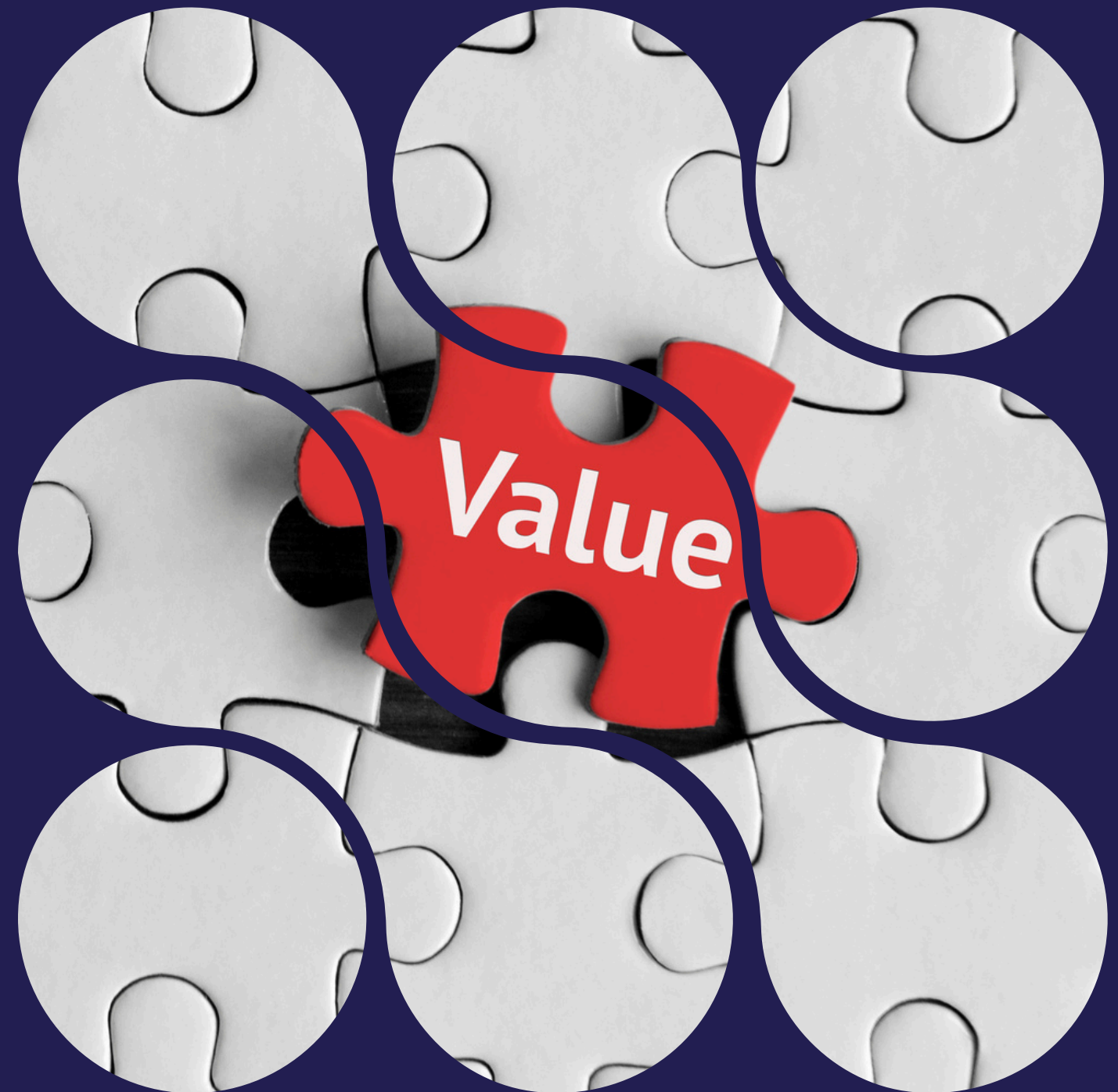


Pricing Framework

G-Cloud 15 • Version: 2026 Edition

SFIA-Aligned Pricing & Commercial
Framework



We Don't Just Deliver Data and Analytics.

We Build Capability.

Our Mission is Clear

To deliver modern, cloud-ready data solutions that empower your organisation.

Every engagement is designed not only to deliver outcomes, but to upskill your people, strengthen your internal capability, and create a future-proof data ecosystem

Building Skills That Last

As we guide your data journey, we also embed internal capability at every step through collaborative design, hands on training, and real world application. Your teams don't just consume data, they innovate, build, and become integral to shaping your data roadmap.

