Software Services

SmartTools Fully Digital Self Care

Document Classification:	Company Confidential
Document Ref:	Metricell Limited_SmartTools Fully Digital Self Care_Pricing
Version:	7.0
Date:	14/03/2026
Document Author:	Luke Alexander
Document Owner:	Sales/Metricell

This document and its content is copyright of Metricell Limited @ 2026 all rights reserved. All information contained herein is the intellectual property of Metricell Limited and should be treated as confidential. Any external redistribution of reproduction of part or all of the contents in any form is prohibited unless expressly agreed with Metricell Limited in writing. Any reproduced content must include the following statement; "Part or all of the content contained herein is copyright of Metricell Limited @ 2026 all rights reserved".

Contents

1 Pricing for SmartTools Fully Digital Self Care 3
2 Pricing for Personal Assistant AI (Mobile Application) 5
3 Customisation / Integration Services 6
4 SLA Pricing 7
5 Example Pricing Scenarios 8
6 Standard Pricing Terms 11
About Metricell 12

1 Pricing for SmartTools Fully Digital Self Care

Instructions
The Buyer should determine the required Licence Bundle from the options listed within the table below. The price represents an annual license bundle for user access to the software modules making up Metricell's SmartTools Fully Digital Self Care solution. Note;

- SMT007 to SMT012 are licence costs for the internal SmartAgents module i.e. within a call centre environment
- API001 and API002 are optional licences for the Status Checker APIs i.e. often presented via external channels such as a mobile app or website to customers
- AI001 to AI003 are optional add-on costs based on AI analysis and response enrichment; chargeable based on a % uplift of the other licencing costs (SMT and API line items)

Aside from the quantity of licences, there are no differences between SMT007, SMT008, SMT009, SMT010, and SMT011.

SMT012 allows the Buyer to add a quantity of licences over and above the 500 stipulated in option SMT011 i.e., to cater for larger scale licencing needs.

SMT007 is the minimum entry point.

Price Code	Item Name	Commercial Description	Mandatory or Optional	UoM	Qty	Currency	Unit Price (GBP)	Total Price (GBP) Per Annum
SMT007	Fully Digital Self Care: SmartAgents x100	There is a minimum order quantity of 100 licences per annum.	Mandatory	Licence Bundle	1	GBP	**95,000**	**95,000**
SMT008	Fully Digital Self Care: SmartAgents x200	Price for usage up to and including 200 licences per annum.	Optional	Licence Bundle	-	GBP	**185,000**	-
SMT009	Fully Digital Self Care: SmartAgents x300	Price for usage up to and including 300 licences per annum.	Optional	Licence Bundle	-	GBP	**265,000**	-
SMT010	Fully Digital Self Care: SmartAgents x400	Price for usage up to and including 400 licences per annum.	Optional	Licence Bundle	-	GBP	**337,000**	-
SMT011	Fully Digital Self Care: SmartAgents x500	Price for usage up to and including 500 licences per annum.	Optional	Licence Bundle	-	GBP	**394,500**	-

SMT012	Fully Digital Self Care: SmartAgents - Price for additional licences	Price is per additional licence above 500.	Optional	Per Licence	-	GBP	**450**	-
API001	Fully Digital Self Care - Status Checker API: First 500K	Must be purchased with the minimum pricing defined in SMT007. Price for an annual batch of 500,000 transaction credits against the Status Checker API/s. Unused credits expire within 12-month service period.	Optional	500,000 Transactions	-	GBP	**180,000**	-
API002	Fully Digital Self Care: Status Checker API +100K Bolt-On	Price per additional 100,000 API transactions / calls to the Status Checker API/s, aligned to the Service Period of API001.	Optional	100,000 Additional Transactions	-	GBP	**36,000**	-
AI001	AI Response Enrichment: Assisted Edition Only	Annual price for AI Response Enrichment AI001 add-on to SmartAgents and Status Checker.	Optional	% of SW and API Licence Spend	-	GBP	**15.00%**	-
AI002	AI Response Enrichment: Assisted + Scripted Editions	Annual price for AI Response Enrichment AI001 + AI002 add-on to SmartAgents and Status Checker.	Optional	% of SW and API Licence Spend	-	GBP	**30.00%**	-
AI003	AI Response Enrichment: Assisted + Scripted + Engineering Edition	Annual price for AI Response Enrichment AI001 + AI002 + AI003 add-on to SmartAgents and Status Checker.	Optional	% of SW and API Licence Spend	-	GBP	**45.00%**	-

