

boom mail

G-CLOUD 15 UK PRICING



Service Plans – boomMail

boomMail pricing has four components:

1. Core Service Plan (Annual Subscription). Each plan has an inclusive allowance of unique recipients.
2. Default messaging charges are aligned to the Service Plan selected for post-paid messaging. Customers have the option to purchase message credits from the Pre-Paid Bundles section to achieve a lower message mate, regardless of the Service Plan selected.
3. Optional Support Services aligned to the Service Plan selected.
4. Optional Bolt-Ons and Bundles – Charged at the same rate for all Service Plans.

Service Plan (Annual Charges)	**SP1**	**SP2**	**SP3**	**SP4**	**SP5**	**SP6**	**SP7**	**SP8**	**SP9**
boomMail – Email-2-SMS & Voice Messaging	£0	£360	£600	£960	£1,500	£2,000	£2,750	£3,500	£5,000
Inclusive Recipient Allowance (per month)	**250**	**1,000**	**3,000**	**7,000**	**15,000**	**25,000**	**40,000**	**60,000**	**Unlimited**

Messaging Charges (UK Rates – Post-Paid)	**SP1**	**SP2**	**SP3**	**SP4**	**SP5**	**SP6**	**SP7**	**SP8**	**SP9**
SMS and Voice Messages (Text-2-Speech)	£0.08	£0.075	£0.07	£0.065	£0.06	£0.055	£0.05	£0.045	£0.0425
Intelligent Replies (threaded by conversation)	£0.02	£0.02	£0.02	£0.02	£0.02	£0.02	£0.02	£0.02	£0.02
Voice Calls per minute	£0.08	£0.075	£0.07	£0.065	£0.06	£0.055	£0.05	£0.045	£0.0425
boomLocal Replies	£0.02	£0.02	£0.02	£0.02	£0.02	£0.02	£0.02	£0.02	£0.02

Support Services (Annual Charge)	**SP1**	**SP2**	**SP3**	**SP4**	**SP5**	**SP6**	**SP7**	**SP8**	**SP9**
Premium support (24/7/365)	£500	£750	£1,000	£1,500	£2,500	£4,500	£5,500	£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.								

Pre-Paid Credit Bundles

Pre-Paid Credit bundles can be purchased with any Service Plan, allowing customers to achieve a lower message rate than the default post-paid rate associated to their Service Plan. Where a Pre-Paid Credit Bundle is purchased, all messaging is deducted from the bundle at the rates below, and once consumed, messages are billed at the post-paid rate associated to the selected Service Plan, unless a new Pre-Paid Credit Bundle is purchased.

Pre-Paid Credit Bundles (UK Rates)	Price	SMS / Voice Rate	Replies – Threaded & boomLocal
PP1	£360	£0.075	£0.02
PP2	£600	£0.07	£0.02
PP3	£960	£0.065	£0.02
PP4	£1,500	£0.06	£0.02
PP5	£2,000	£0.055	£0.02
PP6	£2,750	£0.05	£0.02
PP7	£3,500	£0.045	£0.02
PP8	£5,000	£0.0425	£0.02

Bolt-Ons

Bolt-Ons and Bundles are charged at the same rate for all Service Plans. All charges for Bolt-Ons are annualised.

Bolt-Ons – All Services (Annual Charge)	Price
Social Hours	£600
Data Overwrite	£600
UK Virtual Long Numbers (per number)	£240
UK Short Codes (Set-up and subscription)	£10,500
boomLocal Numbers (x3) per destination	£750
Additional Message Validity (per 24 hours)	£240

DEFINITIONS / TERMS

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 (All Services)	Optional features and services available to add to any Service Plan.
Contract	Price list is subject to Boomerang's standard terms and conditions. E&OE.
Credit / post-paid customers	By default, Credit / Post-paid customers will be charged for messages at the rate associated to the Service Plan selected. Post-paid customers are eligible to purchase Pre-Paid Credit bundles to achieve a cheaper messaging rate, and the credit bundle would be used before any post-paid messages are billed. 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 when applied ensures that the message content and destination address are overwritten in every message transaction.
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 specific rates for those destinations. Boomerang reserves the right to charge a higher rate than the default rate quoted for each Service Plan.
Pre-paid Credit Bundles	A pre-paid credit allowance purchased by the customer used for messaging at the rates corresponding to the amount purchased. Post-paid customers are eligible to purchase Pre-paid Credit Bundles to achieve a lower message rate as the bundles are independent of the Service Plan selected. An SMS or voice message containing up to 160 characters is charged as a single part message. Multi-part messages (containing more than 160 characters) are charged in segments of 153 characters. For messages containing non-GSM encoded characters (e.g. Unicode), a single part 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.
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.
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.
Support	Standard Support includes email and web chat during working hours. Premium support includes the addition of telephone support and is provided 24/7/365.
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.

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