



FRESHSERVICE PRICING GUIDE

Right-Size Your IT Service Management

Modernise ITSM with an AI-powered, intuitive, fast-time-to-value and intelligent solution





Freshservice pricing:

Plan		1 - 50 Agents	51 - 125 Agents	126 + Agents
STARTER		£15.00	£15.00	£15.00
GROWTH		£36.00	£36.00	£36.00
PRO		£48.00	£45.00	£40.00
ENTERPRISE		£66.00	£61.00	£57.00
Freddy co-pilot Pro and Enterprise, must be purchased in the same quantity of agent licences		£16.00	£16.00	£16.00

Features Included:

Plan	Key Features
STARTER For small teams starting their first service desk and moving	Incident Management, Knowledge Base, Self Service Portal, SLA Management, Workflow Automator, Orchestration, Asset

away from shared inboxes.	Management, Alert Management, Marketplace Apps, Mobile Apps
GROWTH For IT teams building foundational practices to move from reactive to streamlined service delivery.	Everything in Starter plus... Service Catalogue, Problem Management, Change Management, Release Management, Project Management, Sandbox
PRO For advancing teams, breaking silos and unifying service management across functions.	Everything in Growth plus... Purchase Order Management, Audit Logs, Employee Onboarding, Portal Customisation, MSP Mode, SaaS Management (Add-on), 20,000 Orchestration Transactions/mo/account, AI Copilot Overview Report
ENTERPRISE For mature IT organisations driving strategic impact with AI and enterprise-wide service excellence.	Everything in Pro plus... Software License Management, ServiceBot With Virtual Agent on Microsoft Teams and Slack, Audit Logs, Freddy AI Agent, Freddy AI Insights, Multiple Portal Languages, Multiple SLAs, Contract Management, Custom SSL, Approval Workflows, Business Hours, Business Agents (Add-on), AI Agent ROI and Usage Reports

Add-ons and Day Passes (Net Price)

Add-on / Day Pass	Price	Details
Orchestration Transaction (Pack of 1000)	£195.00	Valid until end of billing cycle
Asset Pack (Growth, Pro, Enterprise)	£100.00	Per 500 assets, per month
Additional Project Management (Pro, Enterprise)	£10.00	Per User per Month
SaaS Management (Pro, Enterprise)	£0.80	Per Employee per Month
Business Agents (Enterprise Plan Only)	£35	Per agent/month
Additional Sandbox	12% of total annual billing(excluding premium support)	Per instance/year

	or £400/month (whichever is higher)	
ITIM (Device42)	Contact the sales team for an estimation and a quote	Available as an add-on, integrated with Freshservice

Each Freshservice Enterprise license includes 1,200 sessions per year, which reset at the start of each billing cycle (with prorated limits for shorter billing cycles). A session is counted as any interaction a unique user has with Freddy AI Agent within a 24-hour period. **Additional bot sessions can be added at £100 per 500 sessions.**

Freshservice Day Passes (Per agent/Per day):	
Starter	£2.00
Growth	£5.00
Pro	£11.00
Enterprise	£14.00

Single Product Onboarding Plans (Net Price)

Plan	Price
Silver	£5,600.00
Gold	£16,900.00
Platinum	£39,400.00

Introducing Premium Support

Premium support gives your mission-critical systems the priority attention it needs with our premium support plan. Premium support is implemented to support your customer and employee service platform with personalised support from the get-go with 24/7 dedicated assistance from our product experts.

List Price	£2000 Minimum**
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****Premium Support is priced at a monthly cost of 20% of your monthly contract value or a £2,000 monthly**

price (whichever is higher)

*Purchasing terms

Our purchasing terms relate to any customer that is looking to purchase Starter, Growth, Pro and Enterprise plans with Freshservice.

What you need to know

Pricing tiers	Customers are eligible to purchase into the pricing tier at the beginning of their contract term. Tier pricing will be determined based on their licensing posture (agent count for example) which grants them tiered concession eligibility for the term of their contract prior to signing a contract term. Tiered pricing is only applicable per instance and cannot be applied across multiple instances.
Mid-term purchases	Any additional agents purchased after the initial signing of the contract will be priced and prorated based through the tiers. If a customer exceeds their eligible tier within contract term they will be eligible to purchase eligible agents within the next tier offering.
End of term	At end of term - the account will auto-renew as per current account setup. If there is a revised price discussion for renewal, this has to be mutually agreed over a new renewal contract or extension of the current contract through an order form.

