



G-Cloud 15

Framework reference: RM1557.15

Pricing: **Maploom**



Contents

1. Pricing model overview	3
2. Core platform licence (annual subscription)	4
3. Included capacity (by licence tier)	5
4. Support	5
5. Additional configuration	6
6. Additional capacity	6
7. Optional services	7
8. Day rates	8
9. Example deployment scenarios	9
10. Alternative funding approaches	9
11. Summary	9
12. Contact	10

1. Pricing model overview

Maploom is provided as a secure, cloud-hosted service. The annual subscription includes hosting, security, backups, monitoring, maintenance, ongoing platform updates, and standard support.

Most deployments include an initial configuration and data onboarding phase to align the platform with the customer's policy objectives, specifications, datasets, and reporting requirements. These activities do not alter the underlying service.

We provide an account manager and lead developer for all our contracts. Configuration and support is priced subject to the scale and complexity of the solution.

Maploom can be deployed in a client-managed cloud environment where required. The platform licence remains unchanged, with any additional setup or support requirements scoped separately.

Maploom is priced as an annual platform subscription based on deployment scope and programme complexity, rather than individual user counts or low-level usage metrics.

This approach provides predictable, transparent costs and reflects how geospatial decision-support platforms are typically used within the public sector.

All prices shown in this document exclude VAT.

2. Core platform licence (annual subscription)

All licence tiers include:

- Standard Configuration and onboarding.
- Access to the Maploom platform.
- Secure hosting and monitoring.
- Platform updates and enhancements.
- Role-based access (analyst, manager, viewer).
- Standard support.

All deployments are configurable and scalable subject to requirements.

Licence tier	Intended deployment	Typical buyer	Year 1 price (max) (inc. configuration / build)	Year 2 onwards max. (licence)
1. Project Deployment	Single policy or project	Local / Regional Authority or Arm's Length Body (ALB)	£60,000	£24,000
2. Programme Deployment	Multiple related projects or programmes	Regional or national body	£115,000	£57,000
3. Enterprise Deployment	Cross-organisation or national platform	Central government or national agency	£230,000	£124,000
4. Strategic / Alternative Deployment	Complex, high-impact or multi-year programmes	Central government, major agencies, or cross-sector partnerships	Subject to spec.	Subject to spec.

Annual price can be paid monthly, annually or at other agreed intervals.

3. Included capacity (by licence tier)

The following elements are included within the tiers above:

Capability	1) Project Deployment	2) Programme Deployment	3) Enterprise Deployment	4) Strategic / Alternative Deployment
Internal named users	Up to 20	Up to 50	Up to 150	price subject to spec.
Public / viewer access	optional	limited	Included	price subject to spec.
Datasets / indicators	Up to 25	Up to 50	Up to 100	price subject to spec.

4. Support

Standard UK office hour support is included as standard. Additional support can be provided and is priced subject to specifications.

Level 1	Monday to Friday 0900-1700 UK	Included in all deployments
Level 2	As Level 1 plus weekends / UK bank holidays 0900-1700 UK	Price subject to specifications
Level 3	Custom	Price subject to specifications

5. Additional configuration

Initial configuration and onboarding services are included in year one and ensure that Maploom is aligned with the customer's data structures, policy objectives, and reporting requirements. Where requirements do not align well with the existing Maploom platform, further configuration may be required.

Service	Description	Pricing
Additional User Research and scoping (if required)	Requirements and specifications	£750 – £1,450 per day
Additional Platform setup & configuration	Environment setup, roles, workflows, Single sign on (Entra ID)	£750 – £1,450 per day
Data onboarding & alignment	Dataset ingestion, QA, harmonisation	£750 – £1,450 per day
EO / LiDAR indicator integration	EO processing pipelines and indicators	£1,100 – £1,450 per day
Additional Dashboard & reporting setup	Programme and board-level dashboards	£5,000 – £12,000 (max)
User onboarding & training	Analysts, managers, stakeholders	£700 – £1,000 per day

6. Additional capacity

Additional capacity can be added to any licence tier through simple, predefined bands.

