1. Product Definitions

Product Name - askassist - customer-configured virtual assistants

askassist as a product name represents askporter's white labelled omnichannel and embeddable assistants (chatbots) that are highly configured to the customer and end users' requirements. They are natural language web-based assistants with client persona applied with omni channel accessibility They are multi-language to deliver exemplary customer satisfaction.
They are smart and reactive assistants, able to make instant decisions while following compliance and process rules.
askassist empowers organisations to offer better inbound and outbound communication with actionable outcomes at scale.
The assistants are a combination of technologies. This collection of technology creates a seamless experience for the user while allowing highly controlled diagnostics, language and processes.

Billed - charged per asset/unit per month. Asset- or unit-defined as any location or component that can have a work order or ticket raised against it.

Product name - askmanage - askporter's core platform & ticket management system

askmanage is the core platform that not only receives the outcome of all conversations held by askassist but also acts as the powerhouse behind managing askassist.
askporter is aware that some organisations may have limited use of askmanage and leave the management of the assistant and its data to our support team, or rely on integrations with askporter to manage asset registers and maintenance tasks. If so, askporter doesn't charge for askmanage but an instance will be created to power the virtual assistants.
askmanage has many customer use benefits, it enables users to control and receive automated notifications, as well as managing outreach campaigns and results.
askmanage offers a range of connectable modules that include work-order management, scheduling and updating asset data.

Billed - charged per asset/unit per month. Asset- or unit-defined as any location or component that can have a work order or ticket raised against it.

2. Pricing Models

Monthly subscription fees are charged for the provision of any of our core services, discount applied for the use of all services.

- askassist

askassist		
Number of Assets	Asset Price Per Month	Total
500	£0.75	£1,725.00
2,000	£0.75	£3,225.00
5,000	£0.75	£6,975.00
10,000	£0.75	£14,475.00
30,000	£0.75	£36,975.00

- askmanage

askmanage		
Number of Assets	Asset Price Per Month	Total
500	£0.50	£1,150.00
2,000	£0.50	£2,150.00
5,000	£0.50	£4,650.00
10,000	£0.50	£9,650.00
30,000	£0.50	£24,650.00

-All Services

Both Products discount		
Number of Assets	Asset Price Per Month	Total
500	£1	£2,300.00
2,000	£1	£4,300.00
5,000	£1	£9,300.00
10,000	£1	£19,300.00
30,000	£1	£49,300.00

3. Discounts offered

Tiered pricing discounts based on increased rollout.
Depending on the Buyer's need and commercial benefit to the supplier, the supplier reserves the right to offer volume discounts if the Buyer is committed to expanding usage of the supplier's services over time. An example of these discounts is detailed below for the potential Buyer, demonstrating discount provided to an existing customer that has expanded usage across asset numbers monthly since signing with askporter.

All volume discounts are tiered pricing, the discount price applies to the new additional units with the existing pricing continuing for existing units.

Volume discount driven by expansion				
Number of assets	Top end units	Additional units	Price per asset per Month	Total
0 - 2300	2,300		0.75	£1,725.00
2,300 - 2700	2,700	400	0.75	£2,025.00
2,700 - 10000	10,000	7300	0.6	£6,405.00
10,000 - 15,000	15,000	5000	0.5	£8,905.00
15,000 - 30,000	30,000	15,000	0.47	£15,955.00

Educational organisation discounts
The supplier offers a standard 10% discount on Monthly Service Subscription fees for all educational organisations.

4. Optional Services & Add-Ons

Pro-active & Reactive Outreach options
Askmanage can be used for varied outreach to contact customers, engineers, service providers or any other stakeholder to initiate a conversation with askassist. Use case examples of this are surveying customers intending to capture key information, triggered by askmanage to proactively collect missing information from engineers or third-party service providers, chase status updates or request new activities.
Examples of outreach uses and triggers to create action.

1 - planned outreach to mass communicate with customers - obtain data & feedback.
2 - Collecting information such as part number from engineers while on site, photo’s of maintenance issues/requests to populate open tickets/work orders.
3 - scheduled outreach based on compliance/process rules such as follow up on resolved issues or expiry of annual safety certification.
4 - manual status changes of tickets - such as ‘missed appointment’ can create outreach for assistant to reschedule another appointment.
5 - channel switching - inbound phone call could not be answered, triggering SMS to customer to capture enquiry or initiate AI voice call back to capture details.



Billing model for Proactive and Reactive outreach options charged on a usage basis, the supplier has laid out the rate schedule for this additional service below for the Buyer.