2 Pricing for Personal Assistant AI (Mobile Application)

Instructions
An optional component to this software service is the Personal Assistant AI. This is defined further within the Service Definition document. Should the Buyer wish to proceed with this option, they must select a Licence Bundle from the options listed within the table below. Each option represents an annual license bundle for user access to the Personal Assistant AI. Licence count is defined by the total number of unique registrations per annum.

Aside from the quantity of licences, there are no differences between APP001, APP002, APP003, APP004, and APP005. APP006 allows the Buyer to add a quantity of licences over and above the 500,000 stipulated in option APP005 i.e. to cater for larger scale licencing needs.

APP001 is the minimum entry point for this additional software component if the optional item is selected.

Price Code	Item Name	Commercial Description	Mandatory or Optional	UoM	Qty	Currency	Unit Price (GBP)	Total Price (GBP) Per Annum
APP001	Personal Assistant AI Mobile Application Licence x100K	There is a minimum order quantity of 100,000 licences per annum.	Optional	Licence Bundle	1	GBP	**50,000**	**50,000**
APP002	Personal Assistant AI Mobile Application Licence x200K	Price for usage up to and including 200,000 licences per annum.	Optional	Licence Bundle	-	GBP	**95,000**	-
APP003	Personal Assistant AI Mobile Application Licence x300K	Price for usage up to and including 300,000 licences per annum.	Optional	Licence Bundle	-	GBP	**136,000**	-
APP004	Personal Assistant AI Mobile Application Licence x400K	Price for usage up to and including 400,000 licences per annum.	Optional	Licence Bundle	-	GBP	**172,000**	-
APP005	Personal Assistant AI Mobile Application Licence x500K	Price for usage up to and including 500,000 licences per annum.	Optional	Licence Bundle	-	GBP	**205,000**	-
APP006	Personal Assistant AI Mobile Application - Price for additional licences	Price is per additional licence above 500,000.	Optional	Per Licence	-	GBP	**0.30**	-

It should be noted that if activated the rate background sampling shall not exceed one point, per two hours, per licence for the Personal Assistant AI. Additional sampling can be negotiated with Buyers on a case-by-case basis depending on their requirements.

3 Customisation / Integration Services

Instructions
The below table provides pricing options should the Buyer wish to customise the software service with their own bespoke datasets / inbound feeds. These are one-off prices, with scope outside those listed based on Metricell's SFIA Rate Card.

Price Code	Item Name	Commercial Description	Mandatory or Optional	UoM	Qty	Currency	Unit Price (GBP)	Total Price (GBP) Per Annum
SRV001	Integration per Asset / Infrastructure Dataset	Integration works to receive and automatically load a Buyer supplied Asset / Infrastructure Dataset.	Optional	One-Off, Per Integration	-	GBP	**Inclusive**	-
SRV002	Integration with Performance Management Dataset	Integration works to receive and automatically load a Buyer supplied Performance Management Dataset.	Optional	One-Off, Per Integration	-	GBP	**17,000**	-
SRV003	Integration with Service Management Dataset	Integration works to receive and automatically load a Buyer supplied Service Management Dataset.	Optional	One-Off, Per Integration	-	GBP	**14,500**	-
SRV004	Integration with Estate Management Dataset	Integration works to receive and automatically load a Buyer supplied Estate Management Dataset.	Optional	One-Off, Per Integration	-	GBP	**8,500**	-
SRV005	Integration with Customer Relationship Management Dataset	Integration works to receive and automatically load a Buyer supplied CRM Dataset.	Optional	One-Off, Per Integration	-	GBP	**21,250**	-
SRV006	Integration with Geographic Dataset	Integration works to add Buyer defined Polygons, Points of Interest, and other GIS data.	Optional	One-Off, Per Integration	-	GBP	**4,250**	-
SRV007	Integration with Coverage and Best Server Raster Dataset	Integration works to add Buyer coverage and best server raster information.	Optional	One-Off, Per Integration	-	GBP	**26,000**	-
SRV008	Integration with Other Buyer Defined Dataset	Integration works to add other Buyer defined dataset/s.	Optional	One-Off, Per Integration	-	GBP	**Priced based on SFIA Rate Card**	-

