

LOCAL GOVERNMENT DISTRICT & BOROUGH COUNCILS

G-Cloud 15 | Lot 2B Pricing

SMART FRONT DOOR - DISTRICT & BOROUGH

Product	Tier	Description	<100k Pop	100-150k Pop	150k+ Pop
SMART Front Door - Foundation	Foundation	Web channel only	£55,000	£75,000	£95,000
SMART Front Door - Premium	Premium	+2 channels included	£75,000	£100,000	£125,000
SMART Front Door - Specialist	Specialist	+3 channels included	£95,000	£125,000	£155,000
SMART Front Door - Ultra	Ultra	All channels included	£145,000	£185,000	£225,000

SMART CORE - DISTRICT & BOROUGH

Product	Tier	Description	<100k Pop	100-150k Pop	150k+ Pop
SMART Core	Platform	Core AI platform (required for Wearables/Physical AI)	£20,000	£28,000	£38,000

SMART FRONT DOOR PHYSICAL AI - DISTRICT & BOROUGH

Product	Tier	Description	<100k Pop	100-150k Pop	150k+ Pop
SMART Reception - Kiosk	Physical AI	Interactive AI kiosk	£45,000	£55,000	£65,000
SMART Reception - Display Robot	Physical AI	AI display robot	£75,000	£90,000	£105,000
SMART Reception - Humanoid	Physical AI	Humanoid robot reception	£150,000	£175,000	£200,000
SMART Reception - Quadruped	Physical AI	Quadruped robot reception	£150,000	£175,000	£200,000
Channel Add-on: Mobile App	Add-on	iOS/Android apps	£25,000	£35,000	£45,000

SMART FRONT DOOR PHYSICAL AI - DISTRICT & BOROUGH

Product	Tier	Description	<100k Pop	100-150k Pop	150k+ Pop
SMART Reception - Kiosk	Physical AI	Interactive AI kiosk	£45,000	£55,000	£65,000
SMART Reception - Display Robot	Physical AI	AI display robot	£75,000	£90,000	£105,000
SMART Reception - Humanoid	Physical AI	Humanoid robot reception	£150,000	£175,000	£200,000
SMART Reception - Quadruped	Physical AI	Quadruped robot reception	£150,000	£175,000	£200,000

SMART STAFF COPILOT - DISTRICT & BOROUGH

Product	Tier	Description	<100k Pop	100-150k Pop	150k+ Pop
SMART Staff Copilot - Foundation	Foundation	Governed GPT, personal workspace	£18,000	£25,000	£32,000
SMART Staff Copilot - Premium	Premium	Foundation + SMART Notes + Teams	£25,000	£35,000	£45,000
SMART Staff Copilot - Specialist	Specialist	Premium + specialist copilots	£35,000	£48,000	£62,000
SMART Staff Copilot - Ultra	Ultra	All features + Phone + priority	£52,000	£70,000	£92,000

SMART STAFF COPILOT PUPM PRICING - DISTRICT & BOROUGH

Product	Tier	Description	<100k Pop	100-150k Pop	150k+ Pop
Staff Copilot PUPM - Foundation	PUPM	Per user per month	£12.00	£10.00	£8.50
Staff Copilot PUPM - Premium	PUPM	Per user per month	£11.00	£9.00	£8.00
Staff Copilot PUPM - Specialist	PUPM	Per user per month	£10.00	£8.50	£7.50
Staff Copilot PUPM - Ultra	PUPM	Per user per month	£9.00	£7.50	£6.50

SMART WEARABLES - DISTRICT & BOROUGH

Product	Tier	Description	<100k Pop	100-150k Pop	150k+ Pop
SMART Glasses - Standard	Wearable	AI smart glasses, voice assist	£35,000	£45,000	£55,000
SMART Glasses - Professional	Wearable	AR overlays, remote expert	£55,000	£70,000	£85,000
SMART Watch	Wearable	AI smartwatch, alerts, voice	£18,000	£24,000	£30,000
SMART Body Camera	Wearable	AI-enabled body cam, real-time	£28,000	£36,000	£44,000
SMART Headset	Wearable	AI audio headset, transcription	£22,000	£28,000	£35,000

SMART STAFF COPILOT CHANNELS - DISTRICT & BOROUGH

Product	Tier	Description	<100k Pop	100-150k Pop	150k+ Pop
Channel Add-on: MS Teams	Add-on	Teams integration	£18,000	£25,000	£32,000
Channel Add-on: Phone (Staff Voice)	Add-on	Voice assistant for staff	£28,000	£38,000	£48,000

SMART STAFF COPILOT PHYSICAL AI - DISTRICT & BOROUGH

Product	Tier	Description	<100k Pop	100-150k Pop	150k+ Pop
SMART Glasses - Standard	Physical AI	AI smart glasses	£35,000	£45,000	£55,000
SMART Glasses - Professional	Physical AI	AR overlays, remote assist	£55,000	£70,000	£85,000
SMART Spaces - Room	Physical AI	AI meeting room	£40,000	£50,000	£60,000
SMART Spaces - Building	Physical AI	Building-wide AI	£120,000	£150,000	£180,000
SMART Robot - Service	Physical AI	Service robot	£85,000	£105,000	£125,000
SMART Robot - Humanoid	Physical AI	Humanoid workplace robot	£175,000	£210,000	£245,000

SMART DATA - DISTRICT & BOROUGH

Product	Tier	Description	<100k Pop	100-150k Pop	150k+ Pop
SMART Data - Foundation	Foundation	Data visibility, prioritisation	£45,000	£60,000	£75,000
SMART Data - Premium	Premium	Foundation + alerts, recommendations	£65,000	£85,000	£105,000
SMART Data - Specialist	Specialist	Premium + AI outbound engagement	£95,000	£125,000	£155,000
SMART Data - Ultra	Ultra	Full autonomous operation	£135,000	£175,000	£215,000

SMART AGENTIC - DISTRICT & BOROUGH

Product	Tier	Description	<100k Pop	100-150k Pop	150k+ Pop
Agent Creation Tools - Foundation	Foundation	No-code agent builder	£25,000	£35,000	£45,000
Agent Creation Tools - Premium	Premium	Low-code visual builder	£40,000	£55,000	£70,000
Agent Creation Tools - Specialist	Specialist	Pro-code SDK access	£60,000	£80,000	£100,000
Evergreen Agent Library	Subscription	Continuously updated agents	£35,000	£45,000	£55,000
System & Integration Agents - Foundation	Foundation	Basic connectors	£30,000	£40,000	£50,000
System & Integration Agents - Premium	Premium	Multi-system orchestration	£50,000	£65,000	£80,000
System & Integration Agents - Specialist	Specialist	Enterprise integrations	£75,000	£95,000	£115,000
System & Integration Agents - Ultra	Ultra	Full access, custom agents	£100,000	£130,000	£160,000

SMART TRANSFORMATION BUNDLES - DISTRICT & BOROUGH

Product	Tier	Description	<100k Pop	100-150k Pop	150k+ Pop
SMART Transformation Bundle - Ultra	Bundle	Full AI transformation: Front Door + Staff Copilot + Data + Agentic + Channels	£420,000	£590,000	£760,000
SMART Transformation for LGR	LGR Bundle	Enhanced transformation for Local Government Reorganisation (10,000 staff)	£1,660,000	£1,915,000	£2,125,000

LOCAL GOVERNMENT COUNTY COUNCILS

G-Cloud 15 | Lot 2B Pricing

SMART FRONT DOOR - COUNTY COUNCILS

Product	Tier	Description	<600k Pop	600k-1M Pop	1M+ Pop
SMART Front Door - Foundation	Foundation	Web channel only	£130,000	£165,000	£275,000
SMART Front Door - Premium	Premium	+2 channels included	£165,000	£200,000	£340,000
SMART Front Door - Specialist	Specialist	+3 channels included	£200,000	£250,000	£420,000
SMART Front Door - Ultra	Ultra	All channels included	£300,000	£380,000	£550,000

SMART CORE - COUNTY COUNCILS

Product	Tier	Description	<600k Pop	600k-1M Pop	1M+ Pop
SMART Core	Platform	Core AI platform (required for Wearables/Physical AI)	£35,000	£48,000	£65,000

SMART FRONT DOOR CHANNELS - COUNTY COUNCILS

Product	Tier	Description	<600k Pop	600k-1M Pop	1M+ Pop
Channel Add-on: Phone (incl. SMS)	Add-on	AI voice + SMS (for Foundation/Premium)	£95,000	£110,000	£138,000
Channel Add-on: Email	Add-on	AI email automation	£18,000	£18,000	£18,000
Channel Add-on: Live Chat	Add-on	Web chat widget	£18,000	£18,000	£18,000
Channel Add-on: Social (incl. WhatsApp)	Add-on	WhatsApp, Facebook, X	£18,000	£18,000	£18,000
Channel Add-on: Mobile App	Add-on	iOS/Android apps	£65,000	£85,000	£130,000

SMART FRONT DOOR PHYSICAL AI - COUNTY COUNCILS

Product	Tier	Description	<600k Pop	600k-1M Pop	1M+ Pop
SMART Reception - Kiosk	Physical AI	Interactive AI kiosk	£55,000	£70,000	£95,000
SMART Reception - Display Robot	Physical AI	AI display robot	£95,000	£120,000	£165,000
SMART Reception - Humanoid	Physical AI	Humanoid robot reception	£195,000	£245,000	£325,000
SMART Reception - Quadruped	Physical AI	Quadruped robot reception	£195,000	£245,000	£325,000

