

TITUS



Totara Pricing Document

By Titus Learning

G-Cloud 15

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Welcome to Titus's G-Cloud pricing guide for Totara

This guide provides a clear, transparent view of our standard service pricing for the Totara platform, enabling straightforward comparisons and informed procurement decisions. It includes pricing for both **Totara Learn (LMS & LXP)** and **Totara Suite (Totara Learn + Totara Perform)**. Two pricing tables are provided to outline standard service costs across Totara's active licensing bands.

Alongside our standard services, we've included a catalogue of extended and specialist services that organisations can access as needed. These include migration support, system integrations, custom development, and our content and marketing offering. Together, these services enable you to scale and enhance your platform in line with evolving organisational requirements.

We recognise the importance of budget certainty in the public sector. Where a multi-year contract is agreed, we can fix subscription, hosting, and support costs for up to five years, supporting longer-term financial planning and protecting against annual price fluctuations.

Pricing is based on active user tiers. Should active user numbers exceed a defined threshold during the contract term, a pro-rata tier adjustment is applied once the new level is reached, ensuring costs reflect actual usage. All prices are exclusive of VAT and do not include travel or accommodation.

Totara subscription licence fees are set by Totara and may change at renewal. Should any changes occur, we commit to communicating these clearly and in good time, ensuring there are no unexpected cost implications.

We're proud to support charities and not-for-profit organisations delivering public benefit. Eligible organisations may access a charitable sector discount, applied in accordance with G-Cloud framework requirements. Details are available on request.

We're proud to support public sector organisations with flexible, transparent, and value-focused learning platform services — designed to evolve with your needs over time.

Standard service pricing: Totara Learn only

Totara Learn licensing bands (active users)							
User licensing bands	500	1k	2k	3k	5k	10k	15k
Active user licences	✓	✓	✓	✓	✓	✓	✓
Secure hosting	✓	✓	✓	✓	✓	✓	✓
Maintenance, backups, and disaster recovery	✓	✓	✓	✓	✓	✓	✓
Platform build and configuration	✓	✓	✓	✓	✓	✓	✓
Implementation consultancy	✓	✓	✓	✓	✓	✓	✓
Team training and onboarding	✓	✓	✓	✓	✓	✓	✓
Sandbox/development platform	✓	✓	✓	✓	✓	✓	✓
Mobile app	✓	✓	✓	✓	✓	✓	✓
Ongoing administrative helpdesk support	✓	✓	✓	✓	✓	✓	✓
Ongoing account management	✓	✓	✓	✓	✓	✓	✓
Access to the training hub and community	✓	✓	✓	✓	✓	✓	✓
Project management	✓	✓	✓	✓	✓	✓	✓
Year 1 cost estimate	£14,500	£16,500	£19,000	£21,000	£26,000	£33,000	£44,000
Every year thereafter	£9,000	£10,500	£13,000	£14,500	£20,000	£28,500	£35,000

Standard service pricing: Totara Learn only

Totara Learn licensing bands (active users)							
User licensing bands	20k	30k	40k	50k	100k	250k	500k
Active user licences	✓	✓	✓	✓	✓	✓	✓
Secure hosting	✓	✓	✓	✓	✓	✓	✓
Maintenance, backups, and disaster recovery	✓	✓	✓	✓	✓	✓	✓
Platform build and configuration	✓	✓	✓	✓	✓	✓	✓
Implementation consultancy	✓	✓	✓	✓	✓	✓	✓
Team training and onboarding	✓	✓	✓	✓	✓	✓	✓
Sandbox/development platform	✓	✓	✓	✓	✓	✓	✓
Mobile app	✓	✓	✓	✓	✓	✓	✓
Ongoing administrative helpdesk support	✓	✓	✓	✓	✓	✓	✓
Ongoing account management	✓	✓	✓	✓	✓	✓	✓
Access to the training hub and community	✓	✓	✓	✓	✓	✓	✓
Project management	✓	✓	✓	✓	✓	✓	✓
Year 1 cost estimate	£52,000	£61,000	£75,000	£88,000	£145,000	£182,000	£240,000
Every year thereafter	£42,000	£50,000	£63,500	£79,000	£130,000	£170,000	£228,000

Our standard service pricing for Totara Learn includes core support and a standard service-level agreement (SLA) to ensure your platform runs smoothly. If you need enhanced support (such as faster response and resolution times), Titus also offers an enhanced support package and SLA, providing added reassurance and priority service when it matters most.

The standard package does not include costs associated with migrating from other learning platforms or integrating with internal systems. Once we've understood your requirements, we can provide further information and a tailored cost estimate.

Standard service pricing: Totara Suite (Learn + Perform)

Totara Suite (Learn + Perform) licensing bands (active users)							
User licensing bands	500	1k	2k	3k	5k	10k	15k
Active user licences	✓	✓	✓	✓	✓	✓	✓
Secure hosting	✓	✓	✓	✓	✓	✓	✓
Maintenance, backups, and disaster recovery	✓	✓	✓	✓	✓	✓	✓
Platform build and configuration	✓	✓	✓	✓	✓	✓	✓
Implementation consultancy	✓	✓	✓	✓	✓	✓	✓
Team training and onboarding	✓	✓	✓	✓	✓	✓	✓
Sandbox/development platform	✓	✓	✓	✓	✓	✓	✓
Mobile app	✓	✓	✓	✓	✓	✓	✓
Ongoing administrative helpdesk support	✓	✓	✓	✓	✓	✓	✓
Ongoing account management	✓	✓	✓	✓	✓	✓	✓
Access to the training hub and community	✓	✓	✓	✓	✓	✓	✓
Project management	✓	✓	✓	✓	✓	✓	✓
Year 1 cost estimate	£17,000	£20,700	£23,200	£25,700	£31,200	£39,800	£50,500
Every year thereafter	£10,500	£13,300	£15,700	£17,000	£23,700	£33,300	£39,500

