



G-Cloud 15
Pricing Document

Ardoq - automated, data-driven SaaS for Enterprise Architecture and Digital Transformation

Lot 2b Software as a Service (SaaS)

Software Commercial Model

Ardoq's software pricing model is designed to be simple, transparent and predictable for buyers and their respective procurement teams. Underpinning the software commercial model is a number of key principles:

1. You pay for what you manage, not a bloated license you may never fully use - Some vendors offer unlimited apps but that usually means you're subsidizing other customers. Ardoq's model is built to reflect your real usage and deliver outcomes from day one.

2. Aligned to your footprint - pricing scales with your actual IT complexity; the number of apps you're managing, not arbitrary tiers or users.

3. Predictable & Scalable - Clearly defined tiers ensure cost predictability. More apps mean a lower per-app cost, rewarding your growth, rather than penalizing it. We make it easy for procurement to budget and forecast without surprises or mid-year renegotiations.

4. Unlimited users = limitless collaboration - Unlimited users means every stakeholder (from business to IT) can contribute to living architecture. We don't just enable collaboration, we enable customers to drive outcomes from it.

5. Faster ROI - No complex a la carte structures. See initial value within 30 days without overcommitting upfront.

6. You stay in control - If you grow, you know what it'll cost. If your app footprint shrinks, your pricing reflects that too. Easily plan growth or right-size your architecture based on actual needs. Cost Predictability: App tiers are clearly defined, so you know exactly when you'll scale up and what it will cost.

Therefore, any subscription to Ardoq's platform provides customers with:

- ✓ **Unlimited users** = democratized decision intelligence
- ✓ **Proprietary graph database technology** = always current architectures
- ✓ **AI augmentations** (generative, reasoning, querying, analysis & insights)
- ✓ **Industry's best reporting** & data visualizations that everyone can grasp
- ✓ **Ultra-flexible metamodel** = no rigidity or modeling restrictions
- ✓ **Triggered automated workflows**, notifications & user-based alerts
- ✓ **Unique branching** & analysis capabilities in scenario modeling (future states)
- ✓ **The deepest granularity** of permissions and access controls
- ✓ **The largest library** of Out-of-Box Solutions built by EAs for EAs

Fundamentally the SaaS subscription cost is dictated by three simple variables:

Outcomes/Modules

the outcomes and therefore the use-cases you wish to drive from the solution, which, in turn, dictates whether you purchase the entire platform encompassing all modules or simply one module to maximize value.

Add-Ons

do you need the functionality provided by 2 optional add-ons to the core offering?

Applications

the number of applications you want to model in your estate

Outcomes/Modules

Business & IT Optimization Suite

See what you have. Cut the waste. Build the baseline.

INCLUDES:

- Most Core Features including API access, Discover, Broadcasts, Audit logs, Granular Permissions
- Full metamodel flexibility
- OOTB Solutions: Foundation, Application Rationalization (AppRat), Infrastructure & Hosting, Technical Capabilities, IT Cost Management, Data Lineage, Business Value Streams, Business Process Management, Application Integration Management, AI Lens: Enterprise AI Management
- Large suite of integrations

Built for: EAs, IT portfolio managers

Strategic Planning Suite

Design the future. Prioritize change. Drive execution.

INCLUDES:

- Additional Features: Scenarios
- Additional OOTB Solutions: Strategy to Execution Series, Cloud Migration Planning
- Additional Integrations: Jira and Lucidchart**

**Two way integration. Basic export included in Visibility

Built for: CTOs, strategy leads, transformation teams

GRC Suite

Reduce risk. Prove compliance. Own your IT reality.

INCLUDES:

- Additional OOTB Solutions: Risk Management, Compliance Management, Architecture Records Management, Technology Debt Management, Technical Portfolio Management, Solution Health Check, Business Health Check, Pre-built Frameworks & Standards (DORA, TOGAF, NIST, more.), Regulatory Compliance, AI Lens: Enterprise AI Governance, AI Lens: EU AI Act
- Additional Integrations: IT-Pedia

