

G-Cloud 15 Optime Ceremonies Price List

EventMAP (Digital Marketplace)
January 2026



Version History

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01 About EventMAP

Who We Are

EventMAP is a specialist software and service solutions provider. The product of a collaborative research partnership between Queen's University, Belfast and the University of Nottingham, the company was created in 2002 to fill an identified gap in the marketplace: providing a suite of software tools based on leading-edge algorithms that have revolutionised timetabling, event scheduling, schedule modelling, space modelling, resource management and reporting for complex events.

The continued growth of the company is rooted in academic research – the company enjoys close links with the PATAT (Practice and Theory of Automated Timetabling) organisation, with EventMAP's Managing Director Dr Barry McCollum serving as chair.

EventMAP have offices in Belfast, Oman, and Canada. Our board and management team are comprised of some of the world's leading experts in optimisation technologies and the company's staff are drawn from the best and brightest in their fields. We currently employ 50 staff, including an in-house development team and a service team comprised of internationally recognised space, resource, and workplace planners.

What We Specialise In

In a word: optimisation. Within any large-scale, complex organisation, there exists a vastly interactive range of event planning, space planning, resource management, student allocation and scheduling activities that will always occur with varying degrees of waste and inefficiency. Our extensive experience and research-based tools and solutions provide a proven approach to optimising these activities in a way that can provide for significant annual savings while delivering an improved service offering across the adopting organisation. Our unique approach also delivers the kind of permanency and full stakeholder buy-in to organisational and transformative change that's usually lacking from consultant-led solutions.

At a time where public sector organisations in the UK and abroad are facing unprecedented financial pressures, and when large-scale industry faces ever-greater demands for enhanced efficiency and productivity, we find ourselves with a significant opportunity to help our clients to:

- ◆ Enable organisation-wide operational efficiency and process optimisation by understanding the demand and design a viable solution to meet it.
- ◆ Deliver significant financial savings through optimising use of space through scheduling, planning and workflow enhancements.
- ◆ Ensure that capital expenditure projects stay viable, and cost controlled.

The EventMAP difference – the ability to provide tools that deliver lasting change

What firmly separates EventMAP from the legions of management consultancies and change management specialists is that our work is firmly based within an innovative implementation of academically proven hard science that provides our clients with well-managed outcomes and bespoke, user-friendly software tools that enable efficiencies to be both developed and maintained over time. Our software solutions for scheduling and optimisation are years ahead of anything else currently available.

Solutions Offerings

Although having made significant inroads into new markets, EventMAP's central focus remains within Education and the Public Sector. We currently provide tailored software and consultancy packages that get right to the core of timetabling, scheduling, resource and space planning issues within higher and further education institutions and training institutions within the public sector, using solutions that have been designed in conjunction with end-users to provide our clients with powerful, flexible tools.

Currently our service provision is divided into a range of products and services – and in practice we tend to implement a wide spectrum of these tools within each engagement.

For the last 20 years EventMAP have used ongoing, leading-edge research and collaborative engagement to create a suite of products built around OPTIME – a robust, highly efficient algorithmic scheduling engine. Combined with user-friendly interfaces, the software enables dramatic reductions in operation time and has delivered needs-based timetables, surveys, reports, and models to meet the complex requirements within many large universities around the world. The OPTIME scheduling engine is the most sophisticated platform of its kind on the market today and can work with very limited resources to rapidly produce high quality and informative results.

In our experience, every institution has a unique set of needs that require a personalised approach, and we go far beyond simply selling software packages as tools to solve a particular problem. We provide a range of service packages that combine software with expert consultancy, development, implementation, and integration.

02 Pricing

The following price book relates to Optime Ceremonies and is specific to the Digital Marketplace G-Cloud 15 procurement framework. The prices are annual and exclusive of VAT.

Software Associated Costs

Prices

The cost for Optime Ceremonies is comprised of two elements; the Optime Software Licence and the number of User Accounts. The overall price is based on the sum of the cost for both elements. There are then additional (optional) elements which can be added.

