

G-Cloud 15 - Mobilityways Pricing

Mobilityways operates modular pricing with different modules having a site and employee price component.

Module pricing

Pricing is constructed using this formula:

[Company price] + [number of sites x site price] + [number of employees x employee price]

Solution	Per company / year	Per site / year	Per employee / year	Notes
Interactive Dashboards	£5125	£0	£0.0	Mandatory for all clients regardless of what other modules they choose.
Travel Survey Design & Delivery	£3270	£1250	£0.40	
Liftshare For Work	£6570	£1250	£0.00	
CommuteBoost	£5140	£2200	£0.40	
Personal Travel Plans	£1250	£905	£1.00	
Tailored Engagement Strategy & Toolkit	£3250	£0	£0.00	
Commute Policy Creation & Monitoring	£2950	£1980	£0.00	
Travel Survey Report & Analysis	£2150	£4950	£0.00	
Zero Carbon Commuting Roadmap	£2150	£4950	£0.00	

Standard discounts

The Company Licence portion of the pricing is discounted when a client buys multiple products:

Number of modules purchased	Company Licence discount %
1	0%
2	0%
3	10%
4	15%
5	20%
6	25%
7	30%
8	35%
9	40%

The Site Licence portion of the pricing is discounted by 1.2 percentage points per site (e.g. 3 sites is $1.2 \times 3 = 3.6\%$ discount).

Additional consultancy days (professional services) are sold at £1400 per day (on a 2-year contract), £1120 per day (on a 3-year contract), £896 per day (on a 5-year contract).