

Microsoft Dynamics 365 Customer Engagement & Marketing Platform – G-Cloud 15 Lot 2B (SaaS) Pricing Schedule

1. Overview of Service Offering

Service Name: Microsoft Dynamics 365 Customer Engagement & Marketing Platform

Lot: 2B – Software as a Service (SaaS)

Scope: This service provides UK Public Sector organisations with licensing for customer insights, real-time marketing journeys, digital commerce, sales productivity, customer service operations and omnichannel contact-centre capabilities. The offer is based on Microsoft's public NCE (New Commerce Experience) catalogue.

Included Service Categories:

- Advertising Placement
- Advertising Measurement
- Marketing Campaign Management
- Digital Commerce
- Sales Force Productivity & Management
- Customer Service
- Contact Centre

Billing Frequency: Monthly or Annual (depending on SKU)

Units of Measure: Per user, per tenant, per capacity add-on, or per interaction-based SKU.

Minimum Commitment: 1 licence (unless SKU states otherwise).

2. Pricing Tables (GBP, ex-VAT)

Pricing is derived from the Microsoft NCE public catalogue (subset relevant to this service).

The NCE price file is updated periodically; contact the supplier for latest pricing.

2.1 Real-Time Marketing & Customer Insights

Product	Unit	Billing	Price (ex-VAT)
Dynamics 365 Customer Insights – Journeys T1 Interacted People	Tenant	Monthly	£2,421.72
Dynamics 365 Customer Insights – Data T1 Unified People	Tenant	Monthly	£4,844.76
Dynamics 365 Customer Insights – Journeys T2 Interacted People	Tenant	Monthly	£2,906.88
Dynamics 365 Customer Insights – Data T3 Unified People	Tenant	Monthly	£968.94

2.2 Digital Commerce

Product	Unit	Billing	Price (ex-VAT)
Dynamics 365 Commerce (Base)	User	Annual	£1,938.00
Dynamics 365 Commerce Attach (qualifying base)	User	Monthly	£29.12
Dynamics 365 e-Commerce – Tier 1 Band 1	Tenant	Monthly	£3,690.96

2.3 Sales Force Productivity & Management

Product	Unit	Billing	Price (ex-VAT)
Dynamics 365 Sales Enterprise	User	Annual	£968.40
Sales Copilot	User	Monthly	£0 (included with Sales Enterprise)
Power BI Pro	User	Monthly	£7.50

2.4 Customer Service

Product	Unit	Billing	Price (ex-VAT)
Dynamics 365 Customer Service Enterprise	User	Annual	£968.40
Unified Routing Add-On	Tenant	Annual	£7,382.40
Customer Service Device	Device	Annual	£1,476.00

2.5 Contact Centre

Product	Unit	Billing	Price (ex-VAT)
Dynamics 365 Contact Center	User	Annual	£1,015.20
Contact Center Digital Add-On	User	Monthly	£87.72
Contact Center Voice Add-On	User	Monthly	£69.24

2.6 Capacity, Storage & Overage

Product	Unit	Billing	Price (ex-VAT)
Dataverse Database Capacity Add-On	GB	Monthly	£36.96
Dataverse File Capacity Add-On	GB	Monthly	£1.85
Log Capacity Add-On	GB	Monthly	£9.24

3. Add-Ons & Options

Additional licence options available for enhancing marketing, sales, service or commerce workloads. Pricing follows the NCE public catalogue and includes optional:

- Additional customer interactions or unified-people capacity.
- Extra digital commerce throughput tiers.
- Case routing, AI classification and voice-channel AI add-ons.
- Additional Dataverse storage, file or log capacity.

4. Framework Discount

A **Framework Discount of X%** applies to all SKUs listed. The value of X is entered directly into the Digital Marketplace application.

5. Mechanism for Establishing Price

Pricing at call-off is derived using the following rules:

- List prices are supplied in this Pricing Schedule.
- The Framework Discount (Section 4) is applied.
- Additional volume or term-based discounts may be applied where explicitly stated in the call-off.
- Variable consumption (e.g., marketing interactions, storage or call minutes) is charged using metered rates in Section 2.

This ensures transparent, repeatable, fully auditable pricing in line with CCS requirements.

6. Price Certainty & Adjustments

- Prices remain fixed for the commitment period (monthly or annual).
- New pricing from Microsoft may be published during the framework; adjustments apply from renewal dates.
- Annual-term licences cannot be cancelled mid-term.
- Consumption-based services accrue charges monthly.
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7. Dependencies & Assumptions

- Customers must operate a valid Microsoft 365 tenant.
- Some SKUs require prerequisite licences (e.g., Customer Service Enterprise for Contact Center add-ons).
- Service delivery uses Microsoft UK/EU datacentres.
- Fair-use policies apply to storage, messaging and interaction volumes.

8. Call-Off Schedule 5 Mapping

- **Schedule 5 (Pricing):** SKU pricing, add-ons and metered components.
- **Schedule 2 (Service Levels):** Uptime, SLAs and support inherited from Microsoft cloud.
- **Schedule 12 (Security):** Microsoft platform-level security and governance documentation.

9. Commercial Terms Impacting Price

- Invoicing is monthly or annual in advance/arrears per contract.
- True-up permitted mid-term; true-down only at renewal for annual SKUs.
- Early termination not permitted for fixed-term licences.
- Exit supported through standard Microsoft data export tools.

10. Service Category Mapping

Category	Included Services
Advertising Placement	D365 Customer Insights – Journeys, partner adtech integrations
Advertising Measurement	Power BI, Fabric analytics
Marketing Campaign Management	D365 Customer Insights – Journeys, Power Automate
Digital Commerce	D365 Commerce modules and throughput tiers
Sales Productivity	D365 Sales, Sales Copilot, Power BI
Customer Service	D365 Customer Service, Omnichannel
Contact Centre	D365 Contact Center (Digital + Voice)