Standard service pricing: Totara Suite (Learn + Perform)

Totara Suite (Learn + Perform) licensing bands (active users)							
User licensing bands	20k	30k	40k	50k	100k	250k	500k
Active user licences	✓	✓	✓	✓	✓	✓	✓
Secure hosting	✓	✓	✓	✓	✓	✓	✓
Maintenance, backups, and disaster recovery	✓	✓	✓	✓	✓	✓	✓
Platform build and configuration	✓	✓	✓	✓	✓	✓	✓
Implementation consultancy	✓	✓	✓	✓	✓	✓	✓
Team training and onboarding	✓	✓	✓	✓	✓	✓	✓
Sandbox/development platform	✓	✓	✓	✓	✓	✓	✓
Mobile app	✓	✓	✓	✓	✓	✓	✓
Ongoing administrative helpdesk support	✓	✓	✓	✓	✓	✓	✓
Ongoing account management	✓	✓	✓	✓	✓	✓	✓
Access to the training hub and community	✓	✓	✓	✓	✓	✓	✓
Project management	✓	✓	✓	✓	✓	✓	✓
Year 1 cost estimate	£59,000	£63,000	£86,900	£102,900	£162,600	£197,000	£258,500
Every year thereafter	£47,000	£50,000	£73,400	£90,900	£144,600	£182,000	£243,500

Our standard service pricing for Totara Suite includes core support and a standard service-level agreement (SLA) to ensure your platform runs smoothly. If you need enhanced support (such as faster response and resolution times), Titus also offers an enhanced support package and SLA, providing added reassurance and priority service when it matters most.

The standard package does not include costs associated with migrating from other learning platforms or integrating with internal systems. Once we've understood your requirements, we can provide further information and a tailored cost estimate.

Additional services

Additional service	Description of Titus service	Price (£)
Platform migration	Moving from one LMS to another can feel like a big step, but it's one we handle every day. Our LMS migration service manages data and content transfer, platform configuration, and user onboarding, ensuring a smooth, secure transition to Totara with minimal disruption to your teams.	POA (£995 day rate)
Single sign-on (SSO)	Single sign-on should be simple, and we make sure it is. We configure secure SSO with your existing identity provider, giving users seamless access to Totara using the same credentials they already use, while maintaining robust, compliant authentication.	£995
Integration	Totara integrates easily with the systems you already use, and it's exactly what we do best. From HR and identity management to CRM and Microsoft 365, we connect Totara using Totara's APIs, Workato automation, or custom-built integrations, ensuring your learning platform fits seamlessly into your wider digital ecosystem.	£2,000+ (dependent on scope/complexity)
Totara training	Totara training is included in our standard service package, ensuring your team has the knowledge and confidence to get the most from your platform from day one. As your organisation grows or new team members join, we also offer additional training sessions that can be added as needed, keeping skills fresh and ensuring ongoing capability across your team.	£995 day rate
Ecommerce	If you need to extend Totara's learning library with paid access, we can implement seamless ecommerce that lets users purchase courses, programs, and face-to-face sessions directly on the platform. From intuitive shopping and secure payments to automated enrolments and clear reporting on orders, event bookings, and team purchases, we make commercial learning simple to manage and easy to use.	POA
Custom Totara development	Totara is powerful out of the box, but sometimes you need more. When your requirements go beyond standard features, our team can take Totara to the next level with bespoke enhancements tailored to your organisation. Our expert solution architects work with you to define requirements, design the approach, and produce a clear statement of work. Once approved, we get to work delivering custom functionality that fits your platform, your users, and your goals.	£995 day rate
Off-the-shelf and bespoke learning content	Our content brings together ready-made and bespoke content creation to accelerate your learning strategy. Access our extensive off-the-shelf course library through a full catalogue or tailored content bundles, with new titles added every month to keep learning fresh and relevant. We also design and build fully customised learning experiences to meet your organisation's specific needs, including video, H5P, and Articulate content. All materials are WCAG 2.2 Level AA-compliant, fully white-labelled to reflect your brand, and seamlessly integrated with your LMS to report directly into your platform's gradebook. Our specialist team of scriptwriters, instructional designers, and technical developers have been creating engaging e-learning and online training content for over 20 years. We design, build, and deliver high-quality learning experiences that meet your objectives, using recognised industry best practice, all at a cost-effective price.	POA

Additional Services

Additional service	Description of Titus service	Price (£)
Titus Marketing Support	Whether you're a large organisation or a fledgling startup, Titus Marketing Support exists to alleviate the pressure surrounding launching and promoting a learning platform, leaving you to focus on doing what you do best. We draw on a wealth of experience in the marketing and e-learning sectors to offer you a comprehensive suite of marketing services, including video production, website development, social media content, email marketing design, reporting, and Google Analytics support.	POA
Userway accessibility and translation toolkit	Enhance inclusivity and reach with integrated accessibility and translation tools for Totara. We can implement the UserWay accessibility widget, giving learners instant control over text size, contrast, and navigation, alongside predefined accessibility profiles for colour blindness, ADHD, dyslexia, and visual impairment — helping ensure your platform is inclusive and compliant for all users. To support global audiences, we can also embed AI-powered translation directly into Totara, enabling learners to instantly translate content and interface elements without duplicating course materials. Both toolkits are available to purchase separately, offering flexible options to meet your organisation's needs.	£1,200 per annum

Contact information

For more information on the services and platforms we offer please contact us via email, website, or telephone.

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You can also follow us on:

Twitter: @TitusLearning

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Youtube: Titus