SMART STAFF COPILOT - COUNTY COUNCILS

Product	Tier	Description	<600k Pop	600k-1M Pop	1M+ Pop
SMART Staff Copilot - Foundation	Foundation	Governed GPT, personal workspace	£32,000	£40,000	£68,000
SMART Staff Copilot - Premium	Premium	Foundation + SMART Notes + Teams	£45,000	£55,000	£95,000
SMART Staff Copilot - Specialist	Specialist	Premium + specialist copilots	£62,000	£78,000	£130,000
SMART Staff Copilot - Ultra	Ultra	All features + Phone + priority	£92,000	£115,000	£190,000

SMART STAFF COPILOT PUPM PRICING - COUNTY COUNCILS

Product	Tier	Description	1-500 Users	501-2,500 Users	2,500+ Users
Staff Copilot PUPM - Foundation	PUPM	Per user per month	£11.00	£9.50	£8.00
Staff Copilot PUPM - Premium	PUPM	Per user per month	£10.00	£8.75	£7.50
Staff Copilot PUPM - Specialist	PUPM	Per user per month	£9.50	£8.25	£7.00
Staff Copilot PUPM - Ultra	PUPM	Per user per month	£8.50	£7.25	£6.00

SMART WEARABLES - COUNTY COUNCILS

Product	Tier	Description	<600k Pop	600k-1M Pop	1M+ Pop
SMART Glasses - Standard	Wearable	AI smart glasses, voice assist	£45,000	£60,000	£85,000
SMART Glasses - Professional	Wearable	AR overlays, remote expert	£75,000	£95,000	£135,000
SMART Watch	Wearable	AI smartwatch, alerts, voice	£25,000	£35,000	£55,000
SMART Body Camera	Wearable	AI-enabled body cam, real-time	£38,000	£50,000	£75,000
SMART Headset	Wearable	AI audio headset, transcription	£30,000	£40,000	£60,000

SMART STAFF COPILOT CHANNELS - COUNTY COUNCILS

Product	Tier	Description	<600k Pop	600k-1M Pop	1M+ Pop
Channel Add-on: MS Teams	Add-on	Teams integration	£35,000	£45,000	£75,000
Channel Add-on: Phone (Staff Voice)	Add-on	Voice assistant for staff	£55,000	£70,000	£88,000

SMART STAFF COPILOT PHYSICAL AI - COUNTY COUNCILS

Product	Tier	Description	<600k Pop	600k-1M Pop	1M+ Pop
SMART Glasses - Standard	Physical AI	AI smart glasses	£45,000	£60,000	£85,000
SMART Glasses - Professional	Physical AI	AR overlays, remote assist	£75,000	£95,000	£135,000
SMART Spaces - Room	Physical AI	AI meeting room	£55,000	£70,000	£100,000
SMART Spaces - Building	Physical AI	Building-wide AI	£165,000	£210,000	£295,000
SMART Robot - Service	Physical AI	Service robot	£115,000	£145,000	£200,000
SMART Robot - Humanoid	Physical AI	Humanoid workplace robot	£235,000	£295,000	£395,000

SMART DATA - COUNTY COUNCILS

Product	Tier	Description	<600k Pop	600k-1M Pop	1M+ Pop
SMART Data - Foundation	Foundation	Data visibility, prioritisation	£85,000	£105,000	£165,000
SMART Data - Premium	Premium	Foundation + alerts, recommendations	£120,000	£150,000	£235,000
SMART Data - Specialist	Specialist	Premium + AI outbound engagement	£175,000	£220,000	£340,000
SMART Data - Ultra	Ultra	Full autonomous operation	£250,000	£315,000	£485,000

SMART AGENTIC - COUNTY COUNCILS

Product	Tier	Description	<600k Pop	600k-1M Pop	1M+ Pop
Agent Creation Tools - Foundation	Foundation	No-code agent builder	£45,000	£60,000	£90,000
Agent Creation Tools - Premium	Premium	Low-code visual builder	£70,000	£90,000	£135,000
Agent Creation Tools - Specialist	Specialist	Pro-code SDK access	£105,000	£135,000	£195,000
Evergreen Agent Library	Subscription	Continuously updated agents	£60,000	£75,000	£115,000
System & Integration Agents - Foundation	Foundation	Basic connectors	£55,000	£70,000	£105,000
System & Integration Agents - Premium	Premium	Multi-system orchestration	£85,000	£110,000	£165,000
System & Integration Agents - Specialist	Specialist	Enterprise integrations	£130,000	£165,000	£245,000
System & Integration Agents - Ultra	Ultra	Full access, custom agents	£185,000	£235,000	£350,000

SMART TRANSFORMATION BUNDLES - COUNTY COUNCILS

Product	Tier	Description	<600k Pop	600k-1M Pop	1M+ Pop
SMART Transformation Bundle - Ultra	Bundle	Full AI transformation: Front Door + Staff Copilot + Data + Agentic + Channels	£980,000	£1,235,000	£1,660,000
SMART Transformation for LGR	LGR Bundle	Enhanced transformation for Local Government Reorganisation (10,000 staff)	£1,915,000	£2,125,000	£2,510,000

LOCAL GOVERNMENT UNITARY COUNCILS

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SMART FRONT DOOR - UNITARY COUNCILS

Product	Tier	Description	<150k Pop	150-300k Pop	300k+ Pop
SMART Front Door - Foundation	Foundation	Web channel only	£165,000	£220,000	£275,000
SMART Front Door - Premium	Premium	+2 channels included	£220,000	£275,000	£330,000
SMART Front Door - Specialist	Specialist	+3 channels included	£275,000	£340,000	£410,000
SMART Front Door - Ultra	Ultra	All channels included	£395,000	£495,000	£595,000

SMART CORE - UNITARY COUNCILS

Product	Tier	Description	<150k Pop	150-300k Pop	300k+ Pop
SMART Core	Platform	Core AI platform (required for Wearables/Physical AI)	£32,000	£45,000	£60,000

SMART FRONT DOOR CHANNELS - UNITARY COUNCILS

Product	Tier	Description	<150k Pop	150-300k Pop	300k+ Pop
Channel Add-on: Phone (incl. SMS)	Add-on	AI voice + SMS (for Foundation/Premium)	£130,000	£195,000	£244,000
Channel Add-on: Email	Add-on	AI email automation	£18,000	£18,000	£18,000
Channel Add-on: Live Chat	Add-on	Web chat widget	£18,000	£18,000	£18,000
Channel Add-on: Social (incl. WhatsApp)	Add-on	WhatsApp, Facebook, X	£18,000	£18,000	£18,000
Channel Add-on: Mobile App	Add-on	iOS/Android apps	£95,000	£115,000	£135,000

SMART FRONT DOOR PHYSICAL AI - UNITARY COUNCILS

Product	Tier	Description	<150k Pop	150-300k Pop	300k+ Pop
SMART Reception - Kiosk	Physical AI	Interactive AI kiosk	£55,000	£70,000	£85,000
SMART Reception - Display Robot	Physical AI	AI display robot	£95,000	£120,000	£145,000
SMART Reception - Humanoid	Physical AI	Humanoid robot reception	£195,000	£245,000	£295,000
SMART Reception - Quadruped	Physical AI	Quadruped robot reception	£195,000	£245,000	£295,000

SMART STAFF COPILOT - UNITARY COUNCILS

Product	Tier	Description	<150k Pop	150-300k Pop	300k+ Pop
SMART Staff Copilot - Foundation	Foundation	Governed GPT, personal workspace	£35,000	£45,000	£58,000
SMART Staff Copilot - Premium	Premium	Foundation + SMART Notes + Teams	£48,000	£62,000	£80,000
SMART Staff Copilot - Specialist	Specialist	Premium + specialist copilots	£68,000	£88,000	£112,000
SMART Staff Copilot - Ultra	Ultra	All features + Phone + priority	£100,000	£130,000	£165,000

SMART STAFF COPILOT PUPM PRICING - UNITARY COUNCILS

Product	Tier	Description	1-500 Users	501-2,500 Users	2,500+ Users
Staff Copilot PUPM - Foundation	PUPM	Per user per month	£11.00	£9.50	£8.00
Staff Copilot PUPM - Premium	PUPM	Per user per month	£10.00	£8.75	£7.50
Staff Copilot PUPM - Specialist	PUPM	Per user per month	£9.50	£8.25	£7.00
Staff Copilot PUPM - Ultra	PUPM	Per user per month	£8.50	£7.25	£6.00

SMART WEARABLES - UNITARY COUNCILS

Product	Tier	Description	<150k Pop	150-300k Pop	300k+ Pop
SMART Glasses - Standard	Wearable	AI smart glasses, voice assist	£45,000	£55,000	£70,000
SMART Glasses - Professional	Wearable	AR overlays, remote expert	£70,000	£90,000	£115,000
SMART Watch	Wearable	AI smartwatch, alerts, voice	£22,000	£28,000	£36,000
SMART Body Camera	Wearable	AI-enabled body cam, real-time	£35,000	£45,000	£58,000
SMART Headset	Wearable	AI audio headset, transcription	£28,000	£36,000	£45,000

