

The background is a solid orange color. It is decorated with numerous white dots of varying sizes. These dots are scattered across the page, with a higher concentration in the upper right and lower right areas, and fewer in the upper left and lower left areas.

Simplifai

G-Cloud 15 Pricing Document V1.0

Version 1.0

Table of contents

- 1 Pricing 3
 - 1.1 Overview 3
 - 1.2 Intelligent Traffic Phased Digital Transformation Service 3
 - 1.2.1 Digital Readiness..... 3
 - 1.3 Simplifai Entry Level service 4
 - 1.4 Simplifai Control Level services 4
 - 1.5 Pricing Schedule 5
 - 1.5.1 Intelligent Traffic Phased Digital Transformation service 5
 - 1.5.2 Compete Service Pricing Schedule..... 6
 - 1.5.3 Optional Features Pricing Schedule 7
 - 1.6 Rate Card..... 8
 - 1.7 VAT and Invoicing Terms..... 9
 - 1.8 Hosting Services 9
 - 1.9 Training 9
 - 1.10 Education & Sector Specific Pricing..... 9
 - 1.11 Additional Consultancy 9

Simplifai

1 Pricing

1.1 Overview

SimplifAI Systems delivers a structured, phased transformation framework designed to guide authorities from initial readiness assessments to AI traffic optimisation and management. By following this roadmap, authorities can unlock significant economic benefits, reduce congestion by up to 30%, and future-proof their networks for the next generation of mobility. Simplifai's Patented (GB: 2598661) artificial intelligence application rapidly calculates the optimum timing of traffic lights across an entire area to meet any traffic-related objective. Providing a service that not only optimises traffic but can also deliver greater bus reliability and optimise networks to address Smart City/Region initiatives.

The service may be purchased by **Phase of the Transformation Framework** or by purchase of the **Complete Service (all Phases)**. Each of these options can be purchased as either:

- **A service set up and onboarding payment with an annual licence, maintenance and support payment,**
or
- **A monthly subscription payment** (minimum term of 12 months).

The service set up and onboarding payment can be split into a number of agreed **stage payments** relating to the set up and onboarding programme covering the Phases of the Transformation Framework and Operation of the service. The initial annual licence and annual support and maintenance payment is due at the start of the project. Subsequent annual maintenance payments are due on the anniversary of the contract.

If a client wishes to purchase the complete service but has already purchased elements of the Phased Transformation Service these initial payments will be discounted from the complete service price.

1.2 Intelligent Traffic Phased Digital Transformation Service

SimplifAI Systems delivers a structured, phased consultancy framework designed to guide authorities from initial readiness assessments to AI traffic optimisation and management. This approach moves beyond simple upgrades, creating a "digital twin" of the road network that serves as a single source of truth for assets, enables predictive analytics, and supports dynamic, real-time traffic management. By following this roadmap, authorities can unlock significant economic benefits, reduce congestion by up to 30%, and future-proof their networks for the next generation of mobility.

1.2.1 Digital Readiness

The initial phase, **Digital Readiness**, can be purchased as a standalone item that can be used to inform Authorities regarding the state of their preparedness and capacity to adopt and integrate modern technologies into their transport infrastructure. It provides the basis for decision making on the state of this preparedness.

Simplifai

1.3 Simplifai Entry Level service

The Simplifai Control Entry Level service is designed to permit Authorities to explore the value to be gained from using AI to improve network operational performance and to examine the performance of individual traffic signal sites – as well as undertaking the initial service deployment / onboarding. The service is for use on up to 20 traffic signal controlled sites, across up to 5 areas within the Authority.

1.4 Simplifai Control Level services

The Simplifai Control Level services are for use across the Authority or Region (e.g. grouped Authorities or Combined Authority regions) and permits the Authority to apply the Simplifai AI Traffic Management service on traffic signal sites within the area up to the limit of sites specified by the Control Level selected. The service is designed to permit authorities to gain maximum economic benefit from using AI to improve network optimisation and to examine the performance of individual traffic signal sites.