UK-Freshworks customer onboarding packages

For single product implementation

Package features	Silver	Gold	Platinum
Duration	6 weeks	10 weeks	16 weeks
Configuration ownership	Customer	Joint	Freshworks (on FW products)
Out of the box Integrations	Customer	Joint	Freshworks (on FW products)
Instructor-led remote training	1 Admin session	1 Admin + 2 Agents sessions	2 Admins + 3 Agents sessions
Engagement manager	Not assigned	Assigned	Assigned

Onboarding Specialist	Assigned	Assigned	Assigned
#remote meetings per week	1(1hour each)	2 (1 hour each)	3 (1 hour each)
Escalation POC	Engagement manager	Regional head of onboarding	Regional head of onboarding
Price per product	£5,600	£16,900	£39,400
Add-ons			
Additional weeks (per week)	£1,000	£2,000	£3,000
Additional remote training per one-hour session	£250	£250	£250

Migration and Custom Integration Cost (Add-on)

Migration	Up to 30K records = £1,000	Up to 250K records = £6,400	Up to 1m records = £9,200
Custom Integration	Small integration £3,000.00	Medium integrations £8,000.00	Large integration £16,000.00

**Additional services will be charged at a standard day rate of £225/hour, based on actual scope and technical requirements.*

DEVICE42

Modular Offerings

Device42 can be implemented in a modular approach which provides infrastructure teams with several levels of functionality. Data center teams can implement the core requirements to quickly and effectively manage their IT infrastructure. New functionality can easily be added at any time, building on the core capabilities to adapt to new or changing requirements.

DEVICE42 MODULES:

- 01 Device42 Core—Required as the foundation of any additional modules
- 02 Storage Discovery
- 03 Software Discovery & License Management
- 04 Application Dependency Mapping
- 05 Resource Utilization & Cloud Recommendation Engine
- 06 Power Monitoring

01

Device42 Core

Device42 Core provides a comprehensive set of capabilities for managing your IT ecosystem, including:

INFRASTRUCTURE AND INFRASTRUCTURE-AS-A-SERVICE (IAAS) DISCOVERY	KEY FUNCTIONALITIES
Device42 provides agentless and automatic discovery of all your IT assets, including physical, virtual and cloud components, storage and network switching, bare metal servers, chassis and blades, hypervisors, IP subnets, and cloud services.	SNMP, IPMI, RedFish, and Cisco UCS discovery
	Physical and virtual infrastructure
	AWS, Azure, GCP, and Oracle
	Container discovery for Docker and Kubernetes



	Cisco UCS Manager Auto- discovery

AUTO-POPULATING CONFIGURATION MANAGEMENT DATABASE (CMDB)	KEY FUNCTIONALITY:
Device42's CMDB provides a single source of IT asset truth within your organization, allowing you to identify, manage, and verify all configuration items (CI) in your environment.	Pre-configured CMDB
	Audit history for all events
	Time series impact
	Asset visualizations
	Integrations with most IT service management (ITSM) platforms including ServiceNow, Jira Service Management, and Freshservice

DCIM	KEY FUNCTIONALITY:
Device42's powerful data center infrastructure management (DCIM) capabilities have revolutionised the way your IT department can manage data centers. With strategic data center management and visualisation tools, you have access to intelligent data centre diagrams that accurately reflect your IT environment.	Data center room layouts
	Auto-generated rack diagrams
	IT patch panel management
	Telco circuit and contract documentation
	Detailed device Information
	Spare parts management

ITAM	KEY FUNCTIONALITY:
Device42 provides a comprehensive IT asset management (ITAM) documentation capabilities across all your infrastructure deployments	Physical and virtual hardware inventory
	Inventory assets on-premises and in the cloud
	Predefined asset types or create custom types to suit your needs
	Track and visualise relationships between assets
	Auto-generate QR and/ or barcodes, plus built-in smartphone support
	Automatic warranty checking, reporting, and tracking

IPAM	KEY FUNCTIONALITY
IP address management (IPAM) in the data center is a vitally important component to effectively managing the data center. Device42 provides centralised management of your data center's IP address space.	Centralized management IPv4 and IPv6 addresses
	Full VRF groups and nested subnet support
	Sync with DNS servers
	Automatically keep IP information up-to-date
	Provide subnet tree for comprehensive operations
	Integrate with VMWare vRealize and Foreman for IP Address Assignment

PASSWORD MANAGEMENT	KEY FUNCTIONALITY:
Device42's enterprise IT password management centrally and securely manages shared passwords used between IT teams.	Auto-generate secure passwords
	Automatic logout on inactivity
	Easy search features

	Securely copy passwords to clipboard without displaying them
	AES 256-bit encryption for both storage and backup
	Complete role-based access controls
	Integrate with CyberArk and Microsoft LAPS to drive discovery with remote credential stores.