SMART STAFF COPILOT CHANNELS - UNITARY COUNCILS

Product	Tier	Description	<150k Pop	150-300k Pop	300k+ Pop
Channel Add-on: MS Teams	Add-on	Teams integration	£35,000	£45,000	£60,000
Channel Add-on: Phone (Staff Voice)	Add-on	Voice assistant for staff	£55,000	£75,000	£94,000

SMART STAFF COPILOT PHYSICAL AI - UNITARY COUNCILS

Product	Tier	Description	<150k Pop	150-300k Pop	300k+ Pop
SMART Glasses - Standard	Physical AI	AI smart glasses	£45,000	£55,000	£70,000
SMART Glasses - Professional	Physical AI	AR overlays, remote assist	£70,000	£90,000	£115,000
SMART Spaces - Room	Physical AI	AI meeting room	£55,000	£70,000	£85,000
SMART Spaces - Building	Physical AI	Building-wide AI	£165,000	£210,000	£255,000
SMART Robot - Service	Physical AI	Service robot	£115,000	£145,000	£175,000
SMART Robot - Humanoid	Physical AI	Humanoid workplace robot	£235,000	£295,000	£355,000

SMART DATA - UNITARY COUNCILS

Product	Tier	Description	<150k Pop	150-300k Pop	300k+ Pop
SMART Data - Foundation	Foundation	Data visibility, prioritisation	£85,000	£110,000	£135,000
SMART Data - Premium	Premium	Foundation + alerts, recommendations	£120,000	£155,000	£195,000
SMART Data - Specialist	Specialist	Premium + AI outbound engagement	£175,000	£225,000	£280,000
SMART Data - Ultra	Ultra	Full autonomous operation	£250,000	£320,000	£400,000

SMART AGENTIC - UNITARY COUNCILS

Product	Tier	Description	<150k Pop	150-300k Pop	300k+ Pop
Agent Creation Tools - Foundation	Foundation	No-code agent builder	£45,000	£60,000	£75,000
Agent Creation Tools - Premium	Premium	Low-code visual builder	£70,000	£95,000	£120,000
Agent Creation Tools - Specialist	Specialist	Pro-code SDK access	£105,000	£140,000	£175,000
Evergreen Agent Library	Subscription	Continuously updated agents	£60,000	£80,000	£100,000
System & Integration Agents - Foundation	Foundation	Basic connectors	£55,000	£75,000	£95,000
System & Integration Agents - Premium	Premium	Multi-system orchestration	£85,000	£115,000	£145,000
System & Integration Agents - Specialist	Specialist	Enterprise integrations	£130,000	£170,000	£215,000
System & Integration Agents - Ultra	Ultra	Full access, custom agents	£185,000	£245,000	£305,000

SMART TRANSFORMATION BUNDLES - UNITARY COUNCILS

Product	Tier	Description	<150k Pop	150-300k Pop	300k+ Pop
SMART Transformation Bundle - Ultra	Bundle	Full AI transformation: Front Door + Staff Copilot + Data + Agentic + Channels	£1,065,000	£1,400,000	£1,785,000
SMART Transformation for LGR	LGR Bundle	Enhanced transformation for Local Government Reorganisation (10,000 staff)	£1,915,000	£2,125,000	£2,510,000

HIGHER EDUCATION UNIVERSITIES & COLLEGE GROUPS (>10K STUDENTS)

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SMART FRONT DOOR - SERVICES

Product	Tier	Description	Up to 10K	Up to 15K	Up to 18K	Up to 25K	Up to 40K	Over 40K
SMART Front Door - Services - Foundation	Foundation	Web channel only - Student Services	£80,200	£110,700	£122,850	£192,000	£230,000	£277,000
SMART Front Door - Services - Premium	Premium	+2 channels included	£104,260	£143,910	£159,705	£249,500	£299,000	£360,000
SMART Front Door - Services - Specialist	Specialist	+3 channels included	£145,964	£201,474	£223,587	£349,000	£419,000	£540,000
SMART Front Door - Services - Ultra	Ultra	All channels included	£167,859	£231,695	£257,125	£402,000	£482,000	£621,000

SMART FRONT DOOR - RECRUITMENT

Product	Tier	Description	Up to 10K	Up to 15K	Up to 18K	Up to 25K	Up to 40K	Over 40K
SMART Front Door - Recruitment - Foundation	Foundation	Web channel only - Recruitment	£112,500	£163,100	£184,275	£230,344	£276,413	£332,325
SMART Front Door - Recruitment - Premium	Premium	+2 channels included	£146,250	£212,030	£239,558	£299,447	£359,337	£432,023
SMART Front Door - Recruitment - Specialist	Specialist	+3 channels included	£204,750	£296,842	£335,381	£419,226	£503,072	£648,034
SMART Front Door - Recruitment - Ultra	Ultra	All channels included	£235,463	£341,368	£385,688	£482,110	£578,532	£745,239

SMART FRONT DOOR - CLEARING

Product	Tier	Description	Up to 10K	Up to 15K	Up to 18K	Up to 25K	Up to 40K	Over 40K
SMART Front Door - Clearing - Foundation	Foundation	Web channel only - Clearing	£112,500	£163,100	£184,275	£230,344	£276,413	£332,325
SMART Front Door - Clearing - Premium	Premium	+2 channels included	£146,250	£212,030	£239,558	£299,447	£359,337	£432,023
SMART Front Door - Clearing - Specialist	Specialist	+3 channels included	£204,750	£296,842	£335,381	£419,226	£503,072	£648,034
SMART Front Door - Clearing - Ultra	Ultra	All channels included	£235,463	£341,368	£385,688	£482,110	£578,532	£745,239

SMART FRONT DOOR - RESEARCH

Product	Tier	Description	Up to 10K	Up to 15K	Up to 18K	Up to 25K	Up to 40K	Over 40K
SMART Front Door - Research - Foundation	Foundation	Web channel only - Research	£112,500	£163,100	£184,275	£230,344	£276,413	£332,325
SMART Front Door - Research - Premium	Premium	+2 channels included	£146,250	£212,030	£239,558	£299,447	£359,337	£432,023
SMART Front Door - Research - Specialist	Specialist	+3 channels included	£204,750	£296,842	£335,381	£419,226	£503,072	£648,034
SMART Front Door - Research - Ultra	Ultra	All channels included	£235,463	£341,368	£385,688	£482,110	£578,532	£745,239

SMART FRONT DOOR - IT SUPPORT

Product	Tier	Description	Up to 10K	Up to 15K	Up to 18K	Up to 25K	Up to 40K	Over 40K
SMART Front Door - IT Support - Foundation	Foundation	Web channel only - IT Support	£112,500	£163,100	£184,275	£230,344	£276,413	£332,325
SMART Front Door - IT Support - Premium	Premium	+2 channels included	£146,250	£212,030	£239,558	£299,447	£359,337	£432,023
SMART Front Door - IT Support - Specialist	Specialist	+3 channels included	£204,750	£296,842	£335,381	£419,226	£503,072	£648,034
SMART Front Door - IT Support - Ultra	Ultra	All channels included	£235,463	£341,368	£385,688	£482,110	£578,532	£745,239

SMART CORE

Product	Tier	Description	Up to 10K	Up to 15K	Up to 18K	Up to 25K	Up to 40K	Over 40K
SMART Core	Platform	Core AI platform (required for Wearables/Physical AI)	£28,000	£38,000	£52,000	£70,000	£98,000	£135,000

SMART FRONT DOOR CHANNELS

Product	Tier	Description	Up to 10K	Up to 15K	Up to 18K	Up to 25K	Up to 40K	Over 40K
Channel Add-on: Phone (incl. SMS)	Add-on	AI voice + SMS	£35,000	£45,000	£52,000	£62,000	£75,000	£95,000
Channel Add-on: Email	Add-on	AI email automation	£18,000	£18,000	£18,000	£18,000	£18,000	£18,000
Channel Add-on: Live Chat	Add-on	Web chat widget	£18,000	£18,000	£18,000	£18,000	£18,000	£18,000
Channel Add-on: Social (incl. WhatsApp)	Add-on	WhatsApp, Facebook, X	£18,000	£18,000	£18,000	£18,000	£18,000	£18,000
Channel Add-on: Mobile App	Add-on	iOS/Android apps	£35,000	£45,000	£52,000	£62,000	£75,000	£95,000

SMART FRONT DOOR PHYSICAL AI

Product	Tier	Description	Up to 10K	Up to 15K	Up to 18K	Up to 25K	Up to 40K	Over 40K
SMART Reception - Kiosk	Physical AI	Interactive AI kiosk	£45,000	£50,000	£55,000	£60,000	£70,000	£85,000
SMART Reception - Display Robot	Physical AI	AI display robot	£85,000	£95,000	£105,000	£115,000	£135,000	£165,000
SMART Reception - Humanoid	Physical AI	Humanoid robot	£175,000	£195,000	£215,000	£235,000	£285,000	£350,000
SMART Reception - Quadruped	Physical AI	Quadruped robot	£175,000	£195,000	£215,000	£235,000	£285,000	£350,000

