations or build full solutions to augment or enhance the platform to your specific requirements.

Consultancy: £1,200 per day

Our consultancy team can provide guidance and hands-on help with a range of challenges such as engagement, deliverability, automation and data quality.

Project management: £1,200 per day

Our project management team can help to plan and implement custom requirements and changes to your Tellos setup. This typically includes projects such as bespoke integration, advanced automations and configuration of microsite and consultations.



All amounts exclude VAT and are based on a call off contract arranged via Crown Commercial Services and subject to our standard terms and conditions. E&OE.

 Tellos is a Forfront product.
 Forfront Ltd. Registered in England and Wales No: 3643637. Forfront Ltd, Paternoster House, 65 St Paul's Churchyard, London EC4M 8AB.

Thank you

We would welcome the opportunity to discuss your needs and can help with pre-scoping your requirements including strategic and technical consultancy.

Phone: [0203 320 8777](tel:02033208777)

Email : sales@forfront.com

Web: <https://www.tellos.co.uk>

The bottom half of the page features a large, abstract graphic composed of several overlapping, curved shapes in various shades of teal and light blue. These shapes create a sense of movement and depth, filling the lower portion of the page.