



Pricing Schedule

Customer Intelligence Platform

January 2026

Version 1.0



IS 666067

Annual License Model (Unlimited downloads while contract in force)

Fair Usage Policy: Customer receives unlimited downloads of records/data as long as annual contract remains in force. If customer cancels contract early, fair usage charges apply retrospectively for volume downloaded beyond pro-rated allowance. Example: 12-process license cancelled after 6 months = pro-rated to 6 processes worth of downloads (50% of Fair Usage Volume). Any downloads beyond this are charged at fair usage rate.

Processes reflect the number of jobs/runs undertaken for the respective organisation

** Central Government is excluded and can be negotiated separately.*

Pricing Component	12 Processes	6 Processes	4 Processes
Module 2: Identify – Linked Accounts Service			
Annual License (unlimited downloads)	£108,000	£54,000	£40,000
Fair Usage Volume (records for full contract period)	24,000	12,000	8,000
Fair Usage Rate (per record if cancelled early)	£5.00		
Module 2: Identify - Identity Graph Service (SmartLink)			
Annual License (unlimited downloads)	£108,000	£54,000	£40,000
Fair Usage Volume (records for full contract period)	24,000	12,000	8,000
Fair Usage Rate (per record if cancelled early)	£5.00		
Module 2: Identify - Gap Sites Service			
Annual License (unlimited downloads)	£108,000	£54,000	£40,000
Fair Usage Volume (records for full contract period)	24,000	12,000	8,000
Fair Usage Rate (per record if cancelled early)	£5.00		
Module 2: Identify - Bereavement Register Access			
Annual License (unlimited downloads)	£12,000	£6,000	£4,000
Fair Usage Volume (records for full contract period)	36,000	18,000	12,000
Fair Usage Rate (per record if cancelled early)	£0.50		
Module 2: Identify - Gone Away Indication Service			
Annual License - GAS Flag (unlimited downloads)	£12,000	£6,000	£4,000
Fair Usage Volume - GAS Flag (records for full contract)	36,000	18,000	12,000
Fair Usage Rate - GAS Flag (per match if cancelled early)	£0.50		
Annual License - GAS-R Forwarding (unlimited downloads)	£14,000	£7,000	£4,500
Fair Usage Volume - GAS-R (records for full contract)	36,000	18,000	12,000

Fair Usage Rate - GAS-R (per match if cancelled early)	£0.50		
Module 3: Know - Data Cleansing Service			
Foundation Service	£36,000	£18,000	£12,000
Fair Usage Volume – (as a portion of your customer base)	140%	140%	140%
Fair Usage Rate (per record if cancelled early)	£0.02		
Module 7: Engage - Contact Validation & Append			
Annual License - Email, Mobile & Landline (unlimited downloads)	£12,000	£6,000	£4,000
Fair Usage Volume - Email (records for full contract)	36,000	18,000	12,000
Fair Usage Rate - Email Append (per match if cancelled early)	£0.50		

LICENSE DRAWDOWN MODEL (Prepaid record allocation)

Usage-Based Allocation: Customer purchases annual license with prepaid record allocation. Records drawn down as used during active contract. Additional per-record charges apply when allocation is exceeded. No retrospective charges if contract cancelled - customer has paid for their allocation.

Pricing Component	12 Processes	6 Processes	4 Processes
Module 2: Identify – Occupier Identification Service			
Annual License Drawdown (records included)	£120,000	£60,000	£40,000
Record Allocation	35,000	17,500	11,666
Additional Records Rate (per record if allocation exceeded)	£3,000 per 1,000		
Module 2: Identify - Occupier ID for Business Service			
Annual License Drawdown (records included)	£120,000	£60,000	£40,000
Record Allocation	24,000	12,000	8,000
Additional Records Rate (per record if allocation exceeded)	£5,000 per 1,000		
Module 2: Identify - Residency Validation Service			
Annual License Drawdown (records included)	£115,000	£58,000	£38000
Occupier Status Allocation	24,000	12,000	8,000
Traced Resident Allocation	12,000	6,000	4,000
New Residents Allocation	12,000	6,000	4,000
Contact Appends (Email, Mobile or Landline)	19,200	9,600	6,400
Additional Records per Allocation	£2,500 per 1,000		
Additional Contact Append per Allocation	£380 per 1,000		
Module 2: Identify - Vulnerability Identification Service			
Annual License Drawdown (records included)	£120,000	£60,000	£40,000
Record Allocation	35,000	17,500	11,666
Additional Records Rate (per record if allocation exceeded)	£3,000 per 1,000		
Additional Contact Append per Allocation	£380 per 1,000		
Module 3: Know - Data Cleansing Service			
Bureau Matching Service per record (subject to application, compliance and volume)	£0.75 - £1.50	£0.75 - £1.50	£0.75 - £1.50

TRADITIONAL PRICING MODEL (Pay per use)

Pay As You Go: Customer pays per-record or per-model for actual usage. No annual commitments, allocations, or usage limits. No contract cancellation implications.

Pricing Component	Up To 2M	Over 2M	Notes
Module 4: Segment - Enhance Suite			
Attribute Append (per attribute)	£0.05 - £0.50	£0.05 - £0.50	Customer enrichment
Module 4: Segment - Intra Segmentation Service			
Intra Append (per match)	£0.0060	£0.0035	Customer enrichment
Profiling Analysis (per file)	£1,400	£1,400	Customer modelling
Module 4: Segment - Custom Segmentation Modelling			
Model Charge (per model)	£5,000		Customer modelling
Module 6: Propensity - Propensity Modelling Service			
Model Charge (per model)	£5,000		Customer modelling

Platform & Professional Services			
Platform Foundation Subscription	Annual Subscription with 5 users split 2 manager and 3 agents	£12,000	Base platform
Product Prioritisation Capability	Annual Subscription per Product	£1,000	Base platform
Product Action Capability	Annual Subscription per Product	£1,000	Base platform
User Access	Annual License per 10 users	£1,000	Base platform
API Access Add-On	Annual Subscription	£12,000	API integration
Forward Deployed Engineer	Solutions/IT Consultant (per day)	£1,400	Implementation
Forward Deployed Engineer	Executive Consultant (per day)	£2,000	Implementation
Consultancy Services	Analytics/BA/Data Scientist (per day)	£1,400	Advisory services