

Supplier Name	Google Cloud EMEA Ltd		
Service Name	Cloud Profiler		
Date	30 January 2026		
Currency	USD		
Pricing Model	Consumption based pricing		
1. Baseline Pricing Mechanism	Details		
Public Pricing URL	https://cloud.google.com/products/observability/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	6%	
	5,000,000+	10%	
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	