

Supplier Name	Google Cloud EMEA Limited		
Service Name	Generative AI on Vertex AI		
Date	30 January 2026		
Currency	USD		
Pricing Model	Consumption based pricing		
1. Baseline Pricing Mechanism	Details		
Public Pricing URL	https://cloud.google.com/vertex-ai/generative-ai/pricing		
Public Pricing Calculator	https://cloud.google.com/products/calculator		
Compliance Statement	By providing this link, we confirm that the prices displayed at this URL represent the maximum Baseline Prices a Buyer will pay. This link will be maintained and remain accessible for the duration of the Framework.		
2. Framework Discount	Value	Notes	
Standard Framework Discount	0	This discount applies to the Baseline Prices listed above for all Buyers. It is fixed and cannot be reduced	
3. Additional Discounts	Criteria / Threshold	Discount Applied	
Volume Discount	Annual Spend (£)		
	0 - 500,000	0%	
	501,000 - 2,000,000	2%	
	2,000,001 - 5,000,000	4%	
	5,000,000+	6%	
4. Onboarding Charges	Unit	Price (Excl. VAT)	Description of Service
Standard Onboarding Setup	Per Instance / Flat Fee	£0	Google offers a free Technical Onboarding Center to help build foundations and migrate initial workloads.
Data Migration (Standard)	Per GB / Per Day	£0	There's no additional charge for network ingress from external source databases. However, costs can be incurred outside of Google such as platform data transfer charges.
Training (Standard)	Per Session	£7,000	https://cloud.google.com/consulting/portfolio/instructor-led-training (USD9,350)
5. Ancillary Services	Unit of Measure	Price (Excl. VAT)	Notes
Data Extraction / Offboarding	Per GB	£0	https://cloud.google.com/exit-cloud
Support	% of Monthly Spend	https://cloud.google.com/support	