



Pricing: Novacraft Software Services

January 2026

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Version 1.0



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2. Information relating to Novacraft's business model, specific methods, techniques, knowledge, know-how or systems setting out how the services will be delivered by Novacraft under the contract;
3. Detailed technical information about Novacraft's services, expertise and skill sets;
4. Information in relation to Novacraft's arrangements with suppliers or customers (especially pricing information); and
5. Information relating to any and all financing arrangements.

About Novacraft

Novacraft is an award-winning smart technology, software solution and customer support team.

Novacraft works side-by-side with clients, including Transport for London (TfL) and the Royal British Legion (TRBL), to get to the root of challenges, protect them from risk, simplify complex processes, help them get more for less and deliver excellent customer service.

Novacraft provides an end-to-end service including online consumer application processing, programme and system development and management, smartcard production and personalisation and customer support via its own 200+ seat contact centre.

Partnerships between Novacraft and public and private-sector clients make application processes easier, cheaper, and leaner; improve organisational efficiency and service quality; recognise and build customer loyalty; and achieve clients' objectives.

Our mission is to make a meaningful difference to society by making it simpler and faster for more people in our community to take advantage of the services being introduced by central and local government. Specifically, this includes helping charities remove waste processes and direct more funds to the cause they are fighting for, as well as helping transport organisations make travel easier and cheaper for passengers.

At the heart of Novacraft's ethos is its team. Novacraft recruits, retains and rewards the best. An agile team with a mindset for growth, Novacraft takes pride in offering team members opportunities to grow and shape its future. Novacraft places wellbeing (and a good portion of fun) as central to team and business excellence.

Founded in 1998 by Debra Charles, CEO, the Novacraft team proudly celebrated twenty-seven years of making a difference in 2025.

1. Cloud CRM/CMS Service

We developed InNovator - the UK's first web-based smart-ticketing data management system - in-house 20 years ago and have fine-tuned it ever since. As a high-performance heavyweight with a light, easy-to-use touch, it gives us exactly what we need to be able to respond quickly and simply to customer requirements.

InNovator is a web-based CRM that enables management of customer data for smart ticketing and membership schemes. The solution provides data partitioning and offers a wide range of integration capabilities with front-end web portals and back-end smart card personalisation bureaux, delivering an end-to-end service for managing customer data.

Our core system, InNovator, is the data management system on which customer solutions are built. It accepts remote data collection and transfer from approved partners, suppliers, and clients, and enables seamless, transparent online project monitoring and management, 365 days a year, 7 days a week.

Cloud CRM/CMS Pricing

Service	Pricing	Notes
Per record, annual storage fee for 10,000 - 50,000 records	£2.20	
Per record, annual storage fee for 10,000-199,000 records	£2.20	
Per record, annual storage fee for 200,000-1,499,999 records	£1.20	
Per record, annual storage fee for 1,500,000+ records	£1.00	
CMS/CRM Setup and onboarding	Price to be calculated based on the rate card in Annex A	Our solution offering is customisable and flexible, enabling us to meet our clients' unique needs. To deliver better value for our client, setup and onboarding costs will be calculated based on the rate card in Annex A.

Extra available services

- Bespoke development charged at day rates (see Annex A)
- Self-Service Web Portal as an add-on service (see separate G-Cloud Service)

2. Cloud Rules and Decision Engine

The Rules and Decision Engine is a cloud-native software-as-a-service platform designed to automate business logic, detect fraud and exceptions, and support configurable rules-based decisions across organisational systems.

Built using scalable microservice components, the platform exposes a secure API for integration with existing applications or web portals. Rules can be configured, tested and deployed without code deployments, enabling organisations to respond quickly to policy, fraud and operational changes.

The platform includes audit-ready logging, real-time rule evaluation, dashboards, analytics and optional module upgrades. Organisations can subscribe to the service independently or integrate it into legacy and modern architectures as part of a modular transformation strategy.

Cloud Rules and Decision Engine Pricing

Service	Pricing	Notes
Per record, annual storage fee for 10,000 - 50,000 records	£2.20	
Per record, annual storage fee for 10,000-199,000 records	£2.20	
Per record, annual storage fee for 200,000-1,499,999 records	£1.20	
Per record, annual storage fee for 1,500,000+ records	£1.00	
Rules and Decision Engine Setup and onboarding	Price to be calculated based on the rate card in Annex A	Our solution offering is customisable and flexible, enabling us to meet our clients' unique needs. To deliver better value for our client, setup and onboarding costs will be calculated based on the rate card in Annex A.