Where a client has already purchased the Simplifai Control Entry Level service and/or a lower Control Level service this will be discounted from the Simplifai Control Level service being requested if this is subsequently purchased during the term of the contract.

Client's may select up to three Optional Features included with the Pricing within section 1.5; with the exception of the Cooperative Vehicle Messaging option.

1.5 Pricing Schedule

1.5.1 Intelligent Traffic Phased Digital Transformation service

Simplifai Product	Number of traffic signal sites	Users	Digital Readiness	Digitisation	Data Feeds	Analytics	AI Optimisation
			Phase 1	Phase 2	Phase 3	Phase 4	Phase 5 ^{Note 1}
Entry Level	Up to 20	5	£22,848	£5,712	£11,424	£17,136	£68,544
Control Level 1	Up to 40	6	£22,848	£6,626	£13,252	£19,878	£79,511
Control Level 2	Up to 60	7	£22,848	£7,540	£15,080	£22,620	£90,478
Control Level 3	Up to 80	8	£22,848	£8,454	£16,908	£25,361	£101,445
Control Level 4	Up to 100	10	£22,848	£9,368	£18,735	£28,103	£112,412
Control Level 5	Up to 200	12	£22,848	£13,709	£27,418	£41,126	£164,506
Control Level 6	Up to 300	14	£22,848	£17,136	£34,272	£51,408	£205,632
Control Level 7	Up to 400	16	£22,848	£20,563	£41,126	£61,690	£246,758
Control Level 8	Up to 800	18	£22,848	£57,120	£57,120	£85,680	£342,720
Control Level 9	Up to 2,400	20	£22,848	£109,670	£73,114	£109,670	£438,682

Notes:

1. Phase 5 price is for a 12 month service subscription.
2. AI Optimisation may be purchased on a rolling Monthly Fee basis with a minimum term of 12 months.
3. Additional services and charges may be required to deliver the service based on unique client requirements. In these situations, we will highlight any additional charges in advance to the client - which will use the SFIA rates listed within the Simplifai G Cloud 15 Rate Card in Section 1.6 herein.

1.5.2 Compete Service Pricing Schedule

Product name	Organisation size	Users	Complete Service: Phases 1 to 5	
	Number of traffic signal sites		Service Set Up and Onboarding ^{Note 1}	Annual Service Operation and Maintenance
Entry Level	Up to 20	5	£102,816	£22,848
Control Level 1	Up to 40	6	£115,611	£26,504
Control Level 2	Up to 60	7	£128,406	£30,159
Control Level 3	Up to 80	8	£141,201	£33,815
Control Level 4	Up to 100	10	£153,996	£37,471
Control Level 5	Up to 200	12	£214,771	£54,835
Control Level 6	Up to 300	14	£262,752	£68,544
Control Level 7	Up to 400	16	£310,733	£82,253
Control Level 8	Up to 800	18	£451,248	£114,240
Control Level 9	Up to 2,400	20	£607,757	£146,227

Notes:

1. 64% discount if the Client has already purchased Phases 1 to 4 (at the same Control Level) under section 1.5.1 above.
2. Additional services and charges may be required to deliver the service based on unique client requirements. In these situations, we will highlight any additional charges in advance to the client which will use the SFIA rates listed within the Simplifai G Cloud 15 Rate Card in Section 1.6 herein.

1.5.3 Optional Features Pricing Schedule

Additional optional features can be purchased following the completion of Phases 1 to 4 and are additions to the AI Optimisation Phase. Simplifai offer a range of additional service capabilities that are described within the Simplifai Service Description document. These can be purchased as individual features or as a combined set of all these features.