Item	Unit	Annual price
Additional users (except Custom)	Per block of 10	£2,000 – £4,000 (max)
Custom additional users	Per block	Price subject to specifications

7. Optional services

Service	Description	Pricing
Ongoing configuration support	Minor changes and refinements	Day rate (as per section 8)
Additional datasets / indicators	3 rd party data costs may also apply	Day rate (as per section 8)
Additional training	New users or refresher sessions	Day rate (as per section 8)
Roadmap alignment workshops	Strategic planning for future phases	Fixed price or Day rate (as per section 8)
On premises	Use customers private cloud	price subject to specifications
White labelling and URL (domain)	Maploom branded elements hidden. YourName.maploom.com by default option to use your own domain	price subject to specifications
EO-derived indicators	Copernicus Sentinel-2, Lidar	£ per unit area (based on calculator)
Artificial Intelligence (AI)	AI engine for image processing and data wrangling	£ per unit area
Casework Tracker	Casework tracker for following casework workflows to completion	price subject to specifications
Incident Tracker	Incident tracker for reporting and tracking incidents and response	price subject to specifications
Asset Management	Tools for asset management and maintenance, investment planning	price subject to specifications
Payment systems	Connection to payment systems (e.g. WooCommerce)	price subject to specifications

8. Day rates

Role	Level	Day rate
Strategist	Senior	£1,200
Strategist	Lead	£1,450
Architect	Junior	£530
Architect	Associate	£750
Architect	Senior	£950
Architect	Lead	£1,300
Data and Data modelling	Junior	£530
Data and Data modelling	Associate	£670
Data and Data modelling	Senior	£890
Data and Data modelling	Lead	£1,000
Data governance	Junior	£530
Data governance	Associate	£670
Data governance	Senior	£890
Data governance	Lead	£1,000
Product and delivery	Technical Project Manager	£950
Product and delivery	Delivery Manager	£950
Product and delivery	Product Manager	£1,000
Software development / Service design	Junior	£530
Software development / Service design	Associate	£700
Software development / Service design	Senior	£890
Software development / Service design	Lead	£1,100
Security	Associate	£700
Security	Senior	£890
Security	Lead	£1,200
Quality Assurance Testing (QAT)	Associate	£700
Quality Assurance Testing (QAT)	Senior	£890
Quality Assurance Testing (QAT)	Lead	£1,000
User Experience / User Research	Junior	£530
User Experience / User Research	Associate	£700
User Experience / User Research	Senior	£890
Accessibility	Associate	£700
Accessibility	Senior	£890
Training	Associate	£700
Training	Senior	£890

9. Example deployment scenarios

Local Authority policy monitoring	Project Deployment licence with 20–30 datasets and quarterly updates, supporting analysts and senior management reporting.
National programme oversight	Programme Deployment licence supporting multiple delivery partners, monthly updates, and cross-organisation data sharing.
National EO-driven monitoring	Enterprise Deployment licence with EO / LiDAR-derived indicators, internal analytics, and public-facing transparency reporting.

10. Alternative funding approaches

Maploom is typically procured using a fixed annual service price. In some cases, and where appropriate governance arrangements are in place, the platform can also support alternative funding approaches.

These may include cost-recovery or price-based access to specific outputs (for example, paid-for site searches or automated reports), or grant-funded and community-driven projects.

Any such approaches are optional, are customer-led, and are agreed separately from the core platform licence.

11. Summary

Maploom provides a secure, configurable geospatial platform that reduces the cost and complexity of deploying policy monitoring, programme oversight, and environmental intelligence systems.

The pricing model reflects deployment scope and complexity rather than individual usage, providing predictable costs and clear value for public sector organisations.

For large-scale, high-impact, or multi-year initiatives, Maploom offers a Strategic / Custom Deployment tier. This supports complex requirements such as advanced EO processing, bespoke governance arrangements, enhanced assurance, or cross-sector collaboration, while retaining the core platform model.

12. Contact

support@maploom.com

www.maploom.com

+44 (0)7801 811176

+44 (0)23 8025 1721

Maploom Limited

Incuhive
The Old Stable Courtyard
Hursley Park Road
Hursley, Winchester
Hampshire,
United Kingdom
SO21 2JN