

boomerang

MESSAGING APPLICATIONS PLATFORM

G-CLOUD 15 - UK PRICING



Service Plans – Messaging Applications Platform

Customers wishing to subscribe to any of the following Services - Broadcast Messaging Interface, Omni-Channel Messaging API or Email-2-SMS / Email-2-Voice Messaging automatically receive access to all three Services when subscribing to any Service Plan.

Boomerang's Messaging Applications Platform pricing has five components:

1. Core Service Plan (Annual Subscription). Each plan has an inclusive allowance of unique recipients.
2. Usage based Messaging Charges aligned to the Service Plan selected.
3. Optional Support Services aligned to the Service Plan selected.
4. Optional messaging channels (WhatsApp) – Selections are independent of the Service Plan selected.
5. Optional Bolt-Ons and Bundles – Charged at the same rate for all Service Plans.

Service Plan (Annual Charge)	**SP1**	**SP2**	**SP3**	**SP4**	**SP5**	**SP6**	**SP7**	**SP8**
Messaging Applications Platform – Includes access to: - Broadcast Messaging Interface - Omni-Channel Messaging API - Email-2-SMS / Email-2-Voice - Inbound Communications (inc. 1 x UK VN)	£120	£240	£450	£850	£1,250	£1,700	£2,250	£2,750
Inclusive Recipient Allowance (per month)	**250**	**600**	**1,250**	**2,750**	**5,000**	**10,000**	**20,000**	**Unlimited**

Messaging Charges (UK Rates)	**SP1**	**SP2**	**SP3**	**SP4**	**SP5**	**SP6**	**SP7**	**SP8**
SMS and Voice (Text-to-Speech) Messages	£0.08	£0.07	£0.065	£0.06	£0.055	£0.05	£0.045	£0.0425
Voice Calls per minute	£0.10	£0.09	£0.08	£0.07	£0.065	£0.06	£0.055	£0.05
Email	£0.01	£0.009	£0.008	£0.007	£0.006	£0.005	£0.004	£0.003
Intelligent Replies (threaded by conversation)	£0.02	£0.02	£0.02	£0.02	£0.02	£0.02	£0.02	£0.02
boomLocal Replies	£0.02	£0.02	£0.02	£0.02	£0.02	£0.02	£0.02	£0.02
RCS Messages (Basic)	£0.10	£0.09	£0.08	£0.075	£0.07	£0.06	£0.055	£0.05
RCS Messages (Single)	£0.12	£0.11	£0.10	£0.095	£0.09	£0.085	£0.08	£0.075
RCS Conversations (charged per session)	£0.20	£0.19	£0.185	£0.18	£0.175	£0.17	£0.165	£0.16

Support Services* (Annual Charge)	**SP1**	**SP2**	**SP3**	**SP4**	**SP5**	**SP6**	**SP7**	**SP8**
Premium Support (24/7/365), Tel Support & SLAs)	£500	£900	£1,600	£2,000	£3,600	£5,250	£7,500	£10,000
Standard Support	Standard Support is included with each Service Plan and provides Email access to the service desk during business hours (9am – 5pm, Mon – Fri). Standard Support does not offer any service level commitments.							

Optional Additional Services

Messaging channels – WhatsApp Plans

Charges for additional messaging channels are independent of the Service Plan selected. For example, a customer selecting Service Plan 4 from the Service Plans above can choose any of the plans WA1 - WA8 below for WhatsApp messaging. Each WhatsApp plan has an inclusive recipient allowance.

WhatsApp Messaging (UK Rates)	WA1	WA2	WA3	WA4	WA5	WA6	WA7	WA8
Inclusive Recipient Allowance (per month)	250	500	1,000	2,500	5,000	10,000	20,000	50,000
Annual Access Fee	£600	£900	£1,200	£1,500	£1,800	£2,100	£2,400	£2,700
Marketing Message	£0.10	£0.09	£0.08	£0.075	£0.07	£0.06	£0.055	£0.05
Utility / Authentication Messages	£0.08	£0.07	£0.055	£0.05	£0.0475	£0.045	£0.0425	£0.04

Bolt-Ons & Bundles

Bolt-Ons and Bundles are charged at the same rate for all Service Plans. All charges for Bolt-Ons are annualised. Bundles are charged as a one-time purchase.