02

Storage Discovery

It can be a challenge to reliably and accurately report on enterprise storage consumption, performance, and configuration across multiple vendors. Storage Discovery by Device42 provides agentless, vendor-agnostic visibility across popular storage vendors such as EMC, NetApp, Pure Storage, Hitachi, IBM, and more. It collects and normalises enterprise storage metrics on performance, configuration, and capacity data from storage arrays, servers, and switches from physical spindles to file systems in virtual machines.

Get insight across complex, multiple storage environments to optimise capacity, improve efficiency, troubleshoot storage issues, and identify storage trends.

Drill down into storage arrays in your enterprise for status, capacity, uptime and provisioning level information.

Get a visual overview of your storage array framework that features resource maps.

Deliver the reports you need for deep analysis of your storage requirements.

03

Software Discovery & License Management

While understanding what assets are deployed across the data center infrastructure is a critical component, it's also important for organisations to create and maintain a comprehensive, accurate profile of the software deployed on machines across the entire IT infrastructure. Using Device42's powerful agentless software discovery process, organisations can create and maintain a comprehensive, accurate profile of the software deployed on Windows and Linux machines across the entire IT estate—from the server to the desktop level.

Catalogue installed packaged software.

Catalogue installed patches and versions.

Compare current usage to license counts.

Detect prohibited software.

Track license agreements and expiration dates.

Identify purchased vs. installed software.

Provide customizable notification alerts.



04 Application Dependency Mapping

Application Dependency Mapping (ADM) capabilities enable Device42 to auto-discover application dependencies and service dependencies on a deeper level across your entire network. ADM will identify groups of services that contribute to a known application. These services are then grouped and the communication between these applications, other services, and the underlying infrastructure is automatically mapped. ADM also gathers additional details as well, including config file data. ADM is useful in a broad range of scenarios. You can inform migration and transformation projects with detailed dependency information. Downstream impacts from incidents inform lifecycle operations ITSM and DevOps.	Agentless services and application discovery using native protocols with optional agents are available.
	Application dependency diagrams visualise application-to-device relationships. Map applications to servers, servers to switch ports, and users to devices and applications.
	Use Application Impact Lists to reduce risk and potential downtime during cutovers, upgrades, and migrations by understanding application interdependencies and connections.
	Automatically discover application components for applications such as Oracle, Postgres, MySQL, MongoDB, IIS etc. including their respective software version information, processes, and executables.
	ADM offers detailed configuration discovery.view discovered configuration details for major applications like Oracle, Microsoft SQL, MongoDB, PostgreSQL, MySQL, ColdFusion, IIS, Apache, and more.

05 Resource Utilization & Cloud Recommendation Engine



ADM offers detailed configuration discovery.view discovered configuration details for major applications like Oracle, Microsoft SQL, MongoDB, PostgreSQL, MySQL, ColdFusion, IIS, Apache, and more.	See up-to-date utilisation data (disk, network I/O, CPU and memory) across your IT infrastructure.
	Get clear recommendations for sizing or right sizing existing workloads for AWS, Azure, Google (GCP), Oracle, and VMWare Cloud on Amazon Web Services (AWS).
	This includes a user- configurable safety factor slider that allows padding of requirement calculations by your chosen margin.
	Use Device42 Business Applications to plan migration move groups.

06 Power Monitoring

Device42 has an optional module for power monitoring. It discovers power and thermal monitoring from supported SNMP-enabled power distribution units (PDUs), universal power supplies (UPSs), and computer and room air conditioning CRAC) units. Power monitoring includes detailed device information that can be accessed directly through Room Layout View.	Get full data centre visualisation with drag-and-drop object management, drill downs, and heat maps.
	See temperature and humidity information in Room Layout View.
	Understand power and Space availability by room.
	Track historical power at the PDU level, and thermal data at the rack level for power estimation and capacity planning.
	Generate rack diagrams to accurately represent device placement.

Pricing for D42 is as below,

Tier (devices)	Core+SLM / device / year
0-1000	£7.60
1001-2500	£6.34
2501-5000	£5.40
5001-10000	£4.41
10000+	£3.47
ADM	
1-250	£36.85
251-500	£32.74
500-999	£28.68
1000+	£24.57