

G-Cloud 15 Pricing

Panacea Marketing and Communications

Panacea Marketing and Communications is an award-winning SaaS platform, designed for public sector organisations that need clear oversight and control of marketing and communications activity. It provides a structured, intuitive platform for managing campaigns, projects, and requests from initial brief through to approval and completion, supporting consistent governance within a single secure environment.

The solution supports campaign and project planning, resource scheduling, approvals, and supplier coordination, enabling communications teams to manage workloads effectively while maintaining visibility of priorities, delivery timelines, and spend. Integrated workflows help reduce manual administration and ensure activity is reviewed and approved in line with organisational policies.

Panacea Marketing and Communications provides centralised job management, document and asset storage, and role-based access for internal teams, stakeholders, and external suppliers. Clear audit trails, approval histories, and real-time reporting support accountability, brand governance, and informed decision-making.

The solution can be used as a standalone service or combined with other Panacea Software modules, including project management, purchase-to-pay, and contract management. This modular approach allows organisations to extend functionality over time, including optional interfaces with finance or ERP systems, creating a scalable workflow that adapts to changing operational needs.

Users

Most Panacea Software users have Free User access. Typical roles for Panacea Marketing and Communications include:

Key User roles:	Free User roles:
• Administrator	• Client
• Project Manager	• Supplier
• Contributor	

More information about these user roles can be found on our website, [here](#).

“Introducing Panacea Software in Bolton was fundamental to achieving budget savings and implementing new ways of working. It has enabled us to manage all our projects more easily between staff, reduce duplication and provide a clear audit trail.” **Karen Johnston, Bolton Council**



Price

The prices below exclude VAT and include an **unlimited number of Free Users**:

Annual Subscription fee¹

Company subscriptions include 2 x Key Users and an unlimited number of Free Users	Panacea Marketing and Communications	Optional modules	
		Resource Scheduler	Reach ⁷
Company Subscription ¹	£10,620	£2,030	£2,490
Additional Key Users are priced as set out below.			

Option to add Additional Key Users

Annual Subscription ¹	Panacea Marketing and Communications	Resource Scheduler	Reach ⁷
Bundle of 5 x Key Users	£3,400	£280	£590
Bundle of 10 x Key Users	£6,790	£580	£1,160

Implementation and onboarding

One-off fees	Fixed Price	Daily rate
Software set-up ²		£990
Train-the-trainers ³		£990
Free user drop-in sessions ⁴		£990
Data migration ⁵		£990
Single sign-on ⁶	£495	

¹ Annual subscription fees are payable annually in advance. Our maintenance and award-winning support services are included in this fee.

² Set-up fees are charged on a per-implementation basis and are calculated using the published daily rate, depending on the scope and requirements. Fees include project management, data migration, configuration, testing, implementation and branding of the chosen package and users.

³ We recommend a train-the-trainer approach, in which we train your lead users into internal trainers for your company and support them at their initial Key User training sessions.

⁴ To encourage a smooth transition for your suppliers, evaluators and stakeholders we host online onboarding and training sessions for your Free User roles.

⁵ Data migration includes planning, mapping, testing and importing of your data from your legacy solution(s) onto Panacea Software.

⁶ We recommend and can enable single sign-on for your organisation via MS Entra ID (formerly Azure AD).

⁷ Reach is Panacea Software's integrated module for the management of media and press enquiries, planning and releases.



⁸ Enterprise Subscription is available for organisations requiring a higher number of Key Users. Enterprise Subscription Fees attract the following discounts to our standard rates for additional key users: 5 % discount for 15+ Key Users; 10% discount for 31+ Key Users; 15% discount for 51+ Key Users; 20% discount for 101+ Key Users; 50% discount for 201 + Key Users.

⁹ Annual subscription fees to Panacea Marketing and Communications include storage of up to 50GB of data. Additional storage is charged per GB per annum as follows: 51-150GB at £4.95 per GB, 151-550 GB at £4.40 per GB, 551-1000GB at £3.85 per GB, 1001+ GB priced using the same tiered approach.

¹⁰ Additional Panacea Software modules and functionality can be added to the platform for the fees published for these services on G-Cloud 15.

Please email tenders@panacea-software.com or call 0207 976 0116 if you require any further information.

"Panacea Software allows us to make informed decisions, frees up our time to plan marketing activity proactively and has cut the prices we pay for our services by 55-70%." **Lesley Gordon, Haringey Council**

"For us, the most significant benefit of Panacea is the cost savings to date. The benefit of visibility and central decision-making cannot be overstated. At Portsmouth City Council, we have a centralised marketing and communications team – in the past it has been difficult to maintain an oversight of the marketing, advertising and print activity of the services we support. By providing a platform through which all jobs are approved centrally, it enables our communications and marketing specialists to advise services on how to get the best results for their budget – as well as being a valuable tool for monitoring brand guideline adherence, artwork version control and proof approval" **Lucy Elliot, Portsmouth City Council**

"We are always looking to improve our reputation and save time and money for the council. Panacea Software is flexible and is constantly developing and providing us with new opportunities to support these aims." **John Hoang, Tower Hamlets Council**

"The software is easy to use, and it is well supported by the responsive and proactive service we receive from Panacea." **Kim Parfitt, Buckinghamshire Council**

"The great thing about Panacea's system is that it makes the best use of modern technology and is cut above the competitors in the market." **John Cannon, The Office for Environmental Protection (OEP)**