



Transforming IT, Powering Growth

G-Cloud 15: Pricing Framework

Supports both - Nexo ServiceNow Implementation and
Support Cloud Support & Nexo ManageEngine
Implementation and Cloud Support

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Overview

Neyo's pricing model is structured, transparent, and flexible—designed to align with your specific implementation scope, platform choice, and support requirements. We work with you to define realistic costs upfront and avoid hidden fees or scope creep surprises.

Our pricing framework covers three key areas:

- 1 Implementation Pricing — Service delivery across three phases
- 2 Support Pricing — Ongoing support tiers and options
- 3 Optional Services — Additional capabilities and add-ons

Part 1: Implementation Pricing

Pricing Structure

Our implementation pricing is based on:

- **Phase scope** — Discovery & Assessment, Design & Configuration, Deployment & Enablement
- **Platform selected** — ServiceNow (enterprise-scale) vs. ManageEngine (rapid/cost-effective)
- **Complexity factors** — Data volume, integrations, customization, organizational size
- **Resource commitment** — Full-time vs. part-time buyer team availability
- **Timeline** — Actual duration varies; see scenarios below

Pricing Approach

- **Flexible engagement model** — Scale resources up/down based on actual need
- **Transparent daily/weekly rates** — Clear visibility into resource costs
- **Fixed deliverables** — Defined outputs per phase (reports, specifications, runbooks, training)
- **Contingency included** — Built-in buffer for unknowns discovered during Phase 1
- **No surprises** — All costs documented upfront in Call-Off Order

Typical Implementation Scenarios

Scenario	Platform	Est. Duration	Engagement Model	Use Case
Small Organization (50–200 users)	ManageEngine	8–12 weeks	Fixed-price; rapid deployment focus	Rapid time-to-value; lower cost
Mid-Market (200–1,000 users)	ServiceNow or ManageEngine	12–16 weeks	Time & materials; phased resourcing	Balanced capability & cost

Enterprise (1,000+ users)	ServiceNow or ManageEngine multi-module	16–24+ weeks	Time & materials; dedicated team; complex integrations	Enterprise complexity; multiple modules
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Note: Actual duration depends on organizational readiness, data complexity, integration scope, and buyer resource availability. Timeline discussed and agreed during scoping phase.

What's Included in Implementation Price

- All three implementation phases (Discovery & Assessment, Design & Configuration, Deployment & Enablement)
- Structured knowledge transfer and training program
- Comprehensive documentation, operational runbooks, troubleshooting guides
- Data migration, validation, and reconciliation
- Go-live support (typically 2 weeks)
- Post-go-live stabilization (typically 4 weeks)
- Configuration aligned to your operating model and governance
- Integration design with existing systems and databases

What's Not Included (Optional Add-Ons)

The following items are scoped separately and may incur additional cost:

- Extended parallel running (beyond standard 2-4 week window)
- Out-of-hours go-live support
- Transition to replacement supplier (separate engagement)
- Additional training courses or refresher sessions beyond agreed program
- Change orders extending scope beyond agreed Statement of Requirements
- Custom development or complex third-party integrations
- Extended vendor escalation support beyond standard SLAs

Part 2: Support Pricing

Support Model Overview

Post-implementation support is critical to long-term platform success. Noyo offers structured, responsive support across three tiers. Buyers select tier(s) based on criticality, organizational capability, and support requirements

Tier 1: Help Desk & User Support (First Line)

Purpose:

Address user-facing issues, training needs, and standard requests

- **Monthly Retainer:** Defined hours allocation (e.g., 40 hours/month)
- **Excess Usage:** Hourly rate for hours beyond monthly allocation
- **Response Time:** 4 business hours (per SLA)
- **Resolution Target:** 2 business days for standard issues

Scope:

- User training and support
- Password resets and access requests
- Standard incident logging and troubleshooting
- FAQ development and user documentation support
- Help desk call handling (email, phone, ticket portal)

Staffing: Monday–Friday, 08:00–18:00 UK time (custom hours available)

Typical For: Organizations with strong internal IT team; support focused on user-facing issues only

Monthly Retainer Breakdown (Example):

- 40 hours/month included in retainer
- Excess hours billed at £[XX]/hour
- Typical monthly cost: £[X,XXX]

Tier 2: Technical Support & Configuration(Second Line)

Purpose:

Handle complex technical issues, platform troubleshooting, and optimisation.