Optime Software Licence

The Optime Software Licence is the total of the Platform Licence and Application licence

Platform Licence

The Optime platform licence is based on three types of client organisation/usage:

Licence Type	License Cost	Organisation Example
Enterprise	£18,000.00	Universities, Large Organisations
Premium	£12,000.00	Colleges, Medium-Size Organisations
Standard	£6,000.00	Schools, Small Organisations

Breakdown of price per tier / type, including some general platform spec details

Licence Type	App Plan	App Service	Database type
Enterprise	Private	Private	Private
Premium	Shared	Private	Private
Standard	Shared	Shared	Shared

Application Licence

The per-student licence component is calculated based on the number of graduating students.

Number of Students		Cost per student
500 – 5,000		£0.50
5001 – 10,000		£0.40
10,001 – 20,000		£0.30
20,001 +		Free

The minimum number of chargeable students is 500. The maximum number of chargeable students is 20,000 (a price cap operates for students above this amount)

User Accounts

For each user that requires access to use the application there will be a cost of:

User Type	Cost Per User
Administrator	£20.00
Standard User	£0.25

Features & Functions Included in Licence

Features & Functions
API
Audit Reporting
Autoscheduling
Graduand and Guest Ticket Management
Multi Factor Authentication
O365 Integration
Optime Native App (IOS and Android)
QR Code Ticketing
Reporting Dashboard
Seating Plan Management
Single Sign On (SSO)
SSO Auto-Provisioning of User Role

Additional Optional Features & Functions

Platform Options	Option Cost	Notes
Additional Environment	£4,000.00	Per environment, per annum
Sendgrid (Mail provider if not using institutions own mail service provider)	£500.00	Per annum

What's Included in the Base Cost?

Included within the license costs are the following:

- ◆ Production Environment (Live).
- ◆ Support.
- ◆ System Updates.
- ◆ All hosting costs.
- ◆ Backup service.

Educational Discount

A 10% discount on licence costs will be applied to educational institutions.

Project Implementation Approach

EventMAP offer the following implementation (onboarding) services and support to help with the following areas:

1. Data set up and transfer.
2. Training - Group and Individual.
3. Solution Creation.
4. Go Live Support.
5. Project Management.
6. Change Management.
7. Roadmap and potential project bespoke development.
8. Project Dependency support e.g. integration with other projects/software.
9. Organisational Communication.
10. Solution Evaluation and Optimisation.

To understand the implementation support required these will be discussed scoped and agreed with an implementation plan constructed along with a timeline and agreed pricing structure. Implementation can be as hands on or indeed off as you need depending on project objectives and timescales.

Project Implementation Costing

Daily rates for implementation services range from £500.00-£1,400.00 per day depending on the seniority of the team required.

An implementation quotation can be provided following the scoping of the clients' needs.

03 Service Offering

The following table lists all our 'Software' services offered through G-Cloud:

Service	Description
Optime Timetabler	Academic Timetable and Scheduling.
Optime Booker	Meeting room, desk, vehicle parking and visitor management.
Optime Exam	Exam Scheduling and Resource Management.
Optime Ceremonies	Planning of graduation ceremonies with ticket and seat allocation.
Optime Placement	Manage student and trainee's placement.
Optime Accommodation	Student accommodation management and allocation.
Optime Conference	Conference, Event and Catering booking management.
Optime Prospect	Manage and track student recruitment.
Optime Eric	Digital estate returns information collection.

04 Further Information

If you would like further information about any of our G-Cloud services, please contact us through any of the following:

Email: info@eventmapsolutions.com

Phone: +44 (0)28 9023 6558

Website: www.eventmapsolutions.com

Address: Ormeau Baths, 18 Ormeau Avenue, Belfast, Northern Ireland, BT2 8HS

Our office hours are 9am-5.30pm Monday to Friday (excluding national holidays).