Extra available services

- Bespoke development charged at day rates (see Annex A)
- Self-Service Web Portal as an add-on service (see separate G-Cloud Service)

3. Reward & Recognition Platform

Our Reward & Recognition Platform encourages and rewards desired behaviours and activities among target groups of people, including fitness, volunteering, e-learning and using sustainable transport, and provides administrators with a suite of reporting analytics to monitor trends in the health and wellbeing of citizens.

Reward & Recognition Platform Pricing

Service	Pricing	Notes
Per record, annual storage fee for 10,000 - 50,000 records	£2.20	
Per record, annual storage fee for 10,000-199,000 records	£2.20	
Per record, annual storage fee for 200,000-1,499,999 records	£1.20	
Per record, annual storage fee for 1,500,000+ records	£1.00	
Reward and Recognition Platform Setup Option 1 - (fitness tracking only)	Price to be calculated based on the rate card in Annex A	
Reward and Recognition Platform Setup Option 2 - (multiple activity tracking options)	Price to be calculated based on the rate card in Annex A	Our solution offering is customisable and flexible, enabling us to meet our clients' unique needs. To deliver better value for our client, setup and onboarding costs will be calculated based on the rate card in Annex A.

Extra available services

- Bespoke development charged at day rates (see Annex A)
- CRM/CMS available as an add-on service (see separate G-Cloud Service)

4. Customer Self-Service Web Portal Overview

Novacraft's Web Portal is a flexible solution built from the ground up to provide ultimate levels of configurability and control with minimal implementation time and cost. Our web portal can be branded and configured to meet the client's needs, and it includes open APIs to integrate with back-end CRMs.

Customer Self-Service Web Portal Pricing

Service	Pricing	Notes
Annual license fee per branded portal, per application scheme	£6,000	
Monthly license fee for payment gateway (optional)	£500	Includes PayPal if required
Price per payment gateway transaction	£0.15 - £0.25	
Direct Debit monthly management Fee (optional)	£500	
Direct Debit transaction fee	£0.20 - £0.80	
Self-Service portal Setup Option 1 (out of the box data selection, branding and rollout, using Novacraft's CRM)	Price to be calculated based on the rate card in Annex A	Our solution offering is customisable and flexible, enabling us to meet our clients' unique needs. To deliver better value for our client, setup and onboarding costs will be calculated based on the rate card in Annex A.
Self-Service portal Setup Option 2 (Fully tailored eligibility rules and using external CRM)	Price to be calculated based on the rate card in Annex A	Our solution offering is customisable and flexible, enabling us to meet our clients' unique needs. To deliver better value for our client, setup and onboarding costs will be calculated based on the rate card in Annex A.

Self-Service portal Setup Option 3 (Option 1 or 2 above with payment processing)	Price to be calculated based on the rate card in Annex A	Our solution offering is customisable and flexible, enabling us to meet our clients' unique needs. To deliver better value for our client, setup and onboarding costs will be calculated based on the rate card in Annex A.
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Extra available services

- Bespoke development charged at day rates (see Annex A)
- CRM/CMS available as an add-on service (see separate G-Cloud Service)

5. Eligibility & Document Verification Service Overview

Automatically verify customer identities or their eligibility by analysing any uploaded documentation, parsing characters, comparing it to a document library, utilising machine learning, and ultimately falling back to manual verification where necessary. UK passports and driving licences are standard, but can learn to verify any and all new document types.

Eligibility and Document Verification Service Pricing

Service	Pricing	Notes
Service Setup (standalone service)	Price to be calculated based on the rate card in Annex A	Our solution offering is customisable and flexible, enabling us to meet our clients' unique needs. To deliver better value for our client, setup and onboarding costs will be calculated based on the rate card in Annex A.
Document Verification Service Setup - price per new document type	Price to be calculated based on the rate card in Annex A	Our solution offering is customisable and flexible, enabling us to meet our clients' unique needs. To deliver better value for our client, setup and onboarding costs will be calculated based on the rate card in Annex A.
Document Verification Service - price per document checked	£0.50 - £3.00 per check	Depending on document type and client requirement

Extra available services

- Bespoke development charged at day rates (see Annex A)
- CRM/CMS available as an add-on service (see separate G-Cloud Service)
- Self-Service Portal available as an add-on service (see separate G-Cloud Service)

Pricing Overview

Volume discounts are available when multiple Novacraft services are taken together. Data extracts come as part of the service.

