

INTERFACES

GOV.UK

SOFTWARE

Pricing

G-Cloud 15 - Pricing, Methodology and Rates

Hello, we are Gulp Digital.

A team of friendly experts who make digital products and services that work well for everyday users.

For more information about our services, please call us at +44 (0) 330 223 5582 or www.gulpdigital.com.

Our pricing methodology

Gulp Digital, we adopt a flexible commercial approach. Which means you have the freedom to choose the commercial model that best suits your needs.

Our individual expert or blended team rates are competitive.

Pricing approaches

- Outcome-based
- Time and material
- Capped time and material

Outcome-based pricing approach

Based on our extensive experience in delivering cloud and digital technology projects to the public sector, we know many organisations prefer an outcome-based pricing model over a time-and-materials approach. This is often a more flexible and convenient alternative pricing structure, which can reduce the administrative burden of time and materials (T&M) pricing models.

Terms and assumptions:

Our outcomes-based pricing model is quoted on a case-by-case basis. We have starting prices, however these are subject to change depending on the size, scope and complexity of your specific project. Upon engaging with us, we will conduct a mini-assessment in order to scope your project and provide you with the most appropriate pricing quote.

Please note, the quoted prices do not include VAT.

Time and materials pricing approach

The time and materials approach may be more suitable for your needs. Depending on the duration of the assignment, we can offer individual specialist rates based on the SFIA rate card or a competitive blended team rate.

Activity		Typical rate	
Strategy & Direction E.g. Service, Product, Delivery, Brand, Creative, Solutions, Technology etc...		From £850	
Implementation E.g. Content, Design, Development, Production etc...		From £550	

Level		Day rate	
Principal		£750 - £850	
Senior Specialist		£650 - £750	
Specialist		£500 - £650	

Terms and assumptions:

- Consultant's Working Day – 8 hours exclusive of travel
 - Working Week – Monday to Friday excluding national holidays
 - Office Hours - 9am to 5pm Monday to Friday
- Travel, mileage, subsistence – Included in day rate within M25. Payable at department's standard T&S rates outside M25
 - Mileage – As above
 - Quote is exclusive of VAT.

SFIA Rate Card

Level	Strategy and architecture	Business change	Solution development and implementation	Service management	Procurement and management support	Client interface
1. Follow (Apprentice)	£275 - £325	£275 - £325	£275 - £325	£275 - £325	£275 - £325	£275 - £325
2. Assist (Graduate / Junior)	£325 - £450	£325 - £450	£325 - £450	£325 - £450	£325 - £450	£325 - £450
3. Apply (Specialist)	£500 - £650	£500 - £650	£500 - £650	£500 - £650	£500 - £650	£500 - £650
4. Enable (Senior Specialist)	£650 - £750	£650 - £750	£650 - £750	£650 - £750	£650 - £750	£650 - £750
5. Ensure or advise (Principal)	£750 - £850	£750 - £850	£750 - £850	£750 - £850	£750 - £850	£750 - £850
6. Initiate or influence (Manager)	£850 - £950	£850 - £950	£850 - £950	£850 - £950	£850 - £950	£850 - £950
7. Set Strategy or inspire (Leader)	£950 - £1250	£950 - £1250	£950 - £1250	£950 - £1250	£950 - £1250	£950 - £1250

Discover. Create.

*For more information about our services, please contact us:
info@gulpdigital.com / +44 (0) 330 223 5682
www.gulpdigital.com.*

Enable