

G-Cloud 15

Pricing Document

**Real-Time Passenger Information (RTPI) Display Content
Management System (CMS) M2M Tech Ltd**

M2M Tech Ltd

Lot 2b Software as a Service (SaaS)

General

Legal Disclaimer

This proposal, including the price offer, is submitted by M2M Tech Ltd as the foundation for contract negotiations following award. Our expectation is that the agreed-upon terms and conditions will be fair and equitable regarding matters of risk management and project delivery.

Discounts

The discounts visible on the listing in Digital Marketplace are not structured to accurately present our discount model. For completeness and transparency, our standard discount position is set out below.

Service Pricing

Item	Capex	Annual Licence	Monthly Licence
RTPI CMS (Genesis) Platform Licence			
RTPI CMS Platform (per organisation)	£ 13,000.00	£ 38,000.00	N/A
RTPI CMS (Genesis) User Licence			
1 (per user)	£ 200.00	N/A	£40.00
Data Feed Integration into RTPI CMS Platform (Capex / Annual Licence / Monthly is per feed)			
Individual Common Industry Protocols (SIRI, RTIG047, NPTI etc)	£ 3,500.00	N/A	£ 300.00
Custom Protocol	£15,000.00	N/A	£ 300.00
RTPI Display Client Licence			
1 – 500 displays	£ 20,000.00	£ 225,000.00	N/A
501 – 1000 displays	£ 18,000.00	£ 425,000.00	
1001 - 2000 displays	£ 16,000.00	£ 800,000.00	
Additional Modules			
Extra Feature Module	£ 10,700.00	£ 2,500.00	N/A

Skills for the Information Age (SFIA) Definitions and rate card

Standard rate card

	Strategy and architecture	Change and transformation	Development and implementation	Delivery and operation	People and skills	Relationships and engagement
1. Follow	£550.00	£550.00	£770.00	£660.00	£660.00	£660.00
2. Assist	£660.00	£660.00	£770.00	£660.00	£660.00	£660.00
3. Apply	£770.00	£770.00	£770.00	£770.00	£770.00	£770.00
4. Enable	£770.00	£770.00	£770.00	£770.00	£770.00	£770.00
5. Ensure or advise	£990.00	£990.00	£990.00	£990.00	£990.00	£990.00
6. Initiate or influence	£1,100.00	£1,100.00	£1,100.00	£1,100.00	£1,100.00	£1,100.00
7. Set strategy, inspire, mobilise	£1,375.00	£1,375.00	£1,375.00	£1,375.00	£1,375.00	£1,250.00

Standards for consultancy day rate cards

- **Consultant's working day:** 8 hours exclusive of travel and lunch
- **Working week:** Monday to Friday excluding national holidays
- **Office hours:** 9:00am to 5:00pm Monday to Friday
- **Travel, mileage subsistence:** Included in day rate within M25. Payable at department's standard travel and subsistence rates outside M25
- **Mileage:** As for travel, mileage subsistence
- **Professional indemnity insurance:** included in day rate

Discounts		
Local Authority	All Pricing	15%
Long Term	5 Days	5%
Long Term	10 Days	10%
Long Term	20 Days	15%

Level definitions

	Autonomy	Influence	Complexity	Business skills
1. Follow	Works under close supervision. Uses little discretion in attending to enquiries. Is expected to seek guidance in unexpected situations.	Minimal Influence. Interact with immediate colleagues.	Performs routine activities in a structured environment. Requires assistance in resolving unexpected problems.	• Has sufficient oral and written communication skills for effective engagement with immediate colleagues. • Uses basic systems and tools, applications and processes. • Demonstrates an organised approach to work. Has basic digital skills to learn and use applications and tools for their role. • Learning and professional development — contributes to identifying own development opportunities. • Security, privacy and ethics — understands and complies with organisational standards.
2. Assist	Works under routine direction.	Interacts with and may influence immediate colleagues.	Performs a range of work activities in varied environments.	• Has sufficient oral and written communication skills for effective engagement with colleagues and internal users/customers.