Bolt-ons – Messaging Features (Annual Charge)	Price
Social Hours	£600
Data Overwrite	£600
UK SMS Long Numbers (per number)	£300
UK Short Codes (Set-up and subscription)	£10,500
boomLocal Long Numbers (x3)	£750
Additional Message Validity (per 24 hours)	£240

Bolt-ons - CPaaS Features (Annual Charge)	Price
Logic Solution – Basic (inc. 500 Actions)	£120
Logic Solution – Advanced (inc. 2,500 Actions)	£500
Document Management Service	£360
AI Enabled Solutions	£500
Web Forms	£360
Long URL conversion (to Short Link)	£300
Additional Data Storage (per GB)	£120

Actions (Additional Bundles)	Price
75,000	£75
150,000	£140
300,000	£260
500,000	£425
750,000	£600
1,000,000	£750
1,500,000	£1,000
2,000,000	£1,200
5,000,000	£2,000

DEFINITIONS / TERMS

Actions	Actions executed using any applicable services provided via the Boomerang platform are defined as follows: • API Calls – Sending or receiving data via a third-party API = 1 Action per request • Contact Management – Importing contacts, adding contacts to the user interface, editing Contacts or assigning Contacts to system Groups = 1 Action per process • Outbound Communications – Sending single or bulk communications via Messaging API, Logic Workflows, Logic Solution, Broadcast Interface, Email-2-SMS / Voice service = 1 Action per request • Inbound communications – Receipt of communications from end users, including responses to outbound communications and end user initiated messages submitted to an inbound communication address = 1 Action per 4 inbound communications • Web Form – Recipient submission of a Web Form received in outbound communications = 1 Action per submission • Short Links – Recipient accessing a short link received in outbound communications = 1 Action per recipient access • Document Management – Recipient actioning documentation via outbound communication (accepting T&Cs, signing or acknowledging) = 1 Action per engagement • Reporting Records – Insertion of a record into Reporting Template schema created via the User Interface or distribution of a report via a Logic Workflow, Logic Solution or manually from the User Interface = 1 Action per record / per request • Ticketing – Automated creation of a Ticket via a Logic Workflow or manually from the User Interface = 1 Action per Ticket • Events – Creation of an Event, Event updates or Event closure, either manually via the User Interface or via a Logic Workflow = 1 Action per Event activity • Runtime Actions – Logic Workflow events including triggering a Project (initial activation), starting or restarting workflows within a Project (e.g. triggering a connected workflow) = 1 Action per runtime event • Data – Automated extraction of data from an inbound request to a workflow or normalisation of data processed by a workflow = 2 Actions per task • AI – Automated execution of an AI prompt configured in a Logic Workflow = 4 Actions per prompt execution Boomerang reserves the right to amend or update how Actions are defined, calculated and valued.
boomLocal Replies	SMS feature which when applied ensures that SMS messages are sent from a number which is local the End User, removing international reply charges. Subject to availability of numbers on a per country basis.
Bolt-Ons (CPaaS / Messaging Features)	Optional features that can be added to any Service Plan.
Broadcast Messaging Interface	Broadcast Messaging interface and associated features accessed via the CPaaS user interface as described in the Boomerang Service Definition.
Contract	Price list is subject to Boomerang's standard terms and conditions. E&OE.
Credit / Post-paid customers	Credit / post-paid customers will be charged for messages at the rate associated to their Service Plan. Credit accounts are only issued subject to approval by Boomerang and may require a credit check.
Credit Terms	Payment terms for credit / post-paid customers which are subject to contract.
Currency	All prices quoted are GBP.
Data overwrite	A feature which overwrites the message content and destination address in every message transaction.
Data Storage	Feature providing access to extended data storage capacity and duration. Data storage includes access to storage of reporting data, system contact data, Projects and templates, and a repository for file and image storage where stored files can be embedded in communications via a short URL.
Document Management	Feature used to record digital signatures, acceptance of terms and conditions, and acknowledgements denoting that a document has been viewed / read.
Email-2-SMS / Email-2-Voice Messaging	Service enabling broadcast and conversational SMS and Voice messaging from an email client (e.g. Microsoft Outlook) as described in the Boomerang Service Definition.

