



G-Cloud 15 - Pricing Overview

Our pricing model is transparent, scalable and aligned to NHS usage, with costs linked to actual service consumption rather than fixed, high upfront licence fees.

Pricing Components

1. One-time implementation fee
2. Annual platform, infrastructure and hosting fee
3. Usage-based call charges (per minute, volume-discounted)

One-Time Implementation Fee (ex. VAT)

Covers discovery, configuration, testing, training and go-live support.

£15,000 – £50,000 (one-off, based on standard use cases)

Annual Platform, Infrastructure & Hosting Fee (ex. VAT)

Includes secure UK-based cloud hosting, platform access, monitoring, maintenance, support and compliance.

£15,000 - £50,000 per annum

Usage-Based Call Pricing (ex. VAT)

Monthly Call Volume (Minutes)	Price per Minute
0 – 25,000	£0.20
25,001 – 50,000	£0.17
50,001 – 100,000	£0.15
100,000 +	£0.13

Illustrative Cost Example

Medium NHS Trust (30,000 minutes per month):

Year 1 total cost: approximately £84,000 (includes implementation)

Ongoing annual cost: approximately £69,000