- **Monthly Retainer:** Defined hours allocation (e.g., 20 hours/month)
- **Excess Usage:** Hourly rate for hours beyond the monthly allocation
- **Response Time:** 2 business hours for high-priority issues
- **Resolution Target:** 5 business days for complex issues

Scope:

- Configuration troubleshooting and optimization
- Data integrity issues and root cause analysis
- Integration problems and API troubleshooting
- Platform performance monitoring and tuning
- Workflow automation enhancements
- Vendor escalation coordination
- Technical documentation updates

Expertise:

- ServiceNow/ManageEngine platform administration
- ITSM process design and alignment
- Integration architecture and implementation
- Performance optimization and capacity planning

Staffing: Monday–Friday, 08:00–18:00 UK time (custom hours available)

Typical For: Organizations needing hands-on technical support during and after go-live.

Monthly Retainer Breakdown (Example):

- 20 hours/month included in retainer
- Excess hours billed at £[XX]/hour
- Typical monthly cost: £[X,XXX]

Tier 3: Strategic Advisory & Optimization (Proactive)

Purpose:

Drive continuous improvement, platform evolution, and strategic vendor engagement.

- **Monthly Retainer:** Fixed (usage-based escalations do not apply)
- **Engagement Model:** Proactive, structured monthly touchpoints
- **Response Time:** Immediate escalation for critical issues
- **Strategic Focus:** Long-term platform maturity and capability roadmap

Scope:

- Quarterly performance reviews with full stakeholder engagement
- Platform optimization recommendations based on usage analytics
- Roadmap planning for capability maturity progression
- Cost optimization and licensing advisory
- Proactive performance monitoring and trend analysis
- Strategic vendor relationship management
- Emerging feature adoption and capability planning
- Executive reporting and business value communication

Includes:

- Monthly strategic review call
- Quarterly deep-dive assessment and recommendations
- Proactive vendor coordination (ServiceNow/ManageEngine)
- Emerging technology advisory (AI, automation, etc.)
- Peer benchmarking and best practice sharing

Typical For: Enterprise organizations committed to continuous improvement and long-term platform value.

Monthly Retainer (Fixed): £[X,XXX]

Support Bundling & Renewal Options

Bundle Discounts:

- Tier 1 + Tier 2 = 10% discount on combined monthly retainer
- Tier 1 + Tier 2 + Tier 3 = 15% discount on combined monthly retainer

Commitment Discounts:

- 12-month commitment = 5% discount on support retainer
- 24-month commitment = 10% discount on support retainer
- Multi-year lock-in available for cost certainty

Renewal Terms:

- Support contracts renewable annually
- Terms negotiable based on performance, scope changes, and organizational growth
- No automatic renewal; renewal terms discussed 60 days before contract end
- Ability to scale support tiers up/down with 30 days' notice

Optional Support Add-Ons

Add-On	Description	Pricing Model	Use Case
Out-of-Hours Support	Critical incident response outside business hours (evenings, weekends, holidays)	Premium hourly rate; minimum 4-hour engagement	For 24/7 operations or time-sensitive go-lives
Extended Response SLA	Guaranteed 1-hour response for critical issues (vs. standard 2-4 hours)	Fixed monthly premium	For business-critical platforms with zero-tolerance downtime
Named Account Manager	Dedicated resource for strategic engagement and	Fixed monthly fee	For enterprise accounts with complex needs

	relationship management		
Weekend/Holiday Coverage	24/7 availability during specified periods (e.g., month-end close, peak season)	Custom pricing per period	For seasonal or event-driven support needs
Proactive Monitoring	24/7 automated monitoring with alerting for platform performance and availability	Fixed monthly fee	For mission-critical platforms requiring round-the-clock oversight