Novacraft's invoices include the following: invoice date; invoice number; customer purchase order number; full item details, including description, unit cost, quantity, and separate VAT figures. Novacraft will send invoices electronically and by post if required. An invoice template can be viewed on demand. Our payment terms are 30 days from the invoice issue date.

Novacraft's invoices are generated from internal system reports. Any invoice enquiries are promptly resolved due to the nature of our customised and detailed reports. In terms of the escalation process, the first line of enquiry is your dedicated account manager; the second line is Novacraft's finance department. Contact details will be shared during the onboarding phase.

Annex A- Rate Card

	Job family	Job role	Role level	UK Day Rate	Offshore Day Rate
1	Architecture roles	Business architect	Trainee business architect	£521	
2			Associate business architect	£961	
3			Business architect	£1,121	
4			Lead business architect	£1,460	
5		Data architect	Data architect	£1,121	
6			Senior data architect	£1,264	
7			Chief data architect	£1,675	
8		Enterprise architect	Enterprise architect	£1,121	
9			Senior enterprise architect	£1,264	
10			Lead enterprise architect	£1,460	
11			Principal enterprise architect	£1,460	
12		Network architect	Associate network architect	£961	
13			Network architect	£1,264	
14			Lead network architect	£1,460	
15		Security architect	Security architect	£1,121	
16			Lead security architect	£1,460	
17			Principal security architect	£1,460	
18		Solution architect	Associate solution architect	£961	
19			Solution architect	£1,121	£599
20			Senior solution architect	£1,264	

	Job family	Job role	Role level	UK Day Rate	Offshore Day Rate
21			Lead solution architect	£1,460	
22			Principal solution architect	£1,460	
23		Technical architect	Associate technical architect	£961	
24			Technical architect	£1,121	
25			Senior technical architect	£1,264	
26			Lead technical architect	£1,460	
27			Principal technical architect	£1,460	
28	Chief digital and data roles	Chief data officer	Chief data officer	£1,675	
29		Chief information security officer	Chief information security officer	£1,675	
30		Chief technology officer	Chief technology officer	£1,675	
31	Cyber security roles	Cyber security audit and assurance	Lead cyber security audit and assurance	£1,460	£695
32			Principal cyber security audit and assurance	£1,460	£695
33		Cyber security governance and risk management	Associate cyber security governance and risk manager	£961	
34			Lead cyber security governance and risk manager	£1,460	
35			Principal cyber security	£1,460	

	Job family	Job role	Role level	UK Day Rate	Offshore Day Rate
			governance and risk manager		
36		Cyber security monitoring	Associate cyber security monitoring	£961	
37			Lead cyber security monitoring	£1,460	
38			Principal cyber security monitoring	£1,460	
39		Cyber security incident response	Associate cyber incident response	£961	
40			Lead cyber security incident response	£1,460	
41			Principal cyber security incident response	£1,460	
42		Cyber security vulnerability management	Associate cyber security vulnerability management	£961	
43			Lead cyber security vulnerability management	£1,460	
44			Principal cyber security vulnerability management	£1,460	
45		Cyber security digital forensics	Associate cyber security digital forensics	£1,121	
46			Lead cyber security digital forensics	£1,460	
47			Principal cyber security digital forensics	£1,460	
48		Cyber security testing	Associate cyber security testing	£961	
49			Lead cyber security penetration testing	£1,460	

