



Orlo – G-Cloud Commercial for Healthcare.

The Community Engagement platform built for the public sector.

Date:

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Creating stronger, more resilient communities.

Step 1: Base Platform Subscription (required)

The Orlo Social Media Management Platform (SMMP) is the foundation of our service. A base platform subscription, scaled to your organisation's population area size, is a mandatory prerequisite for listed packages.

What's included in your base platform subscription:

- **Core Management tools:** Full access to the Orlo Inbox for community management, advanced scheduling tools, and comprehensive analytics.
- **Included Social Accounts:**
 - 2 x X (formerly Twitter) accounts
 - 2 x Facebook accounts
 - 2 x LinkedIn accounts
 - 2 x Instagram accounts
 - 2 x YouTube accounts
 - 1 x NextDoor account
 - 1 x TikTok account
 - 1 x Bluesky account
 - 1 x Threads account
- **User access:** Access for up to and including 499 named users
- **Foundational support:** Standard onboarding and support access

Base Platform Pricing by Population size:

Band:	Population size:	Total (exc VAT)
1	1 - 250,000	£7,500
2	250,001 - 500,000	£15,000
3	500,001 - 750,000	£20,000
4	750,000 - 1,000,000	£25,000
5	1,000,001 - 2,000,000	£30,000
6	2,000,001 - 3,000,000	£35,000
7	3,000,001 - 4,000,000	£40,000



Step 2: Optional Service Packages

To help you scale your digital capabilities, we offer three service packages. These bundles are designed to provide enhanced functionality, such as unlimited social accounts, integrations, and social listening at a preferential rate compared to purchasing individual modules.

These packages are available as enhancements and must be purchased alongside a Step 1: Base Platform Subscription. This ensures your organisation has the foundational infrastructure required to support these advanced features.

Module:	CORE	PLUS	ENHANCED
Annual package price:	£5,000	£10,000	£15,000
Unlimited Social Accounts	●	●	●
Boosting	●	●	●
Benchmark Analysis (with 3 slots)	●	●	●
WhatsApp / SMS	●	●	●
CRM Integration		●	●
Microsoft PowerBi		●	●
LiveChat		●	●
Social Listening (with 3 streams)		●	●
Media Monitoring (with 3 streams)			●
Chatbot			●
VOC - survey creation & analysis			●

Step 3: Additional Services

We provide a range of additional services and standalone modules to ensure your platform is tailored to your specific requirements. These options allow for further customisation of your digital environment and can be added at any time during your contract.

To ensure these can be added during the term of your agreement, organisations should ensure their call-off contract value accounts for any potential future service expansion.

Module:	Total (exc VAT)
Social Listening (with 3 streams)	£8,000
Media Monitoring (with 3 streams)	£12,000
Additional listening & media streams	£1,500
AI Pack (Up to 600,000 messages)*	£30,000
Reviews (Up to 10 sites)	£5,000
Additional review sites	£500
Microsoft PowerBI	£3,000
CRM Integration	£3,000
WhatsApp / SMS	£2,500
Benchmark Analysis (with 3 slots)	£2,500
Additional benchmarking slots	£500
Additional social accounts**	£250
Chatbot	£6,000
LiveChat	£3,000
Online training (Half Day)	£750
Onsite training	£1,200

* This includes sensitive image detection, deep fake detection, suggested responses, message classification and profile summary

** Additional social accounts inc. X, Facebook, LinkedIn, Instagram, YouTube, Nextdoor, Threads, Bluesky and TikTok



Step 4: Standalone Voice Of the Community (VOC) product

Orlo's Voice of Community (VOC) product is available as a standalone solution, independent of our Social Media Management Platform (SMMP). You can purchase this service without purchasing the broader SMMP.

This standalone product includes survey creation & analysis and transactional surveys.

The table below provides a breakdown of the total annual costs by stock banding:

Band:	Population size:	Total (exc VAT)
1	1 - 250,000	£15,000
2	250,001 - 500,000	£25,000
3	500,001 - 750,000	£35,000
4	750,000 - 1,000,000	£45,000
5	1,000,001 - 2,000,000	£55,000
6	2,000,001 - 3,000,000	£65,000
7	3,000,001 - 4,000,000	£75,000

Please note that the interaction costs for SMS credit are approximately £0.047, and email credit is approximately £0.0004

Existing Orlo G-Cloud customers:

Existing Orlo G-Cloud customers (i.e. G-Cloud 14 framework and its predecessor iterations) can benefit from differential pricing. Orlo is offering this differential pricing as a result of changing its pricing model and understanding that this might cause some customers a difficult cost challenge of moving onto G-Cloud 15. On this basis, Orlo will provide pricing based on the existing G-Cloud pricing model contracted with such an existing customer, plus 10%, with that Year 1 price increasing by 10% per annum during the G-Cloud call-off contract. This existing customer offer will allow such customers to move towards the new Orlo pricing model structure over the period of the G-Cloud 15 call-off contract.