	Additional Price for each individual optional feature			Additional Price for combined set of all optional features		
Simplifai product used	Upfront payment		Subscription payment	Upfront payment		Subscription payment
	Service set up and onboarding	Annual maintenance	Monthly fee	Service set up and onboarding	Annual maintenance	Monthly fee
Option 2.1 Data Integration	£9,995	£2,495	£1,000	n/a	n/a	n/a
Control Level 1	£21,203	£5,301	£1,325	£106,015	£26,504	£6,626
Control Level 2	£24,127	£6,032	£1,508	£120,637	£30,159	£7,540
Control Level 3	£27,052	£6,763	£1,691	£135,260	£33,815	£8,454
Control Level 4	£29,977	£7,494	£1,874	£149,883	£37,471	£9,368
Control Level 5	£43,868	£10,967	£2,742	£219,341	£54,835	£13,709
Control Level 6	£54,835	£13,709	£3,427	£274,176	£68,544	£17,136
Control Level 7	£65,802	£16,451	£4,113	£329,011	£82,253	£20,563
Control Level 8	£91,392	£22,848	£5,712	£456,960	£114,240	£28,560
Control Level 9	£116,982	£29,245	£7,311	£584,909	£146,227	£36,557

Notes:

1. Additional services and charges may be required to deliver the service based on unique client requirements. In these situations, we will highlight any additional charges in advance to the client which will use the SFIA rates listed within the Simplifai G Cloud 15 Rate Card in Section 1.6 herein.

1.6 Rate Card

SFIA Levels	Strategy and architecture	Change and transformation	Development and implementation	Delivery and operation	People and skills	Relationships and engagement
Analytics Engineer	£500.00	£500.00	£500.00	£500.00	£500.00	£500.00
Data Analyst	£600.00	£600.00	£600.00	£600.00	£600.00	£600.00
Senior Data Architect	£700.00	£700.00	£700.00	£700.00	£700.00	£700.00
Lead Enterprise Architect	£900.00	£900.00	£900.00	£900.00	£900.00	£900.00
Principal Solution Architect	£1,200.00	£1,200.00	£1,200.00	£1,200.00	£1,200.00	£1,200.00
Head of Data Science	£1,500.00	£1,500.00	£1,500.00	£1,500.00	£1,500.00	£1,500.00
Chief Data Officer	£2,000.00	£2,000.00	£2,000.00	£2,000.00	£2,000.00	£2,000.00

Standards for consultancy day rate cards:

- Consultant's working day: 7 hours exclusive of travel and lunch
- Working week: Monday to Friday excluding national holidays
- Office hours: 9:00am to 5:00pm Monday to Friday
- Travel and mileage subsistence excluded from the rates
- Professional indemnity insurance: included in day rate

1.7 VAT and Invoicing Terms

The prices in this document exclude VAT.

Invoicing terms are 30 days from the date of invoice. Non-payment may result in suspension of the service.

1.8 Hosting Services

Each of the services detailed in the Pricing Schedule include up to 1TB of data storage.

Each of the services detailed in the Pricing Schedule include for query processing for up to 1 terabyte of analysis per month.

Each of the services detailed in the Pricing Schedule include for 2 virtual Compute Engines.

The above listed capability is sufficient for the services, but occasionally additional capabilities are required. The additional usage-based charges are:

- Additional storage will be charged at £0.40 per additional GB per month of usage.
- Additional Query processing capability will be charged at £10 per additional terabyte of analysis, or part thereof, per month.
- Additional virtual Compute Engines machines will be charged at up to £125 per month.

Additional usage-based charges are calculated on a monthly basis, and invoiced at the end of each month, based on usage that month.

1.9 Training

User training for up to 5 delegates is included within the prices in table Section 1.5 above. The training is delivered as a 2 day training course either a face to face (at customers premises or at a Simplifai location) or webinar. The training materials will be provided through web access and interactive online material.

User Training for additional users is £1,500 per user or £5,000 for up to 5 users per training session.

Pricing of any requested bespoke packages of training would be agreed in advance of the training being undertaken. The pricing of the additional resourcing required for bespoke training is based on the resource based pricing set out in the Simplifai G Cloud 15 Rate Card in Section 1.6.

1.10 Education & Sector Specific Pricing

We do not offer any separate pricing for educational customers or for specific sectors.

1.11 Additional Consultancy

Our prices for providing additional resource-based pricing are set out in within the Simplifai G Cloud 15 Rate Card in Section 1.6 herein.