

AutomatePro

Product Pricing & Packaging Overview

Pricing & packaging changes effective January 2026

January 2026

Internal Use Only – Confidential

This document contains proprietary and confidential information intended solely for internal use.
Unauthorized distribution, copying, or disclosure is strictly prohibited.

© 2025 AutomatePro. All Rights Reserved. Confidential.

Pricing, Licensing and Packaging Framework

Pricing

- Fair value
- Easy to understand
- Easy to buy

Licensing

- Role Based Users
- Instances
- Jobs
- Hours

Packaging

- Standard
- Professional
- Enterprise

Internal Use Only – Confidential

Packages

NEW	NEW	NEW
STANDARD	PROFESSIONAL	ENTERPRISE
£45,000	£115,000	£250,000
5 AutoTest Users 5 AutoDoc Users 5 Execution Engines 3 ServiceNow Instances 250 Automation Hours	10 AutoTest Users 10 AutoDoc Users 1 AutoDeploy Instance 1 AutoPlan Instance 25 AutoMonitors 10 Execution Engines 3 ServiceNow Instances 1000 Automation Hours	20 AutoTest Users 20 AutoDoc Users 1 AutoDeploy Instance 1 AutoPlan Instance 50 AutoMonitors 20 Execution Engines 3 ServiceNow Instances 2500 Automation Hours Add-On AutomatePro+

Internal Use Only – Confidential

The AutomatePro service

Fact: There is an underlying and fundamental cost to running the AutomatePro service. At all times, we need to be protecting the value of our products and services by ensuring that customers understand what they are buying into.

4

Product releases per year, certified by ServiceNow through the Store

12

Library releases per year, providing incremental functionality aligned to ServiceNow family upgrades



Elastic infrastructure that scales with customer demands



Global deployments, aligned with ServiceNow data-centres



Access to the ONLY dedicated ServiceNow SDLC/testing experts



Built-on, not bolt-on to the ServiceNow platform



24x7 Support

Internal Use Only – Confidential

Pricing Summary

Product	Description	Price
AutoTest	Provides the ability to create automated tests, plans, blocks and associated artifacts	£1850 per user per year
AutoManual - Test	Provides the ability to create, manage and publish documents/artifacts within the AMP suite	£1100 per user per year
AutoDoc	For management of a single pipeline, containing up to 4 ServiceNow instances. A pipeline is defined as the ServiceNow instances which support the promotion of a release from non-production to a production instance	£1850 per user per year
AutoPlan	For management of a single pipeline, containing up to 4 ServiceNow instances. A pipeline is defined as the ServiceNow instances which support the promotion of a release from non-production to a production instance	£20,000 per pipeline per year
AutoDeploy	For management of scheduled jobs, monitors and results	£20,000 per pipeline per year
AutoMonitor	Provides the ability to create manual tests and results	£750 per monitor per year
Automation Hours	Hours per month a customer can consume resources to execute jobs/activities	£4 per hour per month
Automation Engines		£750 per engine per month
Packages		
Standard	The Standard package gives ServiceNow teams the foundation to automate faster and deliver with confidence. Designed for smaller teams or early adopters, it includes: • Core Test capabilities for creating and running automated functional tests • Automatic documentation generation for audit-ready evidence • Standard integration with the ServiceNow platform • Basic test scheduling and execution reporting Ideal for teams beginning their automation journey, Standard helps eliminate repetitive manual testing, capture compliance documentation automatically, and improve release quality — all directly inside ServiceNow. Quick to deploy, it delivers measurable productivity gains from day one.	£45,000 per year
Professional	The Professional package extends automation across larger development and QA teams, unlocking advanced productivity and control. It includes everything in Standard, plus: • Data-driven and end-to-end testing across multiple ServiceNow applications • Advanced reporting dashboards and test analytics • Integration with CI/CD pipelines and version control systems • Role-based access controls and collaborative documentation reviews Professional is ideal for organizations scaling automated testing across multiple releases and environments. It brings improved visibility, speed, and confidence to every deployment — empowering platform teams to deliver more value, faster, with built-in governance.	£115,000 per year
Enterprise	The Enterprise package is the ultimate solution for organizations operating at global scale, combining full lifecycle automation with AI-powered intelligence. It includes everything in Professional, plus: • Release Automation for end-to-end governed deployments • Advanced compliance controls and audit reporting aligned to enterprise frameworks • Multi-instance management and high-availability configurations • Custom API integrations for enterprise ecosystems (SPM, DevOps, Risk & Compliance) • Dedicated success team with tailored onboarding and roadmap planning Enterprise transforms platform delivery into a fully governed, intelligent, and scalable system — ensuring every release is faster, safer, and audit-ready.	£250,000 per year

Internal Use Only – Confidential

Discount Tiering

Discount percentage by annual call-off contract value (excluding vat)	
Less than £250,000	0%
Between £250,000 and £500,000	10%
Between £500,001 and £1,000,000	20%
Between £1,000,001 and £2,500,000	30%
Between £2,500,001 and £5,000,000	40%
Over £5,000,001	50%

Internal Use Only – Confidential



Standard Professional Services Bundles (£)

Professional Service	Bundle 1	Bundle 2	Bundle 3	Bundle 4
Consultancy	2	6	10	14
Hypercare	3	4	5	6
Testing	20	40	70	100
Engagement	2	5	8	12
Bundle Price	£23,350	£43,700	£68,490	£91,800
Bundle Discount	12%	15%	17%	20%

Professional Services Definitions

Professional Service	Guidance
Consultancy	Consultancy days are <u>not</u> to be used for building tests. A few examples of what consultancy days may be used for include: • Creation of a test strategy, test approach, test plans, or other test documentation. • Prioritization of testing using the Test Prioritization Matrix. • Performing an audit of existing test quality.
Testing	Testing days are to be used for creating automated tests and automated regression tests in AutomatePro.
Training	Days are to be used for instructor-led AutomatePro product training – standard and advanced.
Automation Hours (per month)	Hours where a test is running either manually activated or part of a scheduled job
Concurrent automations	The number of parallel executions the license agreement allows for
Number of ServiceNow Environments	The number of environments you can run automated tests against (ex: Dev, Test, UAT)
Upgrade Readiness Report	A report designed to allow for faster upgrades by comparing pre and post upgrade test results
Hypercare	Providing support with regression testing after we have built and handed over a regression pack
Standard Training	Full product training on using AutomatePro delivered as instructor lead training
Advanced training	Technical and practical use of AutomatePro, using advanced AutomatePro features and more
Engagement	Supporting engagement with AutomatePro, test/documentation building alongside the customer