Rate Schedule

				Price per unit
Type	**Unit**	**Locality**	**Subtype**	**GBP**
Email	Per 1000 emails	UK	Inbound	£0.0960
		UK	Outbound	£0.0960
IVR	Per minute	UK	Local - Make Calls	£0.0144
		UK	Local - Receive Calls	£0.0096
		UK	Mobile - Make Calls	£0.0279
		UK	Mobile - Receive Calls	£0.0096
		UK	Toll-Free - Make Calls	£0.0144
		UK	Toll-Free - Receive Calls	£0.0552
SMS	Per message segment 160 characters	UK	Outbound	£0.0403
		UK	Inbound	£0.0072
WhatsApp	Per 24-hr conversation	UK	Utility	£0.0574
		UK	Service	£0.0565

5. Setup Service Charges

Due to the nature of the supplier's highly configurable solutions, each setup is quoted per Buyer depending on several factors, Integrations necessary, range and variety of customer types and complexity of asset structures.
The supplier is committed to presenting all expected costs upfront and will quote fixed costs based on the discovery of the project at hand, on a time and materials basis with detailed explanation of expected effort behind costs.

Set-up Services Charges:

Stage	
Definition	£
Scoping	£
Configuration	£
Build (if required)	£
Integrations (if required)	£

Example of Set-up service changes
As such the supplier has provided a guide, based on an existing customer requiring a property maintenance assistant, triaging, offering residents self-help options, matching work required with engineer types and raising these work orders within a Salesforce custom management system.
The integration was a one-way push integration feeding all key information needed into the work order management system.

Stage	
Definition	£8,375
Scoping	£8,375
Configuration	£2,750
Build (if required)	N/A
Integrations (if required)	£18,500

6. Data Extraction Fees

No cost to Buyer for extracting data from askporter. This can be done via API or the user can report and download via the user interface.

7. Service support pricing

Contractual definition of support.

“any error corrections and upkeep that the Supplier may provide or perform with respect to the Site, as well as any other support or training services provided to the Customer under this Agreement and as detailed in the Cover Sheet, but which does not constitute a new version”

Professional Support Standard Package
9am-5pm, Monday to Friday.
First-line support - Bugs and error fixes, standard support for end users and customers
1 hour with an Account Manager per month.

Minimum of £350 or 10% of the monthly subscription service charge value.

Pricing examples per product.

askassist			
Number of Assets	**Asset Price Per Month**	**Total**	**10% Support**
500	£0.75	£1,725.00	£350
2,000	£0.75	£3,225.00	£350
5,000	£0.75	£6,975.00	£697.50
10,000	£0.75	£14,475.00	£1,447.50
30,000	£0.75	£36,975.00	£3,697.50

askmanage			
Number of Assets	**Asset Price Per Month**	**Total**	**10% Support**
500	0.5	£1,150.00	£350
2,000	0.5	£2,150.00	£350
5,000	0.5	£4,650.00	£465.00
10,000	0.5	£9,650.00	£965.00
30,000	0.5	£24,650.00	£2,465.00

Both Products discount		
Number of Assets	**Total**	**10% Support**
500	£2,300.00	£350.00
2,000	£4,300.00	£430.00
5,000	£9,300.00	£930.00
10,000	£19,300.00	£1,930.00
30,000	£49,300.00	£4,930.00

8. Additional Support Services Charges

In respect of any Additional Support Services, the Customer may purchase pre-paid Support Credits (in advance), based on the Supplier's Rate Card below. The Supplier may, on not less than 90 days' notice, increase the rates below where the Supplier's direct costs have increased.

Definitions for the table below
Dev = supplier employed Developer
CE = supplier employed Customer Engineer
AM = supplier employed Account Manager

Total Support Credits purchased	Price per credit	Total package price	Total Dev time	Dev hourly rate	Total CE & AM time	CE & AM hourly rate
50	£75.00	£3,750.00	40	£93.75	50	£75.00
100	£72.50	£7,250.00	80	£90.63	100	£72.50
250	£70.00	£17,500.00	200	£87.50	250	£70.00
500	£67.50	£33,750.00	400	£84.38	500	£67.50
1000	£65.00	£65,000.00	800	£81.25	1000	£65.00
3,000	£60.00	£180,000.00	2400	£75.00	3000	£60.00
5,000	£55.00	£275,000.00	4000	£68.75	5000	£55.00

Support Credits (per hour)	
Dev	1.25
CE	1
AM	1

The standard single credit rate is £100 per Developer Credit, and £80 Per Credit for Account Management and Customer Engineering.
The Supplier shall report the usage of the Support Credits used for the Additional Support Services to the Customer on a monthly basis, setting out the amount of Support Credits used and the amount of Support Credits available. The Customer may purchase additional Support Credits at any time during the Term.