SMART AI FOR ALL

Product	Tier	Description	Up to 10K	Up to 15K	Up to 18K	Up to 25K	Up to 40K	Over 40K
SMART AI for ALL - Foundation	Foundation	Governed GPT, workspaces	£162,540	£221,130	£258,552	£437,000	£680,000	£844,000
SMART AI for ALL - Premium	Premium	Foundation + SMART Notes	£211,302	£287,469	£336,118	£568,000	£884,000	£996,000
SMART AI for ALL - Specialist	Specialist	Premium + 1 specialist (T&L or FD)	£295,823	£402,457	£470,565	£795,000	£1,238,000	£1,494,000
SMART AI for ALL - Ultra	Ultra	All channels, all features	£369,779	£503,071	£588,206	£994,000	£1,548,000	£1,868,000

SMART WEARABLES

Product	Tier	Description	Up to 10K	Up to 15K	Up to 18K	Up to 25K	Up to 40K	Over 40K
SMART Glasses - Standard	Wearable	AI smart glasses, voice assist	£35,000	£40,000	£45,000	£50,000	£60,000	£75,000
SMART Glasses - Professional	Wearable	AR overlays, remote expert	£55,000	£65,000	£72,000	£80,000	£95,000	£120,000
SMART Watch	Wearable	AI smartwatch, alerts, voice	£18,000	£22,000	£25,000	£28,000	£35,000	£45,000
SMART Body Camera	Wearable	AI-enabled body cam, real-time	£28,000	£34,000	£38,000	£44,000	£54,000	£68,000
SMART Headset	Wearable	AI audio headset, transcription	£22,000	£26,000	£30,000	£34,000	£42,000	£54,000

SMART STAFF COPILOT CHANNELS

Product	Tier	Description	Up to 10K	Up to 15K	Up to 18K	Up to 25K	Up to 40K	Over 40K
Channel Add-on: MS Teams	Add-on	Teams integration	£22,000	£28,000	£32,000	£38,000	£48,000	£62,000
Channel Add-on: Phone (Staff Voice)	Add-on	Voice assistant	£38,000	£48,000	£55,000	£65,000	£78,000	£98,000

SMART STAFF COPILOT PHYSICAL AI

Product	Tier	Description	Up to 10K	Up to 15K	Up to 18K	Up to 25K	Up to 40K	Over 40K
SMART Glasses - Standard	Physical AI	AI smart glasses	£35,000	£40,000	£45,000	£50,000	£60,000	£75,000
SMART Glasses - Professional	Physical AI	AR overlays	£55,000	£65,000	£72,000	£80,000	£95,000	£120,000
SMART Spaces - Room	Physical AI	AI meeting room	£42,000	£50,000	£56,000	£64,000	£78,000	£98,000
SMART Spaces - Building	Physical AI	Building-wide AI	£135,000	£160,000	£180,000	£205,000	£255,000	£320,000
SMART Robot - Service	Physical AI	Service robot	£95,000	£115,000	£130,000	£150,000	£185,000	£235,000
SMART Robot - Humanoid	Physical AI	Humanoid robot	£195,000	£235,000	£265,000	£305,000	£375,000	£475,000

SMART DATA

Product	Tier	Description	Up to 10K	Up to 15K	Up to 18K	Up to 25K	Up to 40K	Over 40K
SMART Data - Foundation	Foundation	Data visibility	£65,000	£85,000	£98,000	£148,000	£206,000	£288,000
SMART Data - Premium	Premium	Foundation + alerts	£95,000	£125,000	£145,000	£219,000	£306,000	£425,000
SMART Data - Specialist	Specialist	Premium + AI outbound	£135,000	£175,000	£205,000	£306,000	£431,000	£600,000
SMART Data - Ultra	Ultra	Full autonomous	£195,000	£255,000	£295,000	£444,000	£619,000	£863,000

SMART DATA

Product	Tier	Description	Up to 10K	Up to 15K	Up to 18K	Up to 25K	Up to 40K	Over 40K
Agent Creation Tools - Foundation	Foundation	No-code builder	£35,000	£45,000	£52,000	£78,000	£106,000	£150,000
Agent Creation Tools - Premium	Premium	Low-code builder	£55,000	£72,000	£84,000	£125,000	£175,000	£244,000
Agent Creation Tools - Specialist	Specialist	Pro-code SDK	£85,000	£110,000	£128,000	£194,000	£269,000	£375,000
Evergreen Agent Library	Subscription	Updated agents	£48,000	£62,000	£72,000	£108,000	£150,000	£210,000
System & Integration Agents - Foundation	Foundation	Basic connectors	£42,000	£55,000	£64,000	£95,000	£131,000	£185,000
System & Integration Agents - Premium	Premium	Multi-system	£68,000	£88,000	£102,000	£153,000	£213,000	£298,000
System & Integration Agents - Specialist	Specialist	Enterprise	£102,000	£132,000	£155,000	£231,000	£325,000	£456,000
System & Integration Agents - Ultra	Ultra	Full access	£148,000	£192,000	£225,000	£338,000	£473,000	£660,000

SMART DATA

Product	Tier	Description	Up to 10K	Up to 15K	Up to 18K	Up to 25K	Up to 40K	Over 40K
SMART Transformation Bundle - Ultra	Bundle	Full AI transformation: Front Door + Staff Copilot + Data + Agentic + All Channels	£645,000	£845,000	£988,000	£1,525,000	£2,185,000	£2,810,000

FURTHER EDUCATION COLLEGES

G-Cloud 15 | Lot 2B Pricing

SMART FRONT DOOR

Product	Tier	Description	Up to 2K	Up to 5K
SMART Front Door - Foundation	Foundation	Web channel only	£32,000	£45,000
SMART Front Door - Premium	Premium	+2 channels included	£44,000	£62,000
SMART Front Door - Specialist	Specialist	+3 channels included	£58,000	£82,000
SMART Front Door - Ultra	Ultra	All channels included	£89,000	£125,000

SMART CORE

Product	Tier	Description	Up to 2K	Up to 5K
SMART Core	Platform	Core AI platform (required for Wearables/Physical AI)	£22,000	£32,000

SMART FRONT DOOR CHANNELS

Product	Tier	Description	Up to 2K	Up to 5K
Channel Add-on: Phone (incl. SMS)	Add-on	AI voice + SMS	£28,000	£38,000
Channel Add-on: Email	Add-on	AI email automation	£18,000	£18,000
Channel Add-on: Live Chat	Add-on	Web chat widget	£18,000	£18,000
Channel Add-on: Social (incl. WhatsApp)	Add-on	WhatsApp, Facebook, X	£18,000	£18,000
Channel Add-on: Mobile App	Add-on	iOS/Android apps	£28,000	£38,000

SMART FRONT DOOR PHYSICAL AI

Product	Tier	Description	Up to 2K	Up to 5K
SMART Reception - Kiosk	Physical AI	Interactive AI kiosk	£40,000	£52,000
SMART Reception - Display Robot	Physical AI	AI display robot	£70,000	£92,000
SMART Reception - Humanoid	Physical AI	Humanoid robot	£145,000	£188,000
SMART Reception - Quadruped	Physical AI	Quadruped robot	£145,000	£188,000

SMART AI FOR ALL

Product	Tier	Description	Up to 2K	Up to 5K
SMART Reception - Kiosk	Physical AI	Interactive AI kiosk	£40,000	£52,000
SMART Reception - Display Robot	Physical AI	AI display robot	£70,000	£92,000
SMART Reception - Humanoid	Physical AI	Humanoid robot	£145,000	£188,000
SMART Reception - Quadruped	Physical AI	Quadruped robot	£145,000	£188,000

SMART STAFF COPILOT (PUPM PRICING)

Product	Tier	Description	Up to 2K	Up to 5K
Staff Copilot PUPM - Foundation	PUPM	Per user per month	£12.00	£10.00
Staff Copilot PUPM - Premium	PUPM	Per user per month	£11.00	£9.00
Staff Copilot PUPM - Specialist	PUPM	Per user per month	£10.00	£8.50
Staff Copilot PUPM - Ultra	PUPM	Per user per month	£9.00	£7.50

SMART WEARABLES

Product	Tier	Description	Up to 2K	Up to 5K
SMART Glasses - Standard	Wearable	AI smart glasses, voice assist	£32,000	£42,000
SMART Glasses - Professional	Wearable	AR overlays, remote expert	£52,000	£68,000
SMART Watch	Wearable	AI smartwatch, alerts, voice	£18,000	£24,000
SMART Body Camera	Wearable	AI-enabled body cam, real-time	£26,000	£34,000
SMART Headset	Wearable	AI audio headset, transcription	£20,000	£28,000

SMART STAFF COPILOT CHANNELS

Product	Tier	Description	Up to 2K	Up to 5K
Channel Add-on: MS Teams	Add-on	Teams integration	£18,000	£26,000
Channel Add-on: Phone (Staff Voice)	Add-on	Voice assistant	£32,000	£45,000

SMART STAFF COPILOT PHYSICAL AI

Product	Tier	Description	Up to 2K	Up to 5K
SMART Glasses - Standard	Physical AI	AI smart glasses	£32,000	£42,000
SMART Glasses - Professional	Physical AI	AR overlays	£52,000	£68,000
SMART Spaces - Room	Physical AI	AI meeting room	£38,000	£50,000
SMART Spaces - Building	Physical AI	Building-wide AI	£115,000	£150,000
SMART Robot - Service	Physical AI	Service robot	£80,000	£105,000
SMART Robot - Humanoid	Physical AI	Humanoid robot	£165,000	£218,000

