

HabiTrack: Pricing

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Implementation types

The choice of platform implementation type determines the service price:

- **Initiative-only** implementation: the customer uses HabiTrack for employees to track habits as part of one or more initiative, for example Empathetic Leadership or Cyber Security Awareness.
- **Enterprise** implementation: the customer uses HabiTrack for employee initiatives and also configures strategic objectives, team goals, and KPIs within the platform to measure behaviour development alongside organisational outcomes.

Platform features	Enterprise	Initiative-only
Employees track habits as part of initiatives	Yes	Yes
Strategic objectives and team goals configured and linked to initiatives	Yes	No
Customer KPI data is captured within HabiTrack	Yes	No
FabricIndex available as additional service	Yes	No
API access available as additional service	Yes	No

Table 1. Comparison of services for Initiative-only implementation and Enterprise implementation.

Service price

Pricing is split into:

- **Platform price**, to cover the ongoing costs of operating and supporting the HabiTrack platform
- **Implementation price**, to cover the costs of configuring and setting up the platform.

Both platform and implementation pricing depend on:

- the number of users; and
- the selected implementation type (Initiative-only or Enterprise)

All prices assume a single organisational unit using a single HabiTrack tenant.

Platform prices

The platform prices shown in Table 2 assume the customer commits to the minimum contract term (six months for Initiative-only implementations and twelve months for Enterprise implementations) and pays monthly. Where customers commit to a longer contract term or pay annually in advance, discounts apply as shown in Table 3.

Number of users	Platform cost per user per month
1 – 1,000	£12.00
1,001 – 5,000	£10.00
5,001 – 20,000	£7.00
20,001 – 50,000	£5.00
50,001 – 100,000	£3.50
Over 100,000 users	£3.00

Table 2. Platform price per user. Pricing is calculated on a tiered basis, with different per-user rates applying to different portions of the user base. The total monthly charge is the sum of charges for each applicable tier. For example, a customer with 5,800 employees would pay £57,600 per month, which is £9.93 per user per month (1,000 users at £12, 4,000 users at £10, and 800 users at £7).

Implementation type	Commitment	Platform price discount	
		Monthly payments	Annual payments
Initiative only	6 months	0.0%	2.5%
	9 months	2.5%	5.0%
	12 months	5.0%	7.5%
	18 months	7.5%	10.0%
	24 months	10.0%	12.5%
Enterprise	1 year	0.0%	5.0%
	2 years	5.0%	10.0%
	3 years	10.0%	15.0%

Table 3. Platform price discount applied based on payment terms, commitment, and implementation type. For example, a customer purchasing an Enterprise implementation, committing to 3 years, paying annually would receive a 15% discount: for 1,000 users, the discounted price would be £10.20 per user per month.

Implementation prices

The following implementation prices apply to **Initiative-only** implementations:

- Up to 10,000 employees: £25,000 for one initiative and £12,500 per additional initiative
- 10,001 to 50,000 employees: £40,000 for one initiative and £20,500 per additional initiative
- 50,001 to 100,000 employees: £60,000 for one initiative and £30,500 per additional initiative
- Over 100,000 employees: £75,000 for one initiative and £37,500 per additional initiative

The following implementation prices apply to **Enterprise** implementations and include up to three initiatives. This includes API access, and integration with HRIS or MI systems to access KPI data.

- Up to 1,000 employees: £25,000
- 1,001 to 10,000 employees: £75,000
- 10,001 to 50,000 employees: £125,000
- 50,001 to 100,000 employees: £175,000
- Over 100,000 employees: £225,000

Data extraction and offboarding

At the end of the contract period, customer data can be provided in a commonly used electronic format. Data extraction is provided at no additional cost.

Additional services

For **initiative-only** implementations:

- **HRIS integration:** £15,000 one-off cost
- **Management Information:** £12,500 one-off cost

For **Enterprise** implementations: **FabricIndex** is an additional service, charged as an additional **8% of the total platform price** from Table 2 (after applying any relevant discount from Table 3).

Note that HRIS and Management Information integration are included within the Enterprise implementation price. FabricIndex is not available for initiative-only implementations.

For additional configuration, reporting, or advisory services outside the standard service scope, the following day rates apply:

- Project manager: £600 per day
- Behavioural analyst: £975 per day
- Technical analyst £825 per day

Sector discounts

- **Public sector:** A **25%** discount is applied across all prices for public sector customers
- **Education sector:** A **35%** discount is applied across all prices for education sector customers