	Job family	Job role	Role level	UK Day Rate	Offshore Day Rate
50		Cyber security secure design	Principal cyber security testing	£1,460	
51			Associate cyber security secure systems architecture and design	£961	
52			Lead cyber security secure systems architecture and design	£1,460	
53			Principal cyber security secure systems architecture and design	£1,460	
54	Data roles	Analytics engineer	Trainee analytics engineer	£505	
55			Analytics engineer	£1,094	
56			Senior analytics engineer	£1,253	
57			Lead analytics engineer	£1,421	
58			Head of analytics engineering	£1,421	
59		Data analyst	Associate analyst	£917	
60			Data analyst	£1,094	£479
61			Senior data analyst	£1,253	£599
62			Principal data analyst	£1,421	£695
63		Data engineer	Data engineer	£1,094	
64			Senior data engineer	£1,253	
65			Lead data engineer	£1,421	
66			Head of data engineering	£1,616	
67		Data ethicist	Data ethics lead	£1,460	

	Job family	Job role	Role level	UK Day Rate	Offshore Day Rate
68			Head of data ethics	£1,460	
69		Data governance manager	Data governance manager	£1,264	
70			Lead data governance manager	£1,460	
71			Head of data governance	£1,460	
72		Data scientist	Trainee data scientist	£505	
73			Associate data scientist	£917	
74			Data scientist	£1,094	
75			Principal data scientist	£1,421	
76			Lead data scientist	£1,421	
77			Head of data science	£1,421	
78		Machine learning engineer	Senior machine learning engineer	£1,253	
79			Lead machine learning engineer	£1,421	
80		Performance analyst	Associate performance analyst	£917	
81			Performance analyst	£1,094	
82			Senior performance analyst	£1,253	
83			Lead performance analyst	£1,421	
84			Head of performance analysis	£1,421	

	Job family	Job role	Role level	UK Day Rate	Offshore Day Rate
85	IT operations roles	Application operations engineer	Associate application operations engineer	£917	
86			Application operations engineer	£1,094	
87			Senior application operations engineer	£1,253	
88			Lead application operations engineer	£1,421	
89			Principal application operations engineer	£1,421	
90		Business relationship manager	Business relationship manager	£1,084	
91			Senior business relationship manager	£1,245	
92			Lead business relationship manager	£1,446	
93		Change and release manager	Configuration analyst	£1,121	
94			Change and release analyst	£1,121	
95			Change and release manager	£1,264	
96		Command and control centre manager	Operations analyst	£1,061	
97			Senior operations analyst	£1,220	
98			Operational control manager	£1,220	

	Job family	Job role	Role level	UK Day Rate	Offshore Day Rate
99			Head of command and control	£1,574	
100		End user computing engineer	Associate end user computing engineer	£917	
101			End user computing engineer	£1,253	
102			Senior end user computing engineer	£1,253	
103			Lead end user computing engineer	£1,421	
104			Principal end user computing engineer	£1,421	
105		IT service manager	IT service analyst	£1,061	
106			IT service manager	£1,220	
107			Senior IT service manager	£1,220	
108			Head of IT service management	£1,412	
109		Incident manager	Incident manager	£1,220	
110			Major incident manager	£1,220	
111		Infrastructure engineer	Associate infrastructure engineer	£917	
112			Infrastructure engineer	£1,094	
113			Senior infrastructure engineer	£1,253	
114			Lead infrastructure engineer	£1,421	

	Job family	Job role	Role level	UK Day Rate	Offshore Day Rate
115			Principal infrastructure engineer	£1,421	
116		Infrastructure operations engineer	Associate infrastructure operations engineer	£917	
117			Infrastructure operations engineer	£1,094	
118			Senior infrastructure operations engineer	£1,253	
119			Lead infrastructure operations engineer	£1,421	
120			Principal infrastructure operations engineer	£1,421	
121		Problem manager	Problem analyst	£1,061	
122			Problem manager	£1,220	
123		Service desk manager	Service desk analyst	£1,220	
124			Senior service desk analyst	£1,220	
125			Service desk manager	£1,220	
126			Head of service desk	£1,412	
127		Service transition manager	Service acceptance analyst	£1,121	
128			Service readiness analyst	£1,121	
129			Service transition manager	£1,264	