SMART DATA

Product	Tier	Description	Up to 2K	Up to 5K
SMART Data - Foundation	Foundation	Data visibility	£36,000	£48,000
SMART Data - Premium	Premium	Foundation + alerts	£50,000	£68,000
SMART Data - Specialist	Specialist	Premium + AI outbound	£74,000	£100,000
SMART Data - Ultra	Ultra	Full autonomous	£105,000	£142,000

SMART AGENTIC

Product	Tier	Description	Up to 2K	Up to 5K
Agent Creation Tools - Foundation	Foundation	No-code builder	£18,000	£26,000
Agent Creation Tools - Premium	Premium	Low-code builder	£32,000	£44,000
Agent Creation Tools - Specialist	Specialist	Pro-code SDK	£48,000	£66,000
Evergreen Agent Library	Subscription	Updated agents	£27,000	£38,000
System & Integration Agents - Foundation	Foundation	Basic connectors	£24,000	£34,000
System & Integration Agents - Premium	Premium	Multi-system	£40,000	£56,000
System & Integration Agents - Specialist	Specialist	Enterprise	£62,000	£86,000
System & Integration Agents - Ultra	Ultra	Full access	£88,000	£120,000

SMART TRANSFORMATION BUNDLE

Product	Tier	Description	Up to 2K	Up to 5K
SMART Transformation Bundle - Ultra	Bundle	Full AI transformation: Front Door + Staff Copilot + Data + Agentic + All Channels	£265,000	£365,000

SCHOOLS & MULTI-ACADEMY TRUSTS

G-Cloud 15 | Lot 2B Pricing

SMART FRONT DOOR

Product	Tier	Description	<5,000 Pupils	5,000-15,000 Pupils	15,000+ Pupils
SMART Front Door - Foundation	Foundation	Web channel only	£28,000	£48,000	£75,000
SMART Front Door - Premium	Premium	+2 channels included	£38,000	£65,000	£102,000
SMART Front Door - Specialist	Specialist	+3 channels included	£50,000	£85,000	£135,000
SMART Front Door - Ultra	Ultra	All channels included	£78,000	£135,000	£215,000

SMART CORE

Product	Tier	Description	<5,000 Pupils	5,000-15,000 Pupils	15,000+ Pupils
SMART Core	Platform	Core AI platform (required for Wearables/Physical AI)	£18,000	£28,000	£42,000

SMART FRONT DOOR CHANNELS

Product	Tier	Description	<5,000 Pupils	5,000-15,000 Pupils	15,000+ Pupils
Channel Add-on: Phone (incl. SMS)	Add-on	AI voice + SMS	£28,000	£45,000	£56,000
Channel Add-on: Email	Add-on	AI email automation	£18,000	£18,000	£18,000
Channel Add-on: Live Chat	Add-on	Web chat widget	£18,000	£18,000	£18,000
Channel Add-on: Social (incl. WhatsApp)	Add-on	WhatsApp, Facebook, X	£18,000	£18,000	£18,000
Channel Add-on: Mobile App	Add-on	iOS/Android apps	£28,000	£45,000	£68,000

SMART FRONT DOOR PHYSICAL AI

Product	Tier	Description	<5,000 Pupils	5,000-15,000 Pupils	15,000+ Pupils
SMART Reception - Kiosk	Physical AI	Interactive AI kiosk	£35,000	£50,000	£70,000
SMART Reception - Display Robot	Physical AI	AI display robot	£62,000	£88,000	£120,000
SMART Reception - Humanoid	Physical AI	Humanoid robot	£128,000	£180,000	£250,000
SMART Reception - Quadruped	Physical AI	Quadruped robot	£128,000	£180,000	£250,000

SMART STAFF COPILOT (PUPM PRICING)

Product	Tier	Description	1-500 Users	501-2,500 Users	2,500+ Users
Staff Copilot PUPM - Foundation	PUPM	Per user per month	£12.00	£10.00	£8.50
Staff Copilot PUPM - Premium	PUPM	Per user per month	£11.00	£9.00	£8.00
Staff Copilot PUPM - Specialist	PUPM	Per user per month	£10.00	£8.50	£7.50
Staff Copilot PUPM - Ultra	PUPM	Per user per month	£9.00	£7.50	£6.50

SMART WEARABLES

Product	Tier	Description	<5,000 Pupils	5,000-15,000 Pupils	15,000+ Pupils
SMART Glasses - Standard	Wearable	AI smart glasses, voice assist	£28,000	£42,000	£60,000
SMART Glasses - Professional	Wearable	AR overlays, remote expert	£45,000	£68,000	£95,000
SMART Watch	Wearable	AI smartwatch, alerts, voice	£15,000	£22,000	£32,000
SMART Body Camera	Wearable	AI-enabled body cam, real-time	£22,000	£35,000	£50,000
SMART Headset	Wearable	AI audio headset, transcription	£18,000	£28,000	£40,000

SMART STAFF COPILOT CHANNELS

Product	Tier	Description	<5,000 Pupils	5,000-15,000 Pupils	15,000+ Pupils
Channel Add-on: MS Teams	Add-on	Teams integration	£14,000	£24,000	£38,000
Channel Add-on: Phone (Staff Voice)	Add-on	Voice assistant	£25,000	£42,000	£53,000

SMART STAFF COPILOT PHYSICAL AI

Product	Tier	Description	<5,000 Pupils	5,000-15,000 Pupils	15,000+ Pupils
SMART Glasses - Standard	Physical AI	AI smart glasses	£28,000	£42,000	£60,000
SMART Glasses - Professional	Physical AI	AR overlays	£45,000	£68,000	£95,000
SMART Spaces - Room	Physical AI	AI meeting room	£32,000	£50,000	£72,000
SMART Spaces - Building	Physical AI	Building-wide AI	£98,000	£150,000	£215,000
SMART Robot - Service	Physical AI	Service robot	£70,000	£105,000	£150,000
SMART Robot - Humanoid	Physical AI	Humanoid robot	£145,000	£220,000	£315,000

SMART DATA

Product	Tier	Description	<5,000 Pupils	5,000-15,000 Pupils	15,000+ Pupils
SMART Data - Foundation	Foundation	Data visibility	£35,000	£58,000	£88,000
SMART Data - Premium	Premium	Foundation + alerts	£50,000	£82,000	£125,000
SMART Data - Specialist	Specialist	Premium + AI outbound	£72,000	£120,000	£185,000
SMART Data - Ultra	Ultra	Full autonomous	£105,000	£175,000	£270,000

SMART AGENTIC

Product	Tier	Description	<5,000 Pupils	5,000-15,000 Pupils	15,000+ Pupils
Agent Creation Tools - Foundation	Foundation	No-code builder	£18,000	£32,000	£50,000
Agent Creation Tools - Premium	Premium	Low-code builder	£32,000	£55,000	£85,000
Agent Creation Tools - Specialist	Specialist	Pro-code SDK	£50,000	£85,000	£135,000
Evergreen Agent Library	Subscription	Updated agents	£28,000	£45,000	£70,000
System & Integration Agents - Foundation	Foundation	Basic connectors	£22,000	£38,000	£60,000
System & Integration Agents - Premium	Premium	Multi-system	£40,000	£68,000	£105,000
System & Integration Agents - Specialist	Specialist	Enterprise	£62,000	£105,000	£165,000
System & Integration Agents - Ultra	Ultra	Full access	£88,000	£150,000	£235,000

SMART TRANSFORMATION BUNDLE

Product	Tier	Description	<5,000 Pupils	5,000-15,000 Pupils	15,000+ Pupils
SMART Transformation Bundle - Ultra	Bundle	Full AI transformation: Front Door + Staff Copilot + Data + Agentic + All Channels	£315,000	£548,000	£858,000

NHS TRUSTS (~ 217 TRUSTS TOTAL IN ENGLAND)

G-Cloud 15 | Lot 2B Pricing

SMART FRONT DOOR

Product	Tier	Description	<2,500	2,500-5,000	5,000-10,000	10,000-15,000	15,000-25,000	25,000+
SMART Front Door - Foundation	Foundation	Web channel only	£145,000	£215,000	£285,000	£380,000	£475,000	£595,000
SMART Front Door - Premium	Premium	+2 channels included	£195,000	£285,000	£380,000	£475,000	£590,000	£735,000
SMART Front Door - Specialist	Specialist	+3 channels included	£250,000	£370,000	£475,000	£590,000	£725,000	£905,000
SMART Front Door - Ultra	Ultra	All channels included	£370,000	£545,000	£685,000	£855,000	£1,065,000	£1,325,000

SMART CORE

Product	Tier	Description	<2,500	2,500-5,000	5,000-10,000	10,000-15,000	15,000-25,000	25,000+
SMART Core	Platform	Core AI platform (required for Wearables/Physical AI)	£30,000	£42,000	£58,000	£80,000	£110,000	£150,000

SMART FRONT DOOR CHANNELS

Product	Tier	Description	<2,500	2,500-5,000	5,000-10,000	10,000-15,000	15,000-25,000	25,000+
Channel Add-on: Phone (incl. SMS)	Add-on	AI voice + SMS	£112,000	£165,000	£225,000	£285,000	£355,000	£440,000
Channel Add-on: Email	Add-on	AI email automation	£28,000	£28,000	£28,000	£28,000	£28,000	£28,000
Channel Add-on: Live Chat	Add-on	Web chat widget	£28,000	£28,000	£28,000	£28,000	£28,000	£28,000
Channel Add-on: Social (incl. WhatsApp)	Add-on	WhatsApp, Facebook, X	£28,000	£28,000	£28,000	£28,000	£28,000	£28,000
Channel Add-on: Mobile App	Add-on	iOS/Android apps	£82,000	£125,000	£165,000	£200,000	£250,000	£310,000