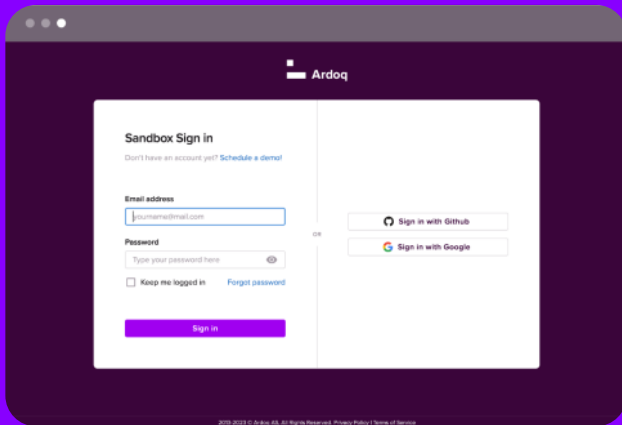
Built for: CISOs, chief architects, risk & audit leaders

Add-Ons

In addition to our core offering encompassing the core modules listed above, customers can also purchase 2 optional add-ons if required:

Ardoq Sandbox

A safe, secure and separate environment for developing, testing and validating ideas.

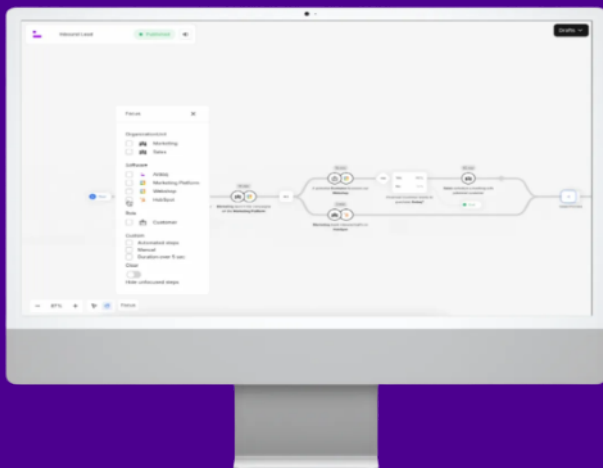


Allows you to...

- Reduce risks of unwanted changes
- Improve testing & innovation
- Increase confidence in deployments
- Safely test new metamodels, workflows, and integrations without breaking production.
- Give new architects & business users a hands-on learning space before they work with live data.
- Start with cloned production data to test real-world scenarios, but without any risk to your live system.

Ardoq Shiftx (powered by Ardoq AI)

Easy process design with native, AI-powered process modeling.



Provides:

- Drag and Drop Mapping
- Linking of Process to Architecture
- Real-Time Collaboration

Allows you to:

- Easily build, adjust, and visualize workflows with a simple, no-code interface—perfect for business users.
- Seamlessly connect business processes to systems, applications, and dependencies within Ardoq
- Give stakeholders the ability to co-author, comment, and refine processes live, ensuring everyone stays aligned.

Applications

How does app-based pricing work?

The more apps you manage with Ardoq, the lower your price per app...

Tiers:

50 / 100 / 150 / 200 etc apps

Unlimited

users.

Lower price

per app as you scale

Start small

prove the value, and effortlessly scale as you grow!

In year 1, we allow customers a certain amount of 'overage' or 'bursting' - this is leeway on your app tier in the event you breach your anticipated tier.

Software Pricing Table

Note that all prices below are exclusive of VAT

Note that educational organisations benefit from a 10% reduction in all prices listed below

# Apps	Module Options		Mandatory Purchase	Optional Add-Ons	
	Business & IT Optimization Suite Module Only *	All 3 Modules [Business & IT Optimization Suite, Strategic Planning Suite, GRC Suite]	Ardoq Technical Support	Sandbox	Process Mapping (AKA Ardoq ShiftX)
50	£17,351	£29,496	£1,735	£7,424	£37,120
100	£29,696	£50,483	£2,970	£7,424	£37,120
150	£38,120	£64,804	£3,812	£7,424	£37,120
200	£45,656	£77,615	£4,566	£7,424	£37,120
250	£52,473	£89,204	£5,247	£7,424	£37,120
300	£58,696	£99,782	£5,870	£7,424	£37,120
350	£64,420	£109,514	£6,442	£7,424	£37,120
400	£69,720	£118,525	£6,972	£7,424	£37,120
450	£74,655	£126,914	£7,466	£7,424	£37,120
500	£79,271	£134,761	£7,927	£7,424	£37,120
550	£83,606	£142,131	£8,361	£7,424	£37,120
600	£87,695	£149,081	£8,770	£7,424	£37,120
650	£91,561	£155,654	£9,156	£7,424	£37,120
700	£95,230	£161,891	£9,523	£7,424	£37,120
750	£98,720	£167,824	£9,872	£7,424	£37,120
800	£102,047	£173,481	£10,205	£7,424	£37,120
850	£105,226	£178,884	£10,523	£7,424	£37,120
900	£108,270	£184,059	£10,827	£7,424	£37,120
950	£111,190	£189,023	£11,119	£7,424	£37,120
1000	£113,995	£193,791	£11,400	£7,424	£37,120