Part 3: SFIA Rate Card UK Onshore

SFIA Level	SFIA/Neyo Role	Strategy and architecture	Change and transformation	Development and implementation	Delivery and operation	People and skills	Relationships and engagement
1- Follow	Junior Service Desk Assistant	£500	£500	£500	£500	£500	£500
2-Assist	Project Assistant, Junior Support Analyst	£500	£500	£500	£500	£500	£500
3-Apply	Support Analyst, Junior Developer	£500	£500	£500	£500	£500	£500
4-Enable (BA/Tester)	Tester, Business Analyst	£500	£500	£500	£500	£500	£500
4-Enable (Dev/Scrum)	Developer, Scrum Master	£750	£750	£750	£750	£750	£750
5-Ensure, advise (Trainer)	Trainer / Change Lead	£650	£650	£650	£650	£650	£650
5-Ensure, advise (Senior)	Senior Config Consultant, Senior Business Analyst, Agile Delivery Manager	£900	£900	£900	£900	£900	£900
6-Initiate, influence	Principal Architect, Senior ServiceNow Consultant, Senior ManageEngine Consultant, Engagement Manager / Project Lead	£1,200	£1,200	£1,200	£1,200	£1,200	£1,200
7- Set strategy, inspire, mobilise	Strategic Advisor / Consulting Director	£1,350	£1,350	£1,350	£1,350	£1,350	£1,350

Standards for consultancy day rate cards

- **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
- **Travel, mileage subsistence:** Included in day rate within M25. Payable at the department's standard travel and subsistence rates outside M25
- **Mileage:** As for travel, mileage subsistence
- **Professional indemnity insurance:** included in day rate
- **Out-of-hours support:** Available for critical incidents by prior agreement and priced separately.

Work will primarily be conducted remotely, with the option for hybrid in-office days as per project requirements. Resources working outside of the M25 will not be expected to travel regularly. Occasional required travel will be compensated at the department's standard travel and subsistence rates.

Part 4: SFIA Rate Card India Offshore

SFIA Level	SFIA/Neyo Role	Strategy and architecture	Change and transformation	Development and implementation	Delivery and operation	People and skills	Relationships and engagement
1- Follow	Junior Service Desk Assistant	£250	£250	£250	£250	£250	£250
2-Assist	Project Assistant, Junior Support Analyst	£250	£250	£250	£250	£250	£250
3-Apply	Support Analyst, Junior Developer	£350	£350	£350	£350	£350	£350
4-Enable (BA/Tester)	Tester, Business Analyst	£450	£450	£450	£450	£450	£450
4-Enable (Dev/Scrum)	Developer, Scrum Master	£600	£600	£600	£600	£600	£600
5-Ensure, advise (Trainer)	Trainer / Change Lead	£550	£550	£550	£550	£550	£550
5-Ensure, advise (Senior)	Senior Config Consultant, Senior Business Analyst, Agile Delivery Manager	£700	£700	£700	£700	£700	£700
6-Initiate, influence	Principal Architect, Senior ServiceNow Consultant, Senior ManageEngine Consultant, Engagement Manager / Project Lead	£900	£900	£900	£900	£900	£900
7- Set strategy, inspire, mobilise	Strategic Advisor / Consulting Director	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000

Standards for consultancy day rate cards

- **Consultant's working day:** 8 hours exclusive of travel and lunch
- **Working week:** Monday to Friday excluding Indian holidays
- **Office hours:** 9:00am to 5:00pm Monday to Friday (UK TimeZone)
- **Travel, mileage subsistence:** N/A
- **Mileage:** N/A
- **Professional indemnity insurance:** included in day rate
- **Out-of-hours support:** Available for critical incidents by prior agreement and priced separately.