Driving greater ROI and creating a sustainable data ecosystem that empowers smarter decisions and long term growth

Our Team

Building Skills That Last



Our team isn't a group of consultants. We are a close-knit, **family of data specialists** who have worked together across multiple projects, grown together, and developed a strong, unified way of working.

Over the years, we've built **deep trust, shared delivery patterns**, and a consistent approach that allows us to collaborate seamlessly and bring clarity, momentum, and confidence to every engagement.

All members of our team hold BPSS security clearance as a minimum, and we are willing to progress to higher levels of vetting, including DV, where a call-off requires it.

We **actively invest in our people** through continuous learning, structured development pathways, and dedicated time for innovation. This means the expertise you access is always evolving, always improving, and always grounded in real-world delivery experience.

Because our team grows and learns collectively, they bring that mindset into every partnership, openly sharing knowledge, **strengthening capability within your teams**, and helping them develop, enhance, and innovate with the tools and platforms we build together.

We believe the strongest data ecosystems are **built by empowered people**. That's why we invest deeply in our own specialists and why we're committed to developing capability within yours.

Our Pricing Philosophy



Transparent & Framework-Aligned

We provide clear, consistent pricing that aligns with our published SFIA day rates, a fixed onboarding structure, and a transparent 5% framework-wide discount applied across all services in this lot. By keeping our baseline pricing simple and openly available, buyers can clearly see how costs are calculated, how the discount is applied, and where value is delivered.

Fair, Sustainable & Quality-Driven

Our rates are designed to balance competitiveness with the ability to deliver high-quality expertise. Our pricing reflects a sustainable model that enables experienced teams to deliver meaningful, long-term outcomes.

Our commercial structure follows the framework's required pricing mechanism:

Total Price = Baseline SFIA Rate
+ Fixed Onboarding
– Framework Discount
– Further Supplier-Specific Schemes (if applicable)

Further Supplier-Specific Schemes are tiered discounts available for larger or longer engagements. These are evaluated on a case-by-case basis to ensure the savings offered are proportionate, transparent, and do not affect our baseline SFIA rates or fixed onboarding costs.

Pricing Models



Pricing Models (How We Charge)

Dataframe provides two commercial models under G-Cloud 15 Lot 3, depending on the nature of the engagement and the level of certainty required.

Time & Materials (Standard Model)

Most Cloud Support services are delivered on a Time & Materials basis using our published SFIA day rates. This model provides flexibility where scope may evolve, or where iterative delivery is preferred. Charges are based on the actual number of days delivered, supported by transparent timesheets and call-off governance.

Fixed Price (Available Where Scope Is Defined)

Where outcomes, deliverables, and acceptance criteria are clearly defined in advance, we can provide fixed-price Statements of Work. Fixed prices are calculated using estimated SFIA-aligned effort, risk-adjusted resourcing, and any required onboarding. This ensures cost certainty while maintaining alignment to the G-Cloud 15 price mechanism.

Fixed-price work is always accompanied by a detailed Statement of Work and follows the call-off contract's change-control and acceptance processes.

Our Pricing



Skills For the Information Age (SFIA) Definitions and rate card

Standard rate card – Onshore Rates (applicable for services from UK)

All prices shown are exclusive of VAT.

	Strategy and architecture	Change and transformation	Development and implementation	Delivery and operation	People and skills	Relationships and engagement
1. Follow	£394	£394	£394	£394	£394	£394
2. Assist	£551	£551	£551	£551	£551	£551
3. Apply	£683	£683	£683	£683	£683	£683
4. Enable	£840	£840	£840	£840	£840	£840
5. Ensure, advise	£998	£998	£998	£998	£998	£998
6. Initiate, influence	£1208	£1208	£1208	£1208	£1208	£1208
7. Set strategy, inspire, mobilise	£1,523	£1,523	£1,523	£1,523	£1,523	£1,523

Consultant’s Working day: 8 hours exclusive of travel and lunch

Working week: Monday to Friday excluding national holidays

Office hours: 9:00am to 5:00pm Monday to Friday (Local time)

Travel, mileage subsistence: Included in day rate within 30 miles of office base. Payable at department’s standard travel and subsistence rates outside of this range

Mileage: As for travel, mileage subsistence.

Professional indemnity insurance: included in day rate.

Taxes & Expenses: The day rate quoted above are exclusive of any taxes & expenses. Taxes will be charged based on the local tax implications and expenses will be charged as per actuals as per the agreement with the customer.

Supplier-Specific Schemes

Value-Based Discounts



Supplier-Specific Tiers represent optional, value-based discounts that may be applied where a call-off reaches defined contract value thresholds. Application of these tiers is determined on a case-by-case basis and is not automatic. Discounts are agreed at order-form stage and do not amend our baseline SFIA day rates or fixed onboarding charges.

