



G-Cloud 15

Service	Public Mobility Behaviour Change Platform
Document	Pricing Information

SAAS PRICING

System pricing is based on the following elements:

1. One off Configuration & Deployment Fee
2. Core Platform Licence Fee
3. Destination Partner Fees
4. A scalable pricing model based on tiered additional usage bands.

Configuration & Deployment - £25,000.00 Ex VAT

Includes all regional configurations (objective setting, technical, mobile apps, branding, content support & reporting configurations).

Core Platform Licence Fee

Includes platform usage licence, hosting & support services, performance management, reporting and free (included) usage charges. Includes addition of one Major Destination Partner and three Minor Destination Partner. Includes use of Trave Assistant mobile apps. Includes unlimited Destination of Interest POI's.

Transport Authority Population	Licence Fee/Month Ex VAT	Included Usage – Journey Plans/Month
600K +	£5,000	50,000
300K – 600K	£3,500	40,000
100K – 300K	£2,500	30,000
Less than 100K	£2,000	20,000

Destination Partner Portal Licence Fee

Additional destination partner fees cover partner usage hosting and support of Destination Portals and Pages. Pricing is provided for Major and Minor Destination partners. Please note that destination POI's are free of charge and all usage charges from partners are aggregated together for a single usage allowance and usage scaling across the transport authority region.

Destination Partner	Monthly Charge Ex VAT	Includes
Major Destination Partner	£500.00	Branded Destination portal – multi-page/multi-site activation, Journey Planning, Travel Assistant apps and POI's
Minor Destination Partner	£100.00	Branded Destination website, activation, Journey Planning, Travel Assistant apps and POI's

Additional Usage Fees

Usage fees are based on individual Journey Plans made by system users. The Core Licence includes an included monthly allowance, thereafter Journey Plan charges scale with usage of the system with additional usage charges transparently and retrospectively applied up to a capped value.

Future estimated use is predicted/estimated during performance reviews to aid planning. This method is designed to support growth and adoption based on successful roll out of the system.

Additional Journey Plans/Month	Charge per Thousand Ex VAT	Total Additional Charge in Band
Up to 30,000	£6.00	£180/month
30,000 – 100,000	£5.00	£350/month
100,000 – 1,000,000	£3.50	£3,150/month
<i>For illustration, and additional 1,000,000 Journey Plans per month would cost and additional £3,680.00</i>		

Additional Usage Charges are capped at £5,000.00 per month.

Please note the quantities above are over and above 'included usage'

PROFESSIONAL SERVICES PRICING

In the event that additional technical services are required for configuration we offer a single rate card price for all roles available. Prices shown exclusive of VAT.

SFIA Level	Day Rate £ (Ex VAT)
Follow	£500
Assist	£550
Apply	£600
Enable	£650
Ensure, advise	£700
Initiate, influence	£800
Set strategy, inspire, mobilise	£900

TRAVEL & SUBSISTENCE

Ember reserves the right to charge travel and subsistence expenses in addition to the SFIA rates – this includes work being undertaken within central London. No expenses will be incurred for work undertaken in any Embers office locations by staff that are local to these offices. Pricing does not include the cost of 3rd party content or copyright rights licences.

RPI

Ember reserves the right to review our SFIA Rate Card annually (31st March) in line with RPI.

PAYMENT TERMS

- As detailed in our T&Cs, our SFIA Rate Card assumes that all work undertaken will be on a Time and Materials basis with billing monthly in arrears based on actual utilisation.
- Standards for Consultancy Day Rate cards
- Consultant's Working Day – 7.5 hours exclusive of travel and lunch
- Working Week – Monday to Friday excluding national holidays
- Office Hours - 09:00 – 17:00 Monday to Friday
- Travel and Subsistence – Payable at agreed standard T&S rates
- Professional Indemnity Insurance – included in day rate.