	Autonomy	Influence	Complexity	Business skills
	Uses limited discretion in resolving issues or enquiries. Works without frequent reference to others.	May have some external contact with customers, suppliers and partners. Aware of need to collaborate with team and represent users/customer needs.	May apply creative thinking or suggest new ways to approach a task.	• Understands and uses appropriate methods, tools, applications and processes. • Demonstrates a rational and organised approach to work. • Has sufficient digital skills for their role. • Learning and professional development — identifies and negotiates own development opportunities. • Security, privacy and ethics — is fully aware of organisational standards. Uses appropriate working practices in own work.
3. Apply	Works under general direction. Receives specific direction, accepts guidance and has work reviewed at agreed milestones. Uses discretion in identifying and responding to complex issues related to own assignments. Determines when issues should be escalated to a higher level. Plans and monitors own work	Interacts with and influences colleagues. May oversee others or make decisions which impact routine work assigned to individuals or stages of projects. Has working level contact with customers, suppliers and partners. Understands and collaborates on the analysis of user/customer needs and represents this in their work. Contributes fully to the work of teams by appreciating	Performs a range of work, sometimes complex and nonroutine, in a variety of environments. Applies a methodical approach to routine and moderately complex issue definition and resolution. Applies and contributes to creative thinking or finds new ways to complete tasks.	• Demonstrates effective oral and written communication skills when engaging on issues with colleagues, users/customers, suppliers and partners. • Understands and effectively applies appropriate methods, tools, applications and processes. • Demonstrates judgement and a systematic approach to work. • Effectively applies digital skills and explores these capabilities for their role. • Learning and professional development — takes the initiative to develop own knowledge and skills by identifying and negotiating appropriate development opportunities.

	Autonomy	Influence	Complexity	Business skills
	(and that of others where applicable) competently within limited deadlines.	how own role relates to other roles.		• Security, privacy and ethics — demonstrates appropriate working practices and knowledge in non-routine work. Appreciates how own role and others support appropriate working practices.
4. Enable	Works under general direction within a clear framework of accountability. Exercises substantial personal responsibility and autonomy. Uses substantial discretion in identifying and responding to complex issues and assignments as they relate to the deliverable/scope of work. Plans, schedules and monitors work to meet given objectives and processes to time and quality targets.	Influences customers, suppliers and partners at account level. Makes decisions which influence the success of projects and team objectives. May have some responsibility for the work of others and for the allocation of resources. Facilitates collaboration between stakeholders who share common objectives. Participates in external activities related to own specialism.	Work includes a broad range of complex technical or professional activities, in a variety of contexts. Investigates, defines and resolves complex issues. Applies, facilitates and develops creative thinking concepts or finds innovative ways to approach a deliverable	• Communicates fluently, orally and in writing, and can present complex information to both technical and non-technical audiences when engaging with colleagues, users/customers, suppliers and partners. • Selects appropriately from, and assesses the impact of change to applicable standards, methods, tools, applications and processes relevant to own specialism. • Demonstrates an awareness of risk and takes an analytical approach to work • Tries to maximise the capabilities of applications for their role and evaluates and supports the use of new technologies and digital tools. • Contributes specialist expertise to requirements definition in support of proposals. • Shares knowledge and experience in own specialism to help others. • Learning and professional development — maintains an awareness of developing practices and their application and takes responsibility for driving own development. Takes the initiative in identifying and negotiating their own and supporting team members' appropriate development opportunities. Contributes to the development of others.

	Autonomy	Influence	Complexity	Business skills
				• Security, privacy and ethics — fully understands the importance and application to own work and the operation of the organisation. Engages or works with specialists as necessary
5. Ensure, advise	Works under broad direction. Work is often self-initiated. Is responsible for meeting allocated technical and/or group objectives. Analyses, designs, plans, executes and evaluates work to time, cost and quality targets. Work is often self-motivated.	Influences organisation, customers, suppliers, partners and peers on the contribution of own specialism. Makes decisions which impact the success of assigned work, i.e. results, deadlines and budget. Leads on user/customer and group collaboration throughout all stages of work. Builds appropriate and effective business relationships across the organisation and with customers, suppliers and partners. Creates and supports collaborative ways of	Performs an extensive range and variety of complex technical and/or professional work activities. Undertakes work which requires the application of fundamental principles in a wide and often unpredictable range of contexts. Engages and with subject matter experts to resolve complex issues as they relate to customer/organisational requirements. Understands the relationships between own specialism and customer/organisational requirements.	• Demonstrates leadership in operational management. • Analyses requirements and advises on scope and options for continual operational improvement. • Assesses and evaluates risk. • Takes all requirements into account when making proposals. • Shares own knowledge and experience and encourages learning and growth. • Advises on available standards, methods, tools, applications and processes relevant to group specialism(s) and can make appropriate choices from alternatives. • Understands and evaluates the organisational impact of new technologies and digital services. • Creatively applies innovative thinking and design practices in identifying solutions that will deliver value for the benefit of the customer/stakeholder. • Demonstrates impactful communication skills (oral, written and presentation) in both formal and informal settings, articulating complex ideas to broad audiences.