1050	£116,694	£198,380	£11,669	£7,424	£37,120
1100	£119,295	£202,801	£11,930	£7,424	£37,120
1150	£121,805	£207,068	£12,181	£7,424	£37,120
1200	£124,230	£211,190	£12,423	£7,424	£37,120
1250	£126,575	£215,177	£12,658	£7,424	£37,120
1300	£128,845	£219,037	£12,885	£7,424	£37,120
1350	£131,046	£222,778	£13,105	£7,424	£37,120
1400	£133,181	£226,407	£13,318	£7,424	£37,120
1450	£135,254	£229,932	£13,525	£7,424	£37,120
1500	£137,269	£233,357	£13,727	£7,424	£37,120
1550	£139,228	£236,688	£13,923	£7,424	£37,120
1600	£141,136	£239,931	£14,114	£7,424	£37,120
1650	£142,994	£243,090	£14,299	£7,424	£37,120
1700	£144,805	£246,168	£14,481	£7,424	£37,120
1750	£146,571	£249,170	£14,657	£7,424	£37,120
1800	£148,294	£252,099	£14,829	£7,424	£37,120
1850	£149,977	£254,962	£14,998	£7,424	£37,120
1900	£151,621	£257,755	£15,162	£7,424	£37,120
1950	£153,229	£260,489	£15,323	£7,424	£37,120
2000	£154,800	£263,160	£15,480	£7,424	£37,120

*can be purchased as a standalone solution

**For pricing above 2000 apps, please speak
to your Ardoq representative or via sales.uk@ardoq.com.**

Ardoq Pre-Packaged Professional Services Offerings

All clients will receive our Foundations Onboarding, which includes a kick-off and 4 workshops to fast-track your Ardoq journey. Each client must purchase at least one Business Outcomes, and additional services can also be purchased when assistance is required. If you require help to scope additional services, please reach out to your Ardoq representative. Services are delivered remotely by a team of experts with a combined 30+ years in Enterprise Architecture and Client-Facing delivery.*

Note that all prices below are exclusive of VAT

Service Offerings	Activities	Price
Onboarding		
Foundations	4 enablement workshops & basic set-up	Included
Business Outcomes		
Application Rationalization	8 workshops focused on a creating comprehensive application view	£9,520.00
Strategy to Execution	6 workshops focused on developing a comprehensive view of initiatives, supporting elements, and visualizations	£7,480.00
Application Risk	6 workshops focused on understanding your controls, risks, regulations et.al.	£7,480.00
Business Outcome Extensions		
Application Portfolio Rationalization	Model my Servers, and where Applications are hosted	£4,080.00
	Model my Technical Capabilities	£2,040.00
	Model how data is transferred across applications	£2,040.00
	Model my Value Streams	£2,040.00
	Model my AI-enabled technologies	£2,040.00
Strategy to Execution	Plan my Cloud Migration	£2,040.00

Business Outcome Extensions

Application Risk	Capture Architectural Decisions	£2,040.00
	Catalog my Tech Debt	£2,040.00
	Catalog my Technologies	£2,040.00
	Evaluate our Internal Policies for compliance	£2,040.00
	Govern my AI-enabled technologies	£2,040.00
Additional Use Cases	Standard Use Case Deployment	£2,040.00

Additional Add-on Services

Integrations & API	Standard integration connector set-up: ServiceNow	£3,400.00
	Integration Assistance: Ardoq to ServiceNow	£4,080.00
	Standard integration: Signavio	£4,080.00
	Standard integration connector set-up: Azure	£3,400.00
	API Education	£1,700.00
	Integration Logical Design	£1,700.00
Training, Migration, and Ad Hoc Services	Train-the-Trainer Education	£4,080.00
	Legacy EA tool data migration	£6,800.00
	Engagement Management Block of 8 Hours	£1,360.00
	Ad-hoc Assistance Block of 8 Hours	£1,360.00
Health Check	Health check - High-level	£4,080.00
	Health check - Deep-dive	£6,800.00

***Note that services can be delivered onsite at a cost of £500 per Ardoq employee per day**