SMART FRONT DOOR PHYSICAL AI

Product	Tier	Description	<2,500	2,500-5,000	5,000-10,000	10,000-15,000	15,000-25,000	25,000+
SMART Reception - Kiosk	Physical AI	Interactive AI kiosk	£40,000	£50,000	£55,000	£70,000	£85,000	£105,000
SMART Reception - Display Robot	Physical AI	AI display robot	£70,000	£88,000	£95,000	£120,000	£145,000	£180,000
SMART Reception - Humanoid	Physical AI	Humanoid robot	£145,000	£178,000	£195,000	£245,000	£300,000	£370,000
SMART Reception - Quadruped	Physical AI	Quadruped robot	£145,000	£178,000	£195,000	£245,000	£300,000	£370,000

SMART STAFF COPILOT (PUPM PRICING)

Product	Tier	Description	<2,500	2,500-5,000	5,000-10,000	10,000-15,000	15,000-25,000	25,000+
Staff Copilot PUPM - Foundation	PUPM	Per user per month	£12.00	£11.00	£10.00	£8.50	£7.50	£6.50
Staff Copilot PUPM - Premium	PUPM	Per user per month	£11.00	£10.00	£9.00	£8.00	£7.00	£6.00
Staff Copilot PUPM - Specialist (Clinical)	PUPM	Per user per month	£10.00	£9.50	£8.50	£7.50	£6.50	£5.75
Staff Copilot PUPM - Ultra	PUPM	Per user per month	£9.00	£8.00	£7.00	£6.25	£5.50	£5.00

SMART WEARABLES

Product	Tier	Description	<2,500	2,500-5,000	5,000-10,000	10,000-15,000	15,000-25,000	25,000+
SMART Glasses - Standard	Wearable	AI smart glasses, voice assist	£32,000	£40,000	£45,000	£55,000	£68,000	£85,000
SMART Glasses - Professional	Wearable	AR overlays, remote expert	£52,000	£65,000	£70,000	£90,000	£110,000	£138,000
SMART Glasses - Clinical	Wearable	Medical AR, patient data overlay	£72,000	£90,000	£95,000	£125,000	£155,000	£192,000
SMART Watch	Wearable	AI smartwatch, alerts, voice	£16,000	£20,000	£22,000	£28,000	£35,000	£44,000
SMART Body Camera	Wearable	AI-enabled body cam, real-time	£26,000	£32,000	£35,000	£45,000	£56,000	£70,000
SMART Headset	Wearable	AI audio headset, transcription	£20,000	£26,000	£28,000	£36,000	£45,000	£56,000

SMART STAFF COPILOT CHANNELS

Product	Tier	Description	<2,500	2,500-5,000	5,000-10,000	10,000-15,000	15,000-25,000	25,000+
Channel Add-on: MS Teams	Add-on	Teams integration	£22,000	£30,000	£35,000	£45,000	£56,000	£70,000
Channel Add-on: Phone (Staff Voice)	Add-on	Voice assistant	£38,000	£50,000	£55,000	£75,000	£88,000	£105,000

SMART STAFF COPILOT PHYSICAL AI

Product	Tier	Description	<2,500	2,500-5,000	5,000-10,000	10,000-15,000	15,000-25,000	25,000+
SMART Glasses - Standard	Physical AI	AI smart glasses	£32,000	£40,000	£45,000	£55,000	£68,000	£85,000
SMART Glasses - Professional	Physical AI	AR overlays	£52,000	£65,000	£70,000	£90,000	£110,000	£138,000
SMART Spaces - Room	Physical AI	AI meeting room	£40,000	£50,000	£55,000	£70,000	£88,000	£108,000
SMART Spaces - Building	Physical AI	Building-wide AI	£120,000	£150,000	£165,000	£210,000	£260,000	£325,000
SMART Robot - Service	Physical AI	Service robot	£85,000	£105,000	£115,000	£145,000	£180,000	£225,000
SMART Robot - Humanoid	Physical AI	Humanoid robot	£175,000	£215,000	£235,000	£295,000	£365,000	£455,000

SMART DATA

Product	Tier	Description	<2,500	2,500-5,000	5,000-10,000	10,000-15,000	15,000-25,000	25,000+
SMART Data - Foundation	Foundation	Data visibility	£90,000	£130,000	£148,000	£190,000	£240,000	£298,000
SMART Data - Premium	Premium	Foundation + alerts	£130,000	£187,000	£208,000	£268,000	£338,000	£420,000
SMART Data - Specialist	Specialist	Premium + AI outbound	£187,000	£268,000	£305,000	£390,000	£485,000	£605,000
SMART Data - Ultra	Ultra	Full autonomous	£268,000	£390,000	£435,000	£555,000	£695,000	£865,000

SMART AGENTIC

Product	Tier	Description	<2,500	2,500-5,000	5,000-10,000	10,000-15,000	15,000-25,000	25,000+
Agent Creation Tools - Foundation	Foundation	No-code builder	£48,000	£70,000	£78,000	£105,000	£130,000	£165,000
Agent Creation Tools - Premium	Premium	Low-code builder	£78,000	£113,000	£122,000	£165,000	£205,000	£255,000
Agent Creation Tools - Specialist	Specialist	Pro-code SDK	£118,000	£170,000	£182,000	£242,000	£305,000	£380,000
Evergreen Agent Library	Subscription	Updated agents	£66,000	£95,000	£105,000	£140,000	£175,000	£215,000
System & Integration Agents - Foundation	Foundation	Basic connectors	£60,000	£87,000	£95,000	£130,000	£165,000	£205,000
System & Integration Agents - Premium	Premium	Multi-system	£95,000	£140,000	£148,000	£200,000	£250,000	£310,000
System & Integration Agents - Specialist	Specialist	Enterprise	£148,000	£212,000	£225,000	£295,000	£375,000	£465,000
System & Integration Agents - Ultra	Ultra	Full access	£212,000	£305,000	£320,000	£425,000	£530,000	£660,000

SMART TRANSFORMATION BUNDLE

Product	Tier	Description	<2,500	2,500-5,000	5,000-10,000	10,000-15,000	15,000-25,000	25,000+
SMART Transformation Bundle - Ultra	Bundle	Full AI transformation: Front Door + Staff Copilot + Data + Agentic + All Channels	£990,000	£1,570,000	£2,420,000	£3,430,000	£4,840,000	£5,980,000

COMBINED BLUE LIGHT SERVICES (POLICE, FIRE, AMBULANCE)

G-Cloud 15 | Lot 2B Pricing

SMART FRONT DOOR

Product	Tier	Description	<500	500-1,500	1,500-3,500	3,500-7,000	7,000-15,000	15,000+
SMART Front Door - Foundation	Foundation	Web channel only	£189,000	£280,000	£370,000	£495,000	£620,000	£775,000
SMART Front Door - Premium	Premium	+2 channels included	£254,000	£370,000	£495,000	£620,000	£770,000	£955,000
SMART Front Door - Specialist	Specialist	+3 channels included	£325,000	£480,000	£620,000	£770,000	£945,000	£1,175,000
SMART Front Door - Ultra	Ultra	All channels included	£480,000	£710,000	£890,000	£1,110,000	£1,385,000	£1,725,000

SMART CORE

Product	Tier	Description	<500	500-1,500	1,500-3,500	3,500-7,000	7,000-15,000	15,000+
SMART Core	Platform	Core AI platform (required for Wearables/Physical AI)	£39,000	£55,000	£75,000	£104,000	£143,000	£195,000

SMART FRONT DOOR CHANNELS

Product	Tier	Description	<500	500-1,500	1,500-3,500	3,500-7,000	7,000-15,000	15,000+
Channel Add-on: Phone (incl. SMS)	Add-on	AI voice + SMS	£146,000	£215,000	£293,000	£370,000	£462,000	£572,000
Channel Add-on: Email	Add-on	AI email automation	£36,000	£36,000	£36,000	£36,000	£36,000	£36,000
Channel Add-on: Live Chat	Add-on	Web chat widget	£36,000	£36,000	£36,000	£36,000	£36,000	£36,000
Channel Add-on: Social (incl. WhatsApp)	Add-on	WhatsApp, Facebook, X	£36,000	£36,000	£36,000	£36,000	£36,000	£36,000
Channel Add-on: Mobile App	Add-on	iOS/Android apps	£107,000	£163,000	£215,000	£260,000	£325,000	£403,000

SMART FRONT DOOR PHYSICAL AI

Product	Tier	Description	<500	500-1,500	1,500-3,500	3,500-7,000	7,000-15,000	15,000+
SMART Reception - Kiosk	Physical AI	Interactive AI kiosk	£52,000	£65,000	£78,000	£98,000	£120,000	£148,000
SMART Reception - Display Robot	Physical AI	AI display robot	£88,000	£110,000	£135,000	£165,000	£202,000	£250,000
SMART Reception - Humanoid	Physical AI	Humanoid robot	£182,000	£225,000	£275,000	£340,000	£415,000	£510,000
SMART Reception - Quadruped	Physical AI	Quadruped robot	£182,000	£225,000	£275,000	£340,000	£415,000	£510,000