	Autonomy	Influence	Complexity	Business skills
		working across group/area of responsibility. Facilitates collaboration between stakeholders who have diverse objectives.		• Learning and professional development — takes initiative to advance own skills and identify and manage development opportunities in area of responsibility. • Security, privacy and ethics — proactively contributes to the implementation of appropriate working practices and culture.
6. Initiate, influence	Has defined authority and accountability for actions and decisions within a significant area of work, including technical, financial and quality aspects. Establishes organisational objectives and assigns responsibilities.	Influences policy and strategy formation. Influential relationships with internal and external customers, suppliers and partners at senior management level, including industry leaders. Leads on collaboration with a diverse range of stakeholders across competing objectives within the organisation. Makes decisions which may impact the achievement of organisational objectives and financial performance.	Contributes to the development and implementation of policy and strategy. Performs highly complex work activities covering technical, financial and quality aspects. Has deep expertise in own specialism(s) and an understanding of its impact on the broader business and wider customer/ organisation.	• Demonstrates leadership in organisational management. • Understands and communicates industry developments, and the role and impact of technology. • Manages and mitigates organisational risk. • Balances the requirements of proposals with the broader needs of the organisation. • Promotes a learning and growth culture in their area of accountability. • Leads on compliance with relevant legislation and the need for services, products and working practices to provide equal access and equal opportunity to people with diverse abilities. • Identifies and endorses opportunities to adopt new technologies and digital services. • Creatively applies a wide range of innovative and/or management principles to realise business benefits aligned to the organisational strategy.

	Autonomy	Influence	Complexity	Business skills
				• Communicates authoritatively at all levels across the organisation to both technical and non-technical audiences articulating business objectives. • Learning and professional development — takes the initiative to advance own skills and leads the development of skills required in their area of accountability. • Security, privacy and ethics — takes a leading role in promoting and ensuring appropriate working practices and culture throughout own area of accountability and collectively in the organisation.
7. Set Strategy, inspire, mobilise	Has authority over all aspects of a significant area of work, including policy formation and application. Is fully accountable for actions taken and decisions made, both by self and others to whom responsibilities have been assigned.	Inspires the organisation, and influences developments within the industry at the highest levels. Makes decisions critical to organisational success. Develops long-term strategic relationships with customers, partners, industry leaders and government.	Applies the highest level of leadership to the formulation and implementation of strategy. Performs extensive strategic leadership in delivering business value through vision, governance and executive management. Has a deep understanding of the industry and the implications of emerging technologies for the	• Has a full range of strategic management and leadership skills. • Communicates the potential impact of emerging practices and technologies on organisations and individuals and assesses the risks of using or not using such practices and technologies. • Establishes governance to address business risk. • Assess the impact of legislation and actively promotes compliance and inclusivity. • Advances the knowledge and/or exploitation of technology within one or more organisations. • Champions creativity and innovation in driving strategy development to enable business opportunities.

	Autonomy	Influence	Complexity	Business skills
		Collaborates with leadership stakeholders ensuring alignment to corporate vision and strategy.	wider business environment.	• Communicates persuasively and convincingly across own organisation, industry and government to audiences at all levels. • Learning and professional development — ensures that the organisation develops and mobilises the full range of required skills and capabilities. • Security, privacy and ethics — provides clear direction and strategic leadership for the implementation of working practices and culture throughout the organisation.

COMMERCIAL TERMS & CONDITIONS

- The standard pricing model is derived from a typical Local Authority system.
- Price excludes any hardware, installation, project management and training requirements and are subject to scope.
- M2M Tech can supply a range of display solutions (LED, TFT, E-Ink etc) upon request
- Annual display monitoring, support, maintenance and management fees are covered by the standard ongoing license fee. The incorporation of additional displays can be accommodated, though associated costs will apply.
- Pricing is in GBP and all stipulated prices are exclusive of Value Added Tax (VAT)
- We welcome research and development opportunities. Any requests for specialized, custom development will be formally managed through our change request process, this will be an additional cost, based on the rates in our rate card.

GENERAL TERMS & CONDITIONS

- Customisations and options specifically requested or required by your organisation will be quoted individually and are not included in the base pricing.
- The specific Services provided by the Supplier will be clearly detailed in the Call-Off Contract. While this contract will outline the scope and nature of the Services, any referenced dates or times are for guidance only and do not constitute a firm commitment or guarantee from the Supplier. The Supplier commits to using reasonable efforts to meet the schedule but assumes no liability for any resulting delays or timeline deviations, unless a binding agreement to the contrary is made in writing.
- Please refer to the "M2M Tech Ltd - RTP1 – Lot 2b GC15 Service Definition" which stipulates the technical scope of the solution and services offered.