Tier	Contract Value	Discount
1	£0–£300,000	0%
2	£300,001–£500,000	1%
3	£500,001–£750,000	2%
4	£750,001–£1,000,000	3%
5	£1,000,001+	4%

All prices shown are exclusive of VAT.

Onboarding Pricing



Onboarding represents the one-off mobilisation and setup activities required at the start of a call-off contract. In Cloud Support services, onboarding ensures our team can work securely, efficiently, and in alignment with your organisation’s technology, governance and delivery processes.

Onboarding activities may include initial mobilisation, access provisioning, environment setup, knowledge transfer, familiarisation with existing systems, security and compliance checks, and handover of any required documentation or configuration needed before delivery begins.

We set our nine onboarding prices to provide a fair balance between competitiveness, clarity for buyers, and deliverability. Different projects require different levels of mobilisation, so the nine price points give buyers a transparent range of options depending on the scale and complexity of their needs.

All prices shown are exclusive of VAT.

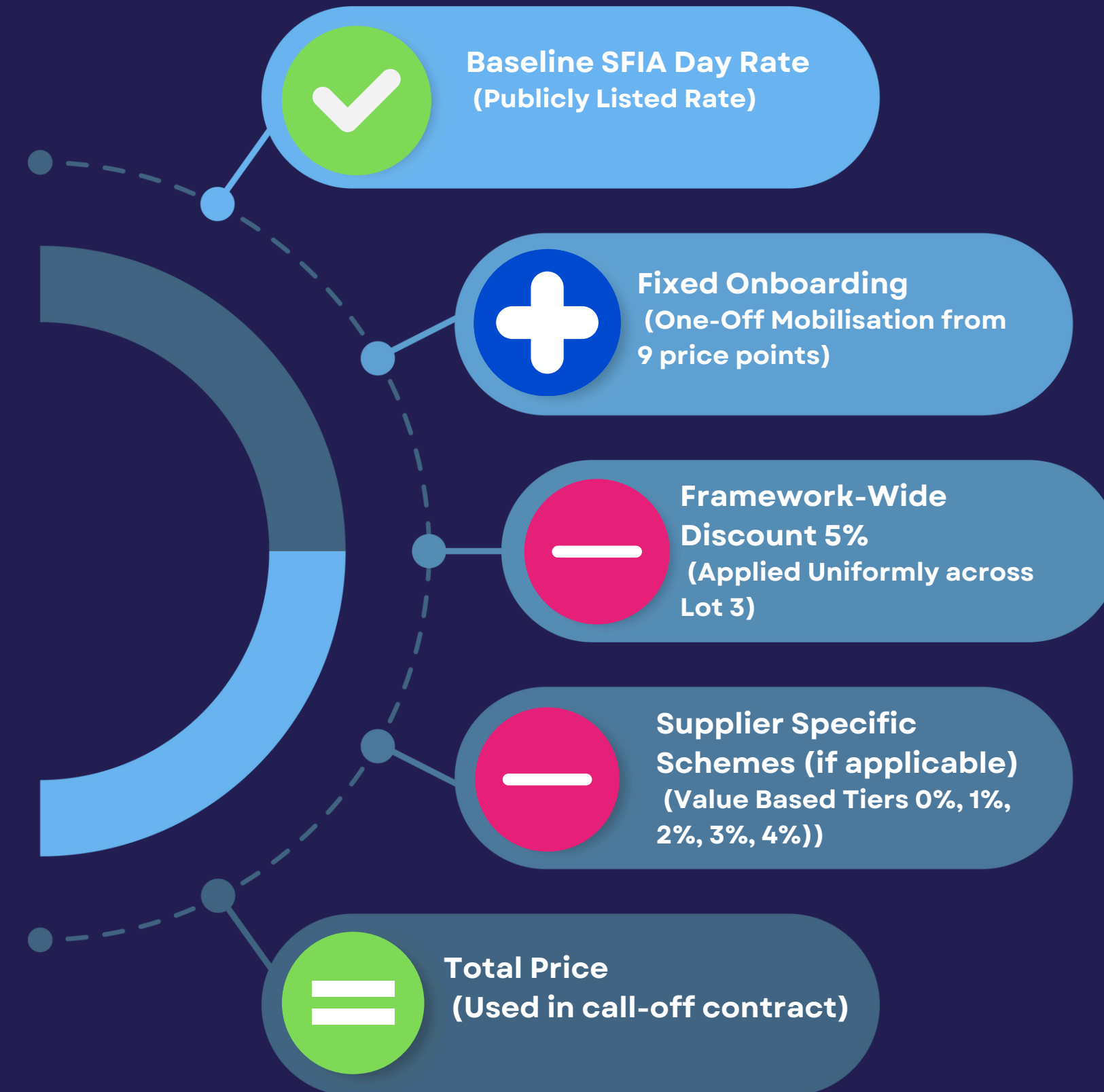
Tier	Contract Value
1	£2500
2	£4000
3	£5500
4	£7000
5	£8500
6	£10000
7	£12000
8	£14000
9	£18000