Part 5: Level Definition

	Autonomy	Influence	Complexity	Business skills	Knowledge
1. Follow	Works under close direction. Uses little discretion in attending to enquiries. Is expected to seek guidance in unexpected situations.	Minimal Influence. May work alone or interact with immediate colleagues.	Performs routine activities in a structured environment. Requires assistance in resolving unexpected problems. Participates in the generation of new ideas.	• Has sufficient oral and written communication skills for effective engagement with immediate colleagues. • Uses basic systems and tools, applications and processes. • Demonstrates an organised approach to work. Has basic digital skills to learn and use applications and tools for their role. • Learning and professional development — contributes to identifying own development opportunities. • Security, privacy and ethics — understands and complies with organisational standards.	Has a basic generic knowledge appropriate to area of work. Applies newly acquired knowledge to develop new skills.
2. Assist	Works under routine direction. Uses limited discretion in resolving issues or enquiries. Determines when to seek guidance in unexpected situations. Plans own work within short time horizons.	Interacts with and may influence immediate colleagues. May have some external contact with customers, suppliers and partners. Aware of need to collaborate with team and represent users/customer needs..	Performs a range of work activities in varied environments. May contribute to routine issue resolution. May apply creative thinking or suggest new ways to approach a task.	• Has sufficient oral and written communication skills for effective engagement with colleagues and internal users/ customers. • Understands and uses appropriate methods, tools, applications and processes. • Demonstrates a rational and organised approach to work. • Has sufficient digital skills for their role. • Learning and professional development — identifies and negotiates own development opportunities. • Security, privacy and ethics — is fully aware of organisational	Has gained a basic domain knowledge. Demonstrates application of essential generic knowledge typically found in industry bodies of knowledge. Absorbs new information when it is presented systematically and applies it effectively

	Autonomy	Influence	Complexity	Business skills	Knowledge
				standards. Uses appropriate working practices in own work.	
3. Apply	Works under general direction. Receives specific direction, accepts guidance and has work reviewed at agreed milestones. Uses discretion in identifying and responding to complex issues related to own assignments. Determines when issues should be escalated to a higher level. Plans and monitors own work (and that of others where applicable) competently within limited deadlines.	Interacts with and influences colleagues. May oversee others or make decisions which impact routine work assigned to individuals or stages of projects. Has working level contact with customers, suppliers and partners. Understands and collaborates on the analysis of user/customer needs and represents this in their work. Contributes fully to the work of teams by appreciating how own role relates to other roles.	Performs a range of work, sometimes complex and nonroutine, in a variety of environments. Applies a methodical approach to routine and moderately complex issue definition and resolution. Applies and contributes to creative thinking or finds new ways to complete tasks.	• Demonstrates effective oral and written communication skills when engaging on issues with colleagues, users/ customers, suppliers and partners. • Understands and effectively applies appropriate methods, tools, applications and processes. • Demonstrates judgement and a systematic approach to work. • Effectively applies digital skills and explores these capabilities for their role. • Learning and professional development — takes the initiative to develop own knowledge and skills by identifying and negotiating appropriate development opportunities. • Security, privacy and ethics — demonstrates appropriate working practices and knowledge in non-routine work. Appreciates how own role and others support appropriate working practices.	Has sound generic, domain and specialist knowledge necessary to perform effectively in the organisation typically gained from recognised bodies of knowledge and organisational information. Has an appreciation of the wider business context. Demonstrates effective application and the ability to impart knowledge found in industry bodies of knowledge. Absorbs new information and applies it effectively
4. Enable	Works under general direction within a clear framework of accountability. Exercises substantial personal responsibility and autonomy. Uses substantial discretion in identifying and responding to complex issues and assignments as they relate to the deliverable/scope of work. Escalates when issues fall outside their framework of accountability. Plans, schedules and	Influences customers, suppliers and partners at account level. Makes decisions which influence the success of projects and team objectives. May have some responsibility for the work of others and for the allocation of resources. Engages with and contributes to the work of cross-functional teams to ensure that customers and user needs are being met throughout the deliverable/scope of work. Facilitates collaboration between stakeholders	Work includes a broad range of complex technical or professional activities, in a variety of contexts. Investigates, defines and resolves complex issues. Applies, facilitates and develops creative thinking concepts or finds innovative ways to approach a deliverable	• Communicates fluently, orally and in writing, and can present complex information to both technical and non-technical audiences when engaging with colleagues, users/customers, suppliers and partners. • Selects appropriately from, and assesses the impact of change to applicable standards, methods, tools, applications and processes relevant to own specialism.	Has a thorough understanding of recognised generic industry bodies of knowledge and specialist bodies of knowledge as necessary. Has gained a thorough knowledge of the domain of the organisation. Is able to apply the knowledge effectively in unfamiliar situations and actively maintains own knowledge and shares with others. Rapidly absorbs and critically assesses new information and applies it effectively