Geolocation Mapping	Feature used to plot the geographical location of an asset or mobile device. This feature provides access to a mapping tool accessed via the Boomerang user interface representing the physical location of an asset or device. The location of an asset or device can also be used as condition by which to initiate workflow actions or communications.
Inclusive Recipient Allowance	The maximum number of unique recipients available in a Service Plan threshold. A recipient is calculated as a unique communication address to which is message is sent (e.g. a mobile telephone number, a landline telephone number, an email address etc.). The Inclusive Recipient Allowance is calculated monthly and is subject to Boomerang's Fair Use Policy.
Intelligent Replies	A reply to an outbound message that is always matched to its associated outbound message, regardless of quantity or order of response. This enables the automation of workflow processes and allows an end user to reply to messages across multiple simultaneous broadcasts or conversations
International SMS / Voice Messages	Messages sent to international destinations (outside of UK) may vary according to the specific destination. Customers sending to international destinations should contact Boomerang to agree contracted rates for those destinations. Boomerang reserves the right to charge a higher rate than the default rate quoted for each Service Plan.
Messaging API	Boomerang's omni-channel messaging APIs as defined in the Boomerang Service Definition.
RCS Message (Basic)	Rich Communication Services. Messages are sent from a branded verified sender and limited to 160 characters. Messages containing more than 160 characters automatically form a 'Single' message as defined below.
RCS Message (Single)	Rich Communication Services. Messages are sent from a branded verified sender and support enhanced features such as images, call to action buttons, cards, GIFs, carousels and URL previews. Messages may also contain more than 160 characters.
RCS Conversations	Rich Communication Services conversation sessions. A conversation session window lasts for 24 hours starting when a message is sent or a user responds to a message. The 24 window resets on receipt of each response.
Service Plan	The subscription band selected by the customer that determines the annual subscription charge, message rates and Premium Support charges (if selected). The Service Plan cannot be downgraded during the subscription period. Where any inclusive allowance associated to the Service Plan is consumed, Boomerang reserves the right charge for additional usage.
SMS Message	Short Message Service message. A single SMS message may contain up to 160 characters; multi-part messages are charged in segments of 153 characters. For messages containing non-GSM encoded characters, a single message is charged up to 70 characters, multi-part messages charged in segments of 67 characters.
Social Hours	Customers can define start and end sending times and outbound messages will be held outside these hours.
Support	Standard Support includes email and web chat during working hours. Premium support has the addition of telephone support and is provided 24/7/365 and Service Level Agreements
Solution Template - Basic	Solution Template made available by Boomerang that fulfils part of a workflow requirement within a Logic Workflow project (e.g. an escalation process)
Solution Template - Advanced	Solution template made available by Boomerang that fulfils an end-to-end communication process (e.g. appointment re-scheduling, incident management).
Usage Notifications / Warnings for Inclusive Allowances	Alerts sent when any inclusive allowance is running low or has been exhausted. Notifications appear in the user interface and are emailed to designated contacts. If an allowance reaches 100% and no bundle or Service Plan upgrade is purchased, Boomerang reserves the right to suspend services until an additional allowance is added or the next monthly cycle begins.
Validity period	The period a message will remain in an open state waiting for a reply. 24 hours message validity is included in the Service Plan.
VAT	Value Added Tax. Not included in the prices stated in this price list.
Voice Call	Telephone call which connects a message recipient to a third-party number and is billed by duration. Voice calls are initiated using the divert option provided during Text-to-Speech voice messages.
Voice Message	Telephone call which is answered by the recipient and the message content is played as a Text-2-Speech message. A single voice message may contain up to 160 characters. Multi-part messages are charged in segments of 153 characters.

E&OE