	Job family	Job role	Role level	UK Day Rate	Offshore Day Rate
130			Lead service transition manager	£1,460	
131	Product and delivery roles	Business analyst	Trainee business analyst	£505	
132			Junior business analyst	£634	
133			Business analyst	£1,094	£479
134			Senior business analyst	£1,253	£599
135			Lead business analyst	£1,421	£695
136			Head of business analysis	£1,421	
137		Delivery manager	Associate delivery manager	£917	
138			Delivery manager	£1,253	£695
139			Senior delivery manager	£1,253	
140			Head of (Agile) delivery management	£1,421	
141		Digital portfolio manager	Digital portfolio analyst	£1,121	
142			Digital portfolio manager	£1,264	
143			Senior digital portfolio manager	£1,264	
144			Head of portfolio	£1,460	
145		Product manager	Associate product manager	£961	
146			Product manager	£1,121	
147			Senior product manager	£1,264	
148			Lead product manager	£1,460	
149			Head of product	£1,460	

	Job family	Job role	Role level	UK Day Rate	Offshore Day Rate
150		Programme delivery manager	Programme delivery manager	£1,264	
151		Service owner	Service owner	£1,460	
152	Quality assurance testing (QAT) roles	Quality assurance testing (QAT) analyst	Tester (QAT)	£1,061	£479
153			QAT analyst	£1,061	
154			Senior QAT analyst	£1,220	
155			Lead QAT analyst	£1,412	
156		Test engineer	Tester (test engineer)	£1,061	
157			Test engineer	£1,061	
158			Senior test engineer	£1,220	
159			Lead test engineer	£1,412	
160		Test manager	Test manager	£1,220	
161			Head of test	£1,412	
162	Software development roles	Development operations (DevOps) engineer	Apprentice DevOps engineer	£505	
163			Junior DevOps engineer	£917	
164			DevOps engineer	£1,094	£479
165			Senior DevOps engineer	£1,253	£599
166			Senior DevOps engineer - management	£1,253	
167			Lead DevOps engineer	£1,421	
168			Lead DevOps engineer - management	£1,421	
169			Principal DevOps engineer	£1,421	

	Job family	Job role	Role level	UK Day Rate	Offshore Day Rate
170			Principal DevOps engineer - management	£1,421	
171		Frontend developer	Apprentice frontend developer	£505	
172			Junior frontend developer	£917	
173			Frontend developer	£1,094	£479
174			Senior frontend developer	£1,253	£599
175			Lead frontend developer	£1,421	£695
176			Head of frontend development	£1,421	
177		Software developer	Apprentice developer	£505	
178			Junior developer	£917	
179			Developer	£1,094	£479
180			Senior developer	£1,253	£599
181			Senior developer - management	£1,253	
182			Lead developer	£1,421	£695
183			Lead developer - management	£1,421	
184			Principal developer	£1,421	
185			Principal developer - management	£1,421	
186	User-centred design roles	Accessibility specialist	Junior accessibility specialist	£917	
187			Accessibility specialist	£1,253	
188			Senior accessibility specialist	£1,421	
189			Head of accessibility	£1,421	

	Job family	Job role	Role level	UK Day Rate	Offshore Day Rate
190		Content designer	Associate content designer	£917	
191			Junior content designer	£917	
192			Content designer	£1,094	£479
193			Senior content designer	£1,253	£599
194			Lead content designer	£1,421	£695
195			Head of content design	£1,421	
196		Content strategist	Content strategist	£1,253	
197		Graphic designer	Associate graphic designer	£917	
198			Junior graphic designer	£917	
199			Graphic designer	£1,094	
200			Senior graphic designer	£1,253	
201			Lead graphic designer	£1,421	
202			Head of graphic design	£1,421	
203		Interaction designer	Associate interaction designer	£917	
204			Junior interaction designer	£917	
205			Interaction designer	£1,094	
206			Senior interaction designer	£1,253	
207			Lead interaction designer	£1,421	
208			Head of interaction design	£1,421	

	Job family	Job role	Role level	UK Day Rate	Offshore Day Rate
209		Service designer	Associate service designer	£917	
210			Junior service designer	£917	
211			Service designer	£1,094	
212			Senior service designer	£1,253	
213			Lead service designer	£1,421	
214			Head of service design	£1,421	
215		Technical writer	Technical writer	£1,094	
216			Lead technical writer	£1,421	
217		User researcher	Associate user researcher	£917	
218			Junior user researcher	£917	
219			User researcher	£1,094	
220			Senior user researcher	£1,253	
221			Lead user researcher	£1,421	
222			Head of user research	£1,421	

Contact details

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