SMART STAFF COPILOT (PUPM PRICING)

Product	Tier	Description	<500	500-1,500	1,500-3,500	3,500-7,000	7,000-15,000	15,000+
Staff Copilot PUPM - Foundation	PUPM	Per user per month	£15.60	£14.30	£13.00	£11.05	£9.75	£8.45
Staff Copilot PUPM - Premium	PUPM	Per user per month	£14.30	£13.00	£11.70	£10.40	£9.10	£7.80
Staff Copilot PUPM - Specialist (Officer)	PUPM	Per user per month	£13.00	£12.35	£11.05	£9.75	£8.45	£7.50
Staff Copilot PUPM - Ultra	PUPM	Per user per month	£11.70	£10.40	£9.10	£8.10	£7.15	£6.50

SMART WEARABLES

Product	Tier	Description	<500	500-1,500	1,500-3,500	3,500-7,000	7,000-15,000	15,000+
SMART Glasses - Standard	Wearable	AI smart glasses, voice assist	£28,000	£38,000	£48,000	£60,000	£75,000	£95,000
SMART Glasses - Professional	Wearable	AR overlays, remote expert	£45,000	£60,000	£78,000	£98,000	£122,000	£155,000
SMART Glasses - Tactical	Wearable	Rugged AR, threat detection	£62,000	£85,000	£108,000	£135,000	£168,000	£215,000
SMART Watch	Wearable	AI smartwatch, alerts, voice	£15,000	£20,000	£25,000	£32,000	£40,000	£50,000
SMART Body Camera	Wearable	AI-enabled body cam, real-time	£24,000	£32,000	£42,000	£52,000	£65,000	£82,000
SMART Headset	Wearable	AI audio headset, transcription	£18,000	£25,000	£32,000	£40,000	£50,000	£65,000

SMART STAFF COPILOT CHANNELS

Product	Tier	Description	<500	500-1,500	1,500-3,500	3,500-7,000	7,000-15,000	15,000+
Channel Add-on: MS Teams	Add-on	Teams integration	£18,000	£26,000	£35,000	£45,000	£58,000	£75,000
Channel Add-on: Phone (Staff Voice)	Add-on	Voice assistant	£32,000	£45,000	£62,000	£82,000	£105,000	£132,000

SMART STAFF COPILOT PHYSICAL AI

Product	Tier	Description	<500	500-1,500	1,500-3,500	3,500-7,000	7,000-15,000	15,000+
SMART Glasses - Standard	Physical AI	AI smart glasses	£28,000	£38,000	£48,000	£60,000	£75,000	£95,000
SMART Glasses - Professional	Physical AI	AR overlays	£45,000	£60,000	£78,000	£98,000	£122,000	£155,000
SMART Spaces - Room	Physical AI	AI meeting room	£35,000	£48,000	£62,000	£78,000	£98,000	£125,000
SMART Spaces - Building	Physical AI	Building-wide AI	£105,000	£145,000	£188,000	£235,000	£295,000	£378,000
SMART Robot - Service	Physical AI	Service robot	£75,000	£102,000	£132,000	£165,000	£208,000	£265,000
SMART Robot - Humanoid	Physical AI	Humanoid robot	£152,000	£210,000	£270,000	£338,000	£425,000	£545,000

SMART DATA

Product	Tier	Description	<500	500-1,500	1,500-3,500	3,500-7,000	7,000-15,000	15,000+
SMART Data - Foundation	Foundation	Data visibility	£117,000	£169,000	£192,000	£247,000	£312,000	£387,000
SMART Data - Premium	Premium	Foundation + alerts	£169,000	£243,000	£270,000	£348,000	£440,000	£546,000
SMART Data - Specialist	Specialist	Premium + AI outbound	£243,000	£348,000	£397,000	£507,000	£630,000	£787,000
SMART Data - Ultra	Ultra	Full autonomous	£348,000	£507,000	£565,000	£722,000	£904,000	£1,125,000

SMART AGENTIC

Product	Tier	Description	<500	500-1,500	1,500-3,500	3,500-7,000	7,000-15,000	15,000+
Agent Creation Tools - Foundation	Foundation	No-code builder	£62,000	£91,000	£101,000	£137,000	£169,000	£215,000
Agent Creation Tools - Premium	Premium	Low-code builder	£101,000	£147,000	£159,000	£215,000	£267,000	£332,000
Agent Creation Tools - Specialist	Specialist	Pro-code SDK	£153,000	£221,000	£237,000	£315,000	£397,000	£494,000
Evergreen Agent Library	Subscription	Updated agents	£86,000	£124,000	£137,000	£182,000	£228,000	£280,000
System & Integration Agents - Foundation	Foundation	Basic connectors	£78,000	£113,000	£124,000	£169,000	£215,000	£267,000
System & Integration Agents - Premium	Premium	Multi-system	£124,000	£182,000	£192,000	£260,000	£325,000	£403,000
System & Integration Agents - Specialist	Specialist	Enterprise	£192,000	£276,000	£293,000	£384,000	£488,000	£605,000
System & Integration Agents - Ultra	Ultra	Full access	£276,000	£397,000	£416,000	£553,000	£689,000	£858,000

SMART TRANSFORMATION BUNDLE

Product	Tier	Description	<500	500-1,500	1,500-3,500	3,500-7,000	7,000-15,000	15,000+
SMART Transformation Bundle - Ultra	Bundle	Full AI transformation: Front Door + Staff Copilot + Data + Agentic + All Channels	£990,000	£1,405,000	£1,940,000	£2,620,000	£3,470,000	£4,600,000

CENTRAL GOVERNMENT DEPARTMENTS & AGENCIES (~ 465 TOTAL)

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SMART FRONT DOOR

Product	Tier	Description	<500	500-1,500	1,500-5,000	5,000-15,000	15,000-30,000	30,000-60,000	60,000+
SMART Front Door - Foundation	Foundation	Web channel only	£48,000	£75,000	£115,000	£175,000	£265,000	£395,000	£550,000
SMART Front Door - Premium	Premium	+2 channels included	£65,000	£102,000	£155,000	£235,000	£355,000	£530,000	£740,000
SMART Front Door - Specialist	Specialist	+3 channels included	£85,000	£132,000	£202,000	£305,000	£465,000	£695,000	£970,000
SMART Front Door - Ultra	Ultra	All channels included	£125,000	£195,000	£298,000	£450,000	£685,000	£1,020,000	£1,425,000

SMART CORE

Product	Tier	Description	<500	500-1,500	1,500-5,000	5,000-15,000	15,000-30,000	30,000-60,000	60,000+
SMART Core	Platform	Core AI platform (required for Wearables/Physical AI)	£35,000	£50,000	£72,000	£100,000	£140,000	£190,000	£250,000

SMART FRONT DOOR CHANNELS

Product	Tier	Description	<500	500-1,500	1,500-5,000	5,000-15,000	15,000-30,000	30,000-60,000	60,000+
Channel Add-on: Phone (incl. SMS)	Add-on	AI voice + SMS	£35,000	£55,000	£85,000	£130,000	£195,000	£292,000	£408,000
Channel Add-on: Email	Add-on	AI email automation	£18,000	£18,000	£18,000	£18,000	£18,000	£18,000	£18,000
Channel Add-on: Live Chat	Add-on	Web chat widget	£18,000	£18,000	£18,000	£18,000	£18,000	£18,000	£18,000
Channel Add-on: Social (incl. WhatsApp)	Add-on	WhatsApp, Facebook, X	£18,000	£18,000	£18,000	£18,000	£18,000	£18,000	£18,000
Channel Add-on: Mobile App	Add-on	iOS/Android apps	£28,000	£45,000	£68,000	£105,000	£158,000	£235,000	£328,000

SMART FRONT DOOR PHYSICAL AI

Product	Tier	Description	<500	500-1,500	1,500-5,000	5,000-15,000	15,000-30,000	30,000-60,000	60,000+
SMART Reception - Kiosk	Physical AI	Interactive AI kiosk	£38,000	£48,000	£58,000	£72,000	£88,000	£108,000	£135,000
SMART Reception - Display Robot	Physical AI	AI display robot	£65,000	£82,000	£100,000	£125,000	£155,000	£192,000	£240,000
SMART Reception - Humanoid	Physical AI	Humanoid robot	£135,000	£168,000	£208,000	£260,000	£322,000	£400,000	£500,000
SMART Reception - Quadruped	Physical AI	Quadruped robot	£135,000	£168,000	£208,000	£260,000	£322,000	£400,000	£500,000

SMART STAFF COPILOT (PUPM PRICING)

Product	Tier	Description	<500	500-1,500	1,500-5,000	5,000-15,000	15,000-30,000	30,000-60,000	60,000+
Staff Copilot PUPM - Foundation	PUPM	Per user per month	£9.00	£8.25	£7.50	£6.75	£6.00	£5.25	£4.50
Staff Copilot PUPM - Premium	PUPM	Per user per month	£8.50	£7.75	£7.00	£6.25	£5.50	£5.00	£4.25
Staff Copilot PUPM - Specialist	PUPM	Per user per month	£8.00	£7.25	£6.50	£5.75	£5.25	£4.75	£4.00
Staff Copilot PUPM - Ultra	PUPM	Per user per month	£7.00	£6.50	£5.75	£5.25	£4.75	£4.25	£3.75