Price Certainty Statement

Dataframe Solutions provides price certainty through a published SFIA rate card, a fixed onboarding schedule, and a single 5% framework-wide discount that applies across all Lot 3 services. Baseline pricing is publicly available and updated only through formal releases; onboarding prices remain fixed for the duration of the framework iteration.

We confirm roles, deliverables, and effort through Statements of Work before mobilisation, and avoid percentage-based uplifts by quantifying delivery risk using additional resource estimates at standard rates. Where appropriate, we may apply case-by-case Supplier-Specific Tiers for larger programmes; these do not change published baseline prices and are agreed at order-form stage.

Travel and subsistence are excluded from day rates and follow the buyer's policy unless otherwise stated in the call-off. We provide periodic commercial reviews to ensure agreed rates, discounts, and schemes remain aligned to buyer outcomes and framework rules.



Price Mechanism

Service Inclusions, Exclusions & Pricing Assumptions

Included

Our pricing includes the following as standard for all Cloud Support engagements delivered under this framework:

- Labour delivered at the relevant SFIA level
- Standard reporting (e.g., RAID logs, weekly or bi-weekly progress updates)
- Knowledge transfer embedded throughout delivery
- Internal tooling and licences used by Dataframe to deliver the engagement
- Travel within 30 miles of our office base
- Access to our delivery governance, quality assurance and escalation processes
- Collaboration using agreed channels, documentation standards and secure ways of working

Excluded

These items fall outside core day-rate delivery and will be charged separately at cost or scoped as part of a Statement of Work where required:

- Buyer-owned platform licences, cloud consumption and third-party software fees
- Non-standard travel, accommodation, or subsistence
- Mandatory security clearances beyond BPSS (e.g., SC, NPPV, DV)
- Bespoke training packages or formal classroom-style training
- Any work requiring specialist third-party services not included in our SFIA rate card
- Additional scope, deliverables, or change requests (managed through the Call-Off Contract change-control process)

Price Mechanism

Ordering & Call-Off Process

- Services are procured via a G-Cloud Call-Off Contract. We confirm scope, roles, onboarding and effort in a Statement of Work (SoW).
- **Charging model - T&M (standard):** Invoiced monthly in arrears for approved days at our published SFIA rates.
- **Charging model - Fixed Price:** Invoiced to agreed milestones/deliverables defined in the SoW.
- **How price is calculated:** At order-form stage we combine baseline SFIA day rates, fixed onboarding, the 5% framework-wide discount, and any agreed Supplier-Specific Tier (if applicable).
- **Governance & changes:** Weekly/bi-weekly progress and RAID. Any scope change follows the call-off change-control process before it affects price or timeline.
- **Security & T&S:** All team members hold BPSS (minimum); we can progress to DV where required.
- **Travel** is included within 30 miles of our office base; beyond this we follow the buyer's T&S policy.
- **VAT:** All prices exclude VAT; VAT added at the prevailing rate.



Example Team Composition



This example shows how SFIA day rates, the 5% framework-wide discount, and (if applicable) Supplier-Specific Tiers could be applied. It is illustrative only. Actual team composition and pricing are tailored to the call-off scope and agreed at order-form stage.

Example: 1-Month Cloud Support Engagement

Assumptions: 5 roles, 20 billable days per role per month, baseline SFIA rates (5% Framework wide discount).

Because the total contract value for this example is below the £300,000 threshold, the applicable Supplier-Specific Tier is Tier 1 (0%), so no additional tiered discount applies.

Role	SFIA	Days / Effort	SFIA Rate (£/Day)	Total at SFIA Rate	Rate After 5% FW (£/day)	Total After 5% FrameWork Wide Discount (£)
Data Analyst	L2	20	551.00	11,020.00	523.45	10,469.00
Senior Data Analyst	L3	20	683.00	13,660.00	648.85	12,977.00
Data Engineer	L4	20	840.00	16,800.00	798.00	15,960.00
Project Manager	L4	10	840.00	8,400.00	798.00	7,980.00
Head of Data Strategy/Transformation	L7	5	1,450.00	7,250.00	1,377.50	6,887.50
Total (Exclusive of VAT)				57,130.00		54,273.50



Thankyou