	Autonomy	Influence	Complexity	Business skills	Knowledge
	monitors work to meet given objectives and processes to time and quality targets.	who share common objectives. Participates in external activities related to own specialism.		• Demonstrates an awareness of risk and takes an analytical approach to work • Maximises the capabilities of applications for their role and evaluates and supports the use of new technologies and digital tools. • Contributes specialist expertise to requirements definition in support of proposals. • Shares knowledge and experience in own specialism to help others. • Learning and professional development — maintains an awareness of developing practices and their application and takes responsibility for driving own development. Takes the initiative in identifying and negotiating their own and supporting team members' appropriate development opportunities. Contributes to the development of others. • Security, privacy and ethics — fully understands the importance and application to own work and the operation of the organisation. Engages or works with specialists as necessary	
5. Ensure, advise	Works under broad direction. Work is often self-initiated. Is fully responsible for meeting allocated technical and/or group objectives. Analyses, designs, plans, executes and evaluates work to time, cost and quality targets. Establishes milestones and has a significant role in the assignment of	Influences organisation, customers, suppliers, partners and peers on the contribution of own specialism. Makes decisions which impact the success of assigned work, i.e. results, deadlines and budget. Has significant influence over the allocation and management of resources appropriate to given assignments. Leads on	Implements and executes policies aligned to strategic plans. Performs an extensive range and variety of complex technical and/or professional work activities. Undertakes work which requires the application of fundamental principles in a wide and often unpredictable range of contexts. Engages and coordinates with	• Demonstrates leadership in operational management. • Analyses requirements and advises on scope and options for continual operational improvement. • Assesses and evaluates risk. • Takes all requirements into account when making proposals.	Is fully familiar with recognised industry bodies of knowledge both generic and specific, and knowledge of the business, suppliers, partners, competitors and clients. Develops a wider breadth of knowledge across the industry or business. Applies knowledge to help to define the standards which others will apply

	Autonomy	Influence	Complexity	Business skills	Knowledge
	tasks and/or responsibilities.	user/customer and group collaboration throughout all stages of work. Ensures users' needs are met consistently through each work stage. Builds appropriate and effective business relationships across the organisation and with customers, suppliers and partners. Creates and supports collaborative ways of working across group/area of responsibility. Facilitates collaboration between stakeholders who have diverse objectives.	subject matter experts to resolve complex issues as they relate to customer/organisational requirements. Understands the relationships between own specialism and customer/organisational requirements.	• Shares own knowledge and experience and encourages learning and growth. • Advises on available standards, methods, tools, applications and processes relevant to group specialism(s) and can make appropriate choices from alternatives. • Understands and evaluates the organisational impact of new technologies and digital services. • Creatively applies innovative thinking and design practices in identifying solutions that will deliver value for the benefit of the customer/stakeholder. • Clearly demonstrates impactful communication skills (oral, written and presentation) in both formal and informal settings, articulating complex ideas to broad audiences. • Learning and professional development — takes initiative to advance own skills and identify and manage development opportunities in area of responsibility. • Security, privacy and ethics — proactively contributes to the implementation of appropriate working practices and culture.	
6. Initiative, influence	Has defined authority and accountability for actions and decisions within a significant area of work, including technical, financial and quality aspects. Establishes organisational objectives and	Influences policy and strategy formation. Initiates influential relationships with internal and external customers, suppliers and partners at senior management level, including industry leaders. Leads on collaboration with a diverse range of stakeholders across	Contributes to the development and implementation of policy and strategy. Performs highly complex work activities covering technical, financial and quality aspects. Has deep expertise in own specialism(s) and an understanding of its impact on the	• Demonstrates leadership in organisational management. • Understands and communicates industry developments, and the role and impact of technology. • Manages and mitigates organisational risk.	Has developed business knowledge of the activities and practices of own organisation and those of suppliers, partners, competitors and clients. Promotes the application of generic and specific bodies of knowledge in own organisation. Develops executive leadership

