

Pricing Document

Public Sector Email Campaign Management & Digital Marketing Platform

Framework: G-Cloud 15 (RM1557.15)

Supplier: Datasumi Ltd

Valid From: Framework Commencement Date

Price Guarantee: All prices fixed for framework term (up to 4 years)

Pricing Basis: All prices are maximum unit prices, exclusive of VAT, fixed for the framework term. Buyers may use this pricing to derive Call-Off Contract Charges (Schedule 2) without further negotiation. Discounts are applied automatically based on transparent rules defined below.

1. Recurring Charges - SaaS Subscriptions

Unit of Measure: Per User Per Month (unless otherwise stated)

Billing: Monthly in advance or Annual in advance (10% discount applied)

SKU	Service Description	Unit of Measure	List Price (£)	Min Qty	Max Qty
SAAS-STARTER-M	Starter Tier - Monthly	Per User Per Month	50.00	1	10
SAAS-STARTER-A	Starter Tier - Annual	Per User Per Year	540.00	1	10
SAAS-PRO-M	Professional Tier - Monthly	Per User Per Month	100.00	1	50
SAAS-PRO-A	Professional Tier - Annual	Per User Per Year	1,080.00	1	50
SAAS-ENT-M	Enterprise Tier - Monthly	Per User Per Month	200.00	1	Unlimited
SAAS-ENT-A	Enterprise Tier - Annual	Per User Per Year	2,160.00	1	Unlimited

1.1 Volume Discounts (Applied Automatically)

Total Annual Contract Value (£)	Discount %	Calculation Method
£0 - £9,999	0%	List price applies
£10,000 - £24,999	5%	Deducted from list price
£25,000 - £49,999	10%	Deducted from list price
£50,000+	15%	Deducted from list price

2. Professional Services - SFIA Day Rates

Unit of Measure: Per Day (8 hours)

Billing: Time and Materials, invoiced monthly in arrears

All rates are maximum day rates as per SFIA framework

SKU	Role / SFIA Level	SFIA Code	Max Day Rate (£)
SFIA-L3-CONS	Consultant - Level 3	BURM/L3	600
SFIA-L4-CONS	Consultant - Level 4	BURM/L4	800
SFIA-L5-CONS	Senior Consultant - Level 5	BURM/L5	1,000
SFIA-L4-ARCH	Solution Architect - Level 4	ARCH/L4	850
SFIA-L5-ARCH	Solution Architect - Level 5	ARCH/L5	1,100
SFIA-L4-DATA	Data Engineer - Level 4	DENG/L4	750
SFIA-L5-DATA	Data Engineer - Level 5	DENG/L5	950
SFIA-L3-PROJ	Project Manager - Level 3	PRMG/L3	650
SFIA-L4-PROJ	Project Manager - Level 4	PRMG/L4	850

3. One-Off Costs and Implementation Fees

Unit of Measure: Per Implementation / Per Instance (as specified)

Billing: Invoiced upon completion or as per agreed milestone schedule

SKU	Service Description	Unit of Measure	Price (£)
SETUP-BASIC	Basic Setup & Configuration	Per Implementation	0.00
SETUP-STANDARD	Standard Setup with Integration	Per Implementation	500.00
SETUP-ADVANCED	Advanced Setup with Custom Config	Per Implementation	1,500.00
MIGRATE-DATA	Data Migration (Standard)	Per 10GB	0.00
MIGRATE-DATA-ADD	Additional Data Migration	Per GB	50.00
TRAIN-BASIC	Basic User Training (2 hours)	Per Session	0.00
TRAIN-ADVANCED	Advanced Training	Per Hour	150.00
CUSTOM-DEV	Custom Development/Integration	Per Hour	200.00

4. Off-boarding Costs

As required by CCS guidance, off-boarding costs are explicitly stated for whole-life cost calculations.

SKU	Service Description	Unit of Measure	Price (£)
OFFBOARD-EXPORT	Data Export (Standard Formats)	Per Export	0.00
OFFBOARD-CONVERT	Data Format Conversion	Per Hour	100.00
OFFBOARD-CLOSE	Account Closure & Cleanup	Per Account	0.00

5. Payment Terms and Conditions

Currency: GBP (£) Sterling

VAT: All prices exclusive of VAT. VAT charged at prevailing UK rate (currently 20%)

Payment Terms: Net 30 days from invoice date

Payment Methods: Bank Transfer, Direct Debit, Purchase Order

Late Payment: Interest at 8% above Bank of England base rate (Late Payment of Commercial Debts Act 1998)

Invoicing: Monthly in advance for subscriptions, monthly in arrears for time & materials

6. Contract Terms

Minimum Term: 1 month (monthly) or 12 months (annual)

Maximum Term: 36 months + optional 12-month extension (48 months total, per G-Cloud framework)

Termination Notice: 30 days written notice

Price Guarantee: All prices fixed for G-Cloud 15 framework term (up to 4 years)

7. Important Notes

- All prices are maximum prices and will not be exceeded
- Prices are fixed for the framework term and will not increase
- Volume discounts are applied automatically based on total annual contract value
- Buyers may use this pricing to populate Call-Off Contract Schedule 2 (Charges) without further negotiation
- Any variations to quantities or service configuration are managed through Call-Off Contract amendments
- For custom pricing enquiries or clarifications, contact sales@datasumi.com

8. Contact Information

Datasumi Ltd

Email: sales@datasumi.com

Web: www.datasumi.com

Response Time: Within 1 business day