4 SLA Pricing

Instructions
The Buyer should determine the level of support required based on Metricell's Bronze, Silver, Gold and Platinum definitions. These are summarised and listed within the table below.

The support and maintenance price is based on a % of the Buyer's investment in the licencing of 'SmartTools Digital Complaint Handling', plus the spend on 'External Status Checker API' transactions. For example, should the Buyer select the SMT007 (100 licences per annum), API001 (500K transactions) and a Silver SLA Level; the total per annum is £316,250. Calculated as follows: (£95,000 + £180,000) + 15% @ £41,250 = £316,250

Price Code	Item Name	Commercial Description	Mandatory or Optional	UoM	Qty	Currency	Unit Price (GBP)	Total Price (GBP) Per Annum
SLA001	Bronze Support Level / SLA	Annual price for UK based support, in line with the Bronze Service Level Agreement (See 'Service Definition Document')	Mandatory	% of SW Licence Spend	1	GBP	**10.00%**	**10% of SW Licence Spend**
SLA002	Silver Support Level / SLA	Annual price for UK based support, in line with the Silver Service Level Agreement (See 'Service Definition Document')	Optional	% of SW Licence Spend	-	GBP	**15.00%**	**15% of SW Licence Spend**
SLA003	Gold Support Level / SLA	Annual price for UK based support, in line with the Gold Service Level Agreement (See 'Service Definition Document')	Optional	% of SW Licence Spend	-	GBP	**20.00%**	**20% of SW Licence Spend**
SLA004	Platinum Support Level / SLA	Annual price for UK based support, in line with the Platinum Service Level Agreement (See 'Service Definition Document')	Optional	% of SW Licence Spend	-	GBP	**25.00%**	**25% of SW Licence Spend**

5 Example Pricing Scenarios

5.1 Scenario A: Buyer Procures the Software Service at the Lowest Price Point

Total annual spend (GBP excl. VAT) = £104,500

Price Code	Item Name	Commercial Description	Mandatory or Optional	UoM	Qty	Currency	Unit Price (GBP)	Total Price (GBP) Per Annum
SMT007	SmartTools Digital Complaint Handling x100	There is a minimum order quantity of 100 licences per annum.	Mandatory	Licence Bundle	1	GBP	**95,000**	**95,000**

Price Code	Item Name	Commercial Description	Mandatory or Optional	UoM	Qty	Currency	Unit Price (GBP)	Total Price (GBP) Per Annum
SRV001	Integration per Asset / Infrastructure Dataset	Integration works to receive and automatically load a Buyer supplied Asset / Infrastructure Dataset.	Optional	One-Off, Per Integration	-	GBP	**Inclusive**	-

Price Code	Item Name	Commercial Description	Mandatory or Optional	UoM	Qty	Currency	Unit Price (GBP)	Total Price (GBP) Per Annum
SLA001	Bronze Support Level / SLA	Annual price for UK based support, in line with the Bronze Service Level Agreement (See 'Service Definition Document')	Mandatory	% of SW Licence Spend	1	GBP	**10.00%**	**9,500**

5.2 Scenario B: Buyer Procures the Software Service, with Higher Licence Bundle Option and a Silver SLA Level

Total annual spend (GBP excl. VAT) = £304,750

Price Code	Item Name	Commercial Description	Mandatory or Optional	UoM	Qty	Currency	Unit Price (GBP)	Total Price (GBP) Per Annum
SMT009	SmartTools Digital Complaint Handling x300	Price for usage up to and including 300 licences per annum.	Optional	Licence Bundle	1	GBP	**265,000**	**265,000**