	Autonomy	Influence	Complexity	Business skills	Knowledge
	assigns responsibilities.	competing objectives within the organisation. Makes decisions which impact the achievement of organisational objectives and financial performance.	broader business and wider customer/ organisation.	• Balances the requirements of proposals with the broader needs of the organisation. • Promotes a learning and growth culture in their area of accountability. • Leads on compliance with relevant legislation and the need for services, products and working practices to provide equal access and equal opportunity to people with diverse abilities. • Identifies and endorses opportunities to adopt new technologies and digital services. • Creatively applies a wide range of innovative and/or management principles to realise business benefits aligned to the organisational strategy. • Communicates authoritatively at all levels across the organisation to both technical and non-technical audiences articulating business objectives. • Learning and professional development — takes the initiative to advance own skills and leads the development of skills required in their area of accountability. • Security, privacy and ethics — takes a leading role in promoting and ensuring appropriate working practices and culture throughout own area of accountability and collectively in the organisation.	skills and broadens and deepens their industry or business knowledge.
7.	At the highest organisational level, has authority over all aspects of a significant area of work, including policy formation and	Inspires the organisation, and influences developments within the industry at the highest levels. Makes decisions critical to	Applies the highest level of leadership to the formulation and implementation of strategy. Performs extensive strategic leadership in	• Has a full range of strategic management and leadership skills. • Communicates the potential impact of emerging	Has established a broad and deep business knowledge including the activities and practices of own organisation and a broad knowledge of

	Autonomy	Influence	Complexity	Business skills	Knowledge
Set Strategy, inspire, mobilise	application. Is fully accountable for actions taken and decisions made, both by self and others to whom responsibilities have been assigned.	organisational success. Develops long-term strategic relationships with customers, partners, industry leaders and government. Collaborates with leadership stakeholders ensuring alignment to corporate vision and strategy.	delivering business value through vision, governance and executive management. Has a deep understanding of the industry and the implications of emerging technologies for the wider business environment.	practices and technologies on organisations and individuals and assesses the risks of using or not using such practices and technologies. • Establishes governance to address business risk. • Ensures proposals align with the strategic direction of the organisation. • Fosters a learning and growth culture across the organisation. • Assess the impact of legislation and actively promotes compliance and inclusivity. • Advances the knowledge and/or exploitation of technology within one or more organisations. • Champions creativity and innovation in driving strategy development to enable business opportunities. • Communicates persuasively and convincingly across own organisation, industry and government to audiences at all levels. • Learning and professional development — ensures that the organisation develops and mobilises the full range of required skills and capabilities. • Security, privacy and ethics — provides clear direction and strategic leadership for the implementation of working practices and culture throughout the organisation.	those of suppliers, partners, competitors and clients. Fosters a culture to encourage the strategic application of generic and specific bodies of knowledge within their own area of influence.

Part 6: Optional Services & Add-Ons

Beyond standard implementation and support, Neyo offers specialized services to enhance your ITSM platform capability and value realization.

Service	Description	Typical Scope	Pricing Model
Additional Training	Role-based workshops, refresher sessions, new user cohorts, certification prep	1–2 days per session	£[X,XXX] per session or fixed engagement
Optimization Engagement	Deep-dive performance analysis, recommendations, and implementation	2–4 weeks	£[X,XXX] per engagement
Integration Development	Custom integration build, API setup, data sync automation	Variable	£[XX]/hour or fixed-scope pricing
Transition Support	Exit planning, data handover, parallel running with replacement supplier	6–8 weeks	£[X,XXX] per engagement
Compliance Audit	Security posture review, access control assessment, policy alignment	1–2 weeks	£[X,XXX] per audit
Custom Reporting	Dashboard build, KPI tracking, executive reporting, analytics setup	Variable	£[X,XXX] per engagement
Capability Maturity Roadmap	Multi-year platform evolution planning and roadmap development	4–6 weeks	£[X,XXX]
Configuration Health Check	Baseline assessment of current configuration,	2–3 days	£[X,XXX]

	optimization opportunities, and recommendations		
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Part 7: Total Cost of Ownership (TCO) Examples

Example 1: Mid-Market Organization – ServiceNow or ManageEngine ITSM (500 Users)

