

SCRIPT Pricing Structure – all Variants

1. Summary

Ensuring an equitable, transparent and robust pricing structure, is fundamentally important, to follow good practice and governance. Also key, is the need to offer proportionate and scalable “bulk discount” mechanisms, to incentivise and reward bulk subscribers.

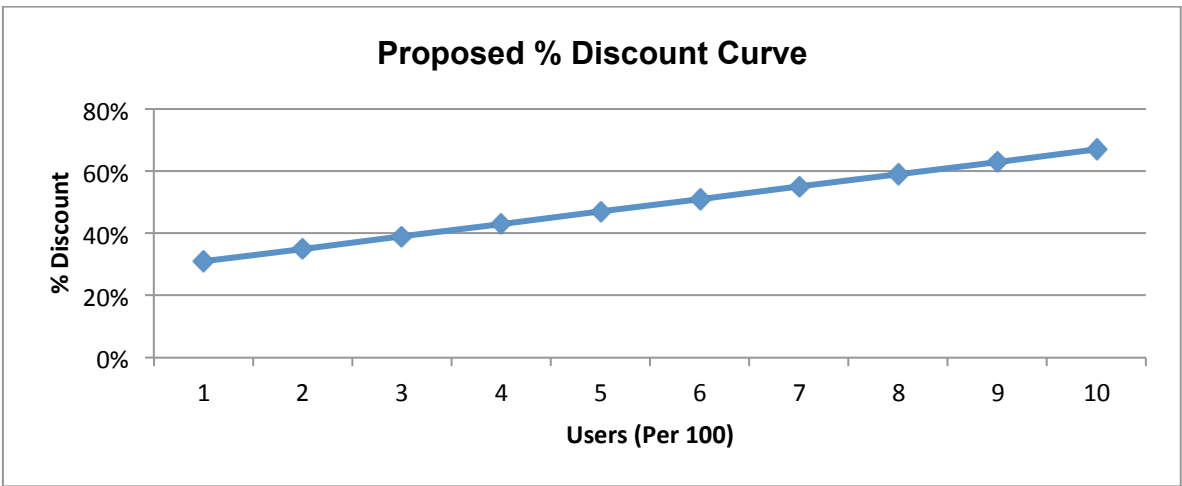
The following proposal will suggest:

- An entry level, “single user” cost for annual subscription to the full suite and a capped “ceiling” cost for maximum 1000 users per subscriber.
- A mechanism / algorithm for calculating subscription cost between 1 and 1000 users per subscriber.
- A proposal for scaling subscription cost beyond 1000 users per subscriber.

2. Calculation (per year costs, in £, unless otherwise stated):

1 x user cost = £30 (ex. VAT)
1000 x Users = £10,000 (ex. VAT)
1 user at 1000 user rate therefore = £10

67% discount for a 1000 user bulk access, compared to the same number of individual registrations.



3. Proposed Cost Matrix (all SCRIPT variants):

Based on a proportionate sliding discount scale, where £30 is 1 user and £10 is the price per user for 1000 user bulk discount:

No. users	Bulk Discount	PPU (ex.VAT) (£)	Price (ex.VAT) (£)	Bulk Saving (£)
1	0%	30.00	30.00	0.00
100	31%	20.70	2,070.00	930.00
200	35%	19.50	3,900.00	2,100.00
300	39%	18.30	5,490.00	3,510.00
400	43%	17.10	6,840.00	5,160.00
500	47%	15.90	7,950.00	7,050.00
600	51%	14.70	8,820.00	9,180.00
700	55%	13.50	9,450.00	11,550.00
800	59%	12.30	9,840.00	14,160.00
900	63%	11.10	9,990.00	17,010.00
1000	67%	10.00	10,000.00	20,000.00

**** 2000 rate and thereafter suggested to be a multiple of 1000 rate (so 2000 users = £20,000 etc)**