SMART WEARABLES

Product	Tier	Description	<500	500-1,500	1,500-5,000	5,000-15,000	15,000-30,000	30,000-60,000	60,000+
SMART Glasses - Standard	Wearable	AI smart glasses, voice assist	£28,000	£38,000	£50,000	£65,000	£85,000	£110,000	£145,000
SMART Glasses - Professional	Wearable	AR overlays, remote expert	£45,000	£62,000	£82,000	£108,000	£140,000	£182,000	£240,000
SMART Glasses - Secure	Wearable	Enhanced security, classified use	£62,000	£88,000	£115,000	£152,000	£198,000	£258,000	£340,000
SMART Watch	Wearable	AI smartwatch, alerts, voice	£15,000	£22,000	£30,000	£40,000	£52,000	£68,000	£90,000
SMART Body Camera	Wearable	AI-enabled body cam, real-time	£25,000	£35,000	£48,000	£62,000	£82,000	£108,000	£142,000
SMART Headset	Wearable	AI audio headset, transcription	£20,000	£28,000	£38,000	£50,000	£65,000	£85,000	£112,000

SMART STAFF COPILOT CHANNELS

Product	Tier	Description	<500	500-1,500	1,500-5,000	5,000-15,000	15,000-30,000	30,000-60,000	60,000+
Channel Add-on: MS Teams	Add-on	Teams integration	£18,000	£28,000	£40,000	£55,000	£75,000	£100,000	£135,000
Channel Add-on: Phone (Staff Voice)	Add-on	Voice assistant	£32,000	£48,000	£68,000	£95,000	£132,000	£178,000	£240,000

SMART STAFF COPILOT PHYSICAL AI

Product	Tier	Description	<500	500-1,500	1,500-5,000	5,000-15,000	15,000-30,000	30,000-60,000	60,000+
SMART Glasses - Standard	Physical AI	AI smart glasses	£28,000	£38,000	£50,000	£65,000	£85,000	£110,000	£145,000
SMART Glasses - Professional	Physical AI	AR overlays	£45,000	£62,000	£82,000	£108,000	£140,000	£182,000	£240,000
SMART Spaces - Room	Physical AI	AI meeting room	£35,000	£48,000	£65,000	£85,000	£112,000	£148,000	£195,000
SMART Spaces - Building	Physical AI	Building-wide AI	£108,000	£150,000	£202,000	£268,000	£352,000	£465,000	£615,000
SMART Robot - Service	Physical AI	Service robot	£78,000	£108,000	£145,000	£192,000	£252,000	£332,000	£440,000
SMART Robot - Humanoid	Physical AI	Humanoid robot	£158,000	£218,000	£295,000	£390,000	£515,000	£680,000	£900,000

SMART DATA

Product	Tier	Description	<500	500-1,500	1,500-5,000	5,000-15,000	15,000-30,000	30,000-60,000	60,000+
SMART Data - Foundation	Foundation	Data visibility	£42,000	£65,000	£98,000	£150,000	£228,000	£340,000	£475,000
SMART Data - Premium	Premium	Foundation + alerts	£60,000	£92,000	£142,000	£215,000	£328,000	£488,000	£682,000
SMART Data - Specialist	Specialist	Premium + AI outbound	£85,000	£132,000	£202,000	£308,000	£468,000	£698,000	£975,000
SMART Data - Ultra	Ultra	Full autonomous	£125,000	£192,000	£295,000	£450,000	£685,000	£1,020,000	£1,428,000

SMART AGENTIC

Product	Tier	Description	<500	500-1,500	1,500-5,000	5,000-15,000	15,000-30,000	30,000-60,000	60,000+
Agent Creation Tools - Foundation	Foundation	No-code builder	£25,000	£40,000	£60,000	£92,000	£140,000	£208,000	£292,000
Agent Creation Tools - Premium	Premium	Low-code builder	£42,000	£65,000	£98,000	£150,000	£228,000	£340,000	£475,000
Agent Creation Tools - Specialist	Specialist	Pro-code SDK	£62,000	£98,000	£148,000	£225,000	£342,000	£510,000	£715,000
Evergreen Agent Library	Subscription	Updated agents	£35,000	£55,000	£82,000	£125,000	£190,000	£285,000	£398,000
System & Integration Agents - Foundation	Foundation	Basic connectors	£32,000	£50,000	£75,000	£115,000	£175,000	£260,000	£365,000
System & Integration Agents - Premium	Premium	Multi-system	£52,000	£80,000	£122,000	£185,000	£282,000	£420,000	£588,000
System & Integration Agents - Specialist	Specialist	Enterprise	£78,000	£120,000	£185,000	£280,000	£428,000	£638,000	£892,000
System & Integration Agents - Ultra	Ultra	Full access	£115,000	£175,000	£268,000	£408,000	£622,000	£928,000	£1,298,000

SMART TRANSFORMATION BUNDLE

Product	Tier	Description	<500	500-1,500	1,500-5,000	5,000-15,000	15,000-30,000	30,000-60,000	60,000+
SMART Transformation Bundle - Ultra	Bundle	Full AI transformation: Front Door + Staff Copilot + Data + Agentic + All Channels	£950,000	£1,500,000	£2,300,000	£3,300,000	£4,500,000	£5,500,000	£6,800,000

CROSS-SECTOR UPGRADES NLP TO GENAI MIGRATION

G-Cloud 15 | Lot 2B Pricing

Upgrade paths for customers migrating from legacy NLP chatbots to GenAI-powered SMART platform.

All products available across all sectors under Lot 2b.

NLP TO GENAI UPGRADE PRODUCTS

Product	Tier	Description	Use Case	District	County	Unitary
SMART: NLP to GenAI Upgrade - Foundation	Upgrade	Upgrade path from legacy NLP Front Door to GenAI-powered SMART Front Door. Includes NLP to GenAI migration, knowledge base transition, conversation flow upgrade, and staff training. Maintains service continuity while unlocking multi-turn conversation, improved accuracy, and modern AI capabilities.	For existing NLP Front Door customers. Upgrades web or phone NLP to GenAI Front Door Foundation. Channel-specific pricing available.	£45,000	£65,000	£85,000
SMART: NLP to GenAI Upgrade - Premium	Upgrade	Flexible upgrade path from any legacy NLP system to GenAI-powered SMART platform. Covers NLP to GenAI migration across channels and use cases. Includes assessment, knowledge transition, platform upgrade, and training. For complex or multi-system legacy NLP migration requirements.	For complex or multi-system legacy NLP migration requirements. Pricing adjustable based on scope.	£55,000	£78,000	£105,000

EDUCATION SECTOR UPGRADE PRICING

Product	Tier	Description	Use Case	FE (Up to 5K)	HE (Up to 25K)	HE (Over 25K)
SMART: NLP to GenAI Upgrade - Foundation	Upgrade	Legacy NLP to GenAI Front Door migration	Existing NLP chatbot customers	£32,000	£62,000	£95,000
SMART: NLP to GenAI Upgrade - Premium	Upgrade	Flexible multi-system NLP migration	Complex legacy migrations	£42,000	£78,000	£125,000

NHS, EMERGENCY SERVICES & CENTRAL GOVERNMENT UPGRADE PRICING

Product	Tier	Description	Use Case	NHS Large	Emergency Svc	Central Gov
SMART: NLP to GenAI Upgrade - Foundation	Upgrade	Legacy NLP to GenAI Front Door	£48,000	£85,000	£72,000	£125,000
SMART: NLP to GenAI Upgrade - Premium	Upgrade	Flexible multi-system migration	£62,000	£115,000	£95,000	£165,000

UPGRADE PATH KEY FEATURES

- NLP to GenAI migration for existing Front Door customers
- Legacy chatbot upgrade to modern conversational AI platform
- Knowledge base transition from NLP to GenAI format
- Conversation flow upgrade with multi-turn capability
- Phone NLP to GenAI voice channel migration available
- Staff training on new GenAI platform capabilities
- Data migration from legacy NLP interaction history
- Integration updates for existing connected systems
- Parallel running option for safe transition period
- Phased migration planning across departments and channels

SERVICE BENEFITS

- Unlocks GenAI capabilities for legacy NLP customers
- Improves resolution rates with modern conversational AI
- Maintains service continuity during chatbot upgrade process
- Reduces repeat contacts with better understanding
- Enables multi-turn conversation replacing rigid NLP flows
- Preserves investment in existing knowledge and integrations
- Supports phased migration from legacy NLP systems
- Future-proofs customer service with GenAI platform
- Cost-effective GenAI upgrade for single legacy system
- Complete GenAI transformation replacing all legacy NLP systems

BUNDLE DISCOUNTS & TERMS

G-Cloud 15 | Lot 2B Pricing

MULTI-PRODUCT BUNDLE DISCOUNTS

Number of Products	Discount
2 products	10%
3 products	15%
4+ products	20%

CONTRACT TERMS

• 2-year minimum contract commitment
• Prices locked for contract duration
• Annual payment in advance
• Automatic renewal at then-current rates unless 90 days notice given
• Early termination fees apply (remaining contract value)
• Price increases capped at 5% per annum on renewal