Scenario: Mid-sized organization implementing ServiceNow ITSM with Tier 1 + Tier 2 support

Cost Component	Estimate Range	Typical Duration	Notes
Implementation	£150,000–£250,000	12–16 weeks	Includes all 3 phases, go-live support (2 weeks), post-go-live stabilization (4 weeks), knowledge transfer
Year 1 Support	£40,000–£60,000	Ongoing	Tier 1 (40 hrs/month @ £[XX]/hr) + Tier 2 (20 hrs/month @ £[XX]/hr); bundle discount 10% applied
ServiceNow Subscription	£30,000–£50,000	Annual	Buyer responsibility; varies by module selection (ITSM, CSM, etc.) and user count
Additional Training (Optional)	£10,000–£15,000	Year 1	2–3 sessions (administrator, power user, end-user certification)
Optimization Engagement (Optional)	£15,000–£25,000	Year 1	Post-go-live optimization (4 weeks)

Year 1 Total Cost	£245,000– £400,000	Full year	Implementation + support + platform + optional services
Year 2+ Annual Cost	£70,000– £110,000	Ongoing	Support (Tier 1 + Tier 2) + platform subscription

ROI Timeline:

- **Adoption & Value Realization:** 3–6 months post-go-live (reduced manual effort, improved incident resolution velocity)
- **Efficiency Gains:** 6–12 months (cost reduction from automation, improved data quality driving better decisions)
- **Strategic Maturity:** 12–18 months (continuous improvement, capability evolution, platform optimization)

Example 2: Small Organization – ManageEngine ITSM (100 Users)

Scenario: Small organization implementing ManageEngine ITSM with Tier 1 support only

Cost Component	Estimate Range	Duration	Notes
Implementation	£60,000–£100,000	8–12 weeks	Includes all 3 phases, go-live support, rapid deployment focus
Year 1 Support	£15,000–£25,000	Ongoing	Tier 1 support (40 hrs/month @ £[XX]/hr)
ManageEngine Subscription	£5,000–£10,000	Annual	Buyer responsibility; lower cost than ServiceNow
Year 1 Total Cost	£80,000–£135,000	Full year	Implementation + support + platform

Year 2+ Annual Cost	£20,000–£35,000	Ongoing	Support (Tier 1) + platform subscription
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Business Case:

- Rapid time-to-value (8–12 weeks vs. 16+ weeks for enterprise)
- Lower total cost of ownership for small-to-midmarket
- Foundation for future expansion to additional modules
- Clear upgrade path to ServiceNow if organizational needs grow

Part 8: Pricing Principles & Transparency

Neyo is committed to transparent, fair, and predictable pricing. These principles guide all our commercial engagements:

- **No Hidden Fees** — All costs documented upfront in the Call-Off Order; no surprise invoices or undisclosed charges
- **Scope Management** — Changes to agreed scope are managed as formal Change Notices with cost impact clearly stated upfront
- **Flexible Engagement** — Scale resources up/down based on actual need; pay only for services delivered
- **Fixed Deliverables** — Defined outputs per phase; quality standards non-negotiable regardless of scope changes
- **Competitive Benchmarking** — Our rates align with G-Cloud market rates for ITSM services; we price fairly for value delivered
- **Renewal Flexibility** — Support contracts renewable annually; terms negotiable based on performance, scope evolution, and buyer feedback
- **Cost Control** — Excess usage hours invoiced monthly with transparency; buyers can track spend in real-time
- **Risk Sharing** — Contingency built into implementation pricing; cost overruns for scope creep managed collaboratively

Part 9: How to get a Quote

Step 1: Initial Discovery Call (No Charge)

Duration: 60 minutes | **Timeline:** Available within 5 business days

Purpose: Understand your organization, requirements, and platform preference

What We'll Discuss:

- Current IT environment and pain points
- Business drivers for ITSM transformation
- Organizational size, user count, and maturity
- Platform preference (ServiceNow vs. ManageEngine) or need for assessment
- Preliminary timeline and resource availability
- Budget parameters (if available)

Deliverable: Overview of typical timelines, cost ranges, and next steps

Step 2: Detailed Scoping (Typically 1–2 Weeks)