Price Code	Item Name	Commercial Description	Mandatory or Optional	UoM	Qty	Currency	Unit Price (GBP)	Total Price (GBP) Per Annum
SLA002	Silver Support Level / SLA	Annual price for UK based support, in line with the Silver Service Level Agreement (See 'Service Definition Document')	Optional	% of SW Licence Spend	1	GBP	**15.00%**	**39,750**

5.3 Scenario C: Buyer Procures All of Scenario B, with an External Status Checker API and AI Enhancement

Total annual spend (GBP excl. VAT) = £665,275

Price Code	Item Name	Commercial Description	Mandatory or Optional	UoM	Qty	Currency	Unit Price (GBP)	Total Price (GBP) Per Annum
SMT009	SmartTools Digital Complaint Handling x300	Price for usage up to and including 300 licences per annum.	Optional	Licence Bundle	1	GBP	**265,000**	**265,000**

Price Code	Item Name	Commercial Description	Mandatory or Optional	UoM	Qty	Currency	Unit Price (GBP)	Total Price (GBP) Per Annum
API001	SmartTools Digital Complaint Handling – External Status Checker API: First 500K	Must be purchased with the minimum pricing defined in SMT007. Price for an annual batch of 500,000 transaction credits against the Status Checker API/s. Unused credits expire within 12 month service period.	Optional	500,000 Transactions	1	GBP	**180,000**	**180,000**

Price Code	Item Name	Commercial Description	Mandatory or Optional	UoM	Qty	Currency	Unit Price (GBP)	Total Price (GBP) Per Annum
AI002	AI Response Enrichment: Assisted + Scripted Editions	Annual price for AI Response Enrichment AI001 + AI002 add-on to SmartAgents and Status Checker.	Optional	% of SW and API Licence Spend	-	GBP	**30.00%**	**133,500**

Price Code	Item Name	Commercial Description	Mandatory or Optional	UoM	Qty	Currency	Unit Price (GBP)	Total Price (GBP) Per Annum
SLA002	Silver Support Level / SLA	Annual price for UK based support, in line with the Silver Service Level Agreement (See 'Service Definition Document')	Optional	% of SW Licence Spend	1	GBP	**15.00%**	**86,775**

6 Standard Pricing Terms

These are Metricell's standard pricing terms, subject to negotiation with the Buyer.

- All prices in GBP, excluding VAT.
- 30 days' payment terms, invoiced quarterly in advance following software operational (Production) deployment.
- Minimum 12 month commitment.
- Response Times as per the selected Support Level (Bronze, Silver, Gold or Platinum).
- Licence for Clients own use, based on the seats availability (number of accessible login credentials, not active usage). Licences can be re-assigned.
- Software Terms and Conditions Apply. See Terms and Conditions document.
- Any and all bespoke software IPR (including such contents as the source code, designs and related collateral) created and implemented by Metricell Limited, remains under the ownership of Metricell Limited.
- Pricing is based on a Software as a Service model and no licences are deemed to be perpetual.
- Prices are inclusive of solution hosting within Metricell's UK datacentre.
    - Service Performance KPIs and Service Desk KPIs will be provided as per the agreed SLA.
    - Data retention:
        - Point Retention: 13 months.
        - Aggregation Retention: 24 months.
        - Archive Retention: 36 months (available offline only).
    - The Buyer may choose to host the software service inhouse, which will be supported by Metricell depending on Buyer requirements, chosen architecture and by applying the SFIA Rate Card. Licencing costs may remain unchanged.

metricell
Better Connected

About Metricell

Metricell is on a mission to deliver connectivity. We work with our customers to design, deliver and manage wireless communication networks – with a shared ambition of achieving flawless network experience. We've been responsible for many first-to-market products, and our technology is characterised by the relentless pursuit of automation and digitalisation.

Our geospatial intelligence tools traverse a wide variety of business processes – from Test & Measurement to Customer Experience Management – and we're pioneers in Crowdsourcing and Digital Self Care. Our technology is today in use by a range of customers; thousands of their personnel; and millions of subscribers worldwide.

Find out more at www.metricell.com