Duration: 40–60 hours of assessment | **Cost:** No charge (pre-engagement investment)

Purpose: Assess current state and define implementation approach

What We'll Do:

- Current-state IT service management maturity assessment
- Requirements definition and Statement of Work
- Operating model and governance framework design
- Integration scope and complexity assessment
- Data migration and quality review
- Resource plan (buyer team commitment required)
- Preliminary implementation timeline
- Risk identification and mitigation strategy

Deliverables:

- Baseline assessment report
- Requirements specification document
- Preliminary implementation roadmap
- Resource estimate (Neyo and buyer side)

Step 3: Proposal & Pricing (Typically 5 Business Days)

Duration: 2–3 days of analysis | **Cost:** No charge

Purpose: Present detailed implementation plan, resource allocation, and pricing

What We'll Provide:

- Detailed breakdown of phased implementation costs
- Resource allocation (team composition, duration per phase)
- Support options and recommendations tailored to your needs
- Optional services pricing and recommendations
- Total cost of ownership summary
- Payment terms and contract structure
- Timeline and critical path
- Risk register and mitigation

Deliverables:

- Formal pricing proposal (valid for 30 days)
- Implementation plan with milestones
- Support model options with cost comparison
- Executive summary for decision makers

Step 4: Call-Off Order (Formal Engagement)

Duration: 1–2 weeks negotiation | **Timeline:** Execution ready for kick-off

Purpose: Formalize agreement and begin engagement

What Happens:

- Signed Call-Off Order defining:
 - Scope, deliverables, and timeline
 - Costs and payment schedule
 - Resource allocation (team members named where possible)
 - SLAs and support model
 - Terms and conditions
- Resource introduction and team kick-off
- Project governance structure (steering committee, weekly updates)
- Project kick-off meeting and mobilization
- Discovery & Assessment phase begins

Part 10: Payment Terms & Conditions

Implementation Invoicing

- **Milestone-Based:** Typically invoiced in phases aligned to delivery milestones
- **Example Payment Schedule:**
 - 25% upfront (upon Call-Off Order signing)
 - 35% upon Phase 1 completion (Discovery & Assessment)
 - 25% upon Phase 2 completion (Design & Configuration)
 - 15% upon Phase 3 completion (Deployment & Enablement, post-go-live stabilization)
- **Alternative:** Fixed monthly invoicing available for 12+ week engagements
- **Net Terms:** Net 30 from invoice date (standard G-Cloud terms)

Support Invoicing

- **Monthly in Arrears:** Invoiced at end of month for services delivered
- **Monthly Retainer:** Auto-renewal on monthly or annual basis (per contract)
- **Excess Usage:** Hourly overages invoiced separately monthly
- **Net Terms:** Net 30 from invoice date
- **Renewal:** Auto-renewal unless 30-day notice of cancellation given

Change Orders

- **Scope Changes:** Any changes to agreed scope are managed as formal Change Notices
- **Cost Impact:** Cost impact clearly stated and approved before work begins
- **Invoicing:** Approved change orders invoiced separately upon completion
- **Contingency:** Contingency included in implementation pricing; change orders are for scope outside original agreement

Optional Services

- **Fixed Engagements:** Invoiced upon engagement start or upon completion (per agreement)
- **Time & Materials:** Hourly engagements invoiced monthly in arrears
- **Training/Workshops:** Invoiced upfront or upon completion (per agreement)

Cancellation & Early Termination

- **Implementation:** Early termination results in payment for services rendered through termination date + 2 weeks wind-down
- **Support:** Early termination of annual support contract subject to 60-day notice and minimum notice period fees
- **Monthly Support:** Cancellation effective end of current month with 30 days' notice

Currency & Currency Fluctuation

- **Currency:** All pricing in GBP (£)
- **Currency Adjustment:** For contracts extending beyond 12 months, annual price adjustment clause may apply (up to $\pm 3\%$ based on RPI)

Part 11: Contact for Pricing Inquiry

For any clarifications reach out to below resources:

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Document Version Control

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1.0	January 2026	Chirag Karnik	Initial document creation; comprehensive pricing framework for G-Cloud 15