



Service Pricing – G Cloud 15

Alert Cascade

Critical Communication Suite

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1. Service Costs

Pricing consists of the following components:

- Recurring annual subscription fee
- One off initial training, implementation, and set up fee
- Ad-hoc message credits (where applicable, plan dependent)

2. Notes to Pricing

- Pricing is per contract year – pro rata fees will be applied for part years.
- Minimum contract term is 12 months; invoicing is annual in advance with net 30 payment terms.
- Core Platform Access (CPA) is available to all customers – please refer to the Service Definition for further details of the features included in CPA.
- Additional optional features are available on request – please refer to the Service Definition for further details of optional extra features.
- Single Agency Accounts (SAA) are generally suitable for customers needing to send alerts internally and to family members/associated individuals i.e. NHS Trusts, University Hospitals, British Embassies, etc. Pricing is based on the number of contacts.
- Multi Agency Accounts (MAA) are generally suitable for customers needing to send alerts to multiple external organisations i.e. Local Resilience Forums, Integrated Care Boards, local authority emergency planning teams, etc. Pricing is based on the number and type of agencies involved. Agency types are Primary, Recipient, and Sender – please refer to Service Definition for further details on agency types.
- Local Authority Accounts (LAA) are generally suitable for local authority customers needing to send business continuity alerts, operational notifications, and IT outage notifications, either to all staff or to key segments. Pricing is based on usage.
- Education Accounts (EA) are generally suitable for educational sector customers needing to send alerts internally and to students and/or parents. Pricing is based on usage.
- SAA and MAA include all inclusive transmission fees for voice call, email, and SMS text message alerts sent for major incidents, business continuity disruptions, or emergency notifications. Alerts outside of these use cases will consume message credits.
- LAA and EA accounts will consume message credits for all alerts sent.

3. Pricing Tables – CPA

Single Agency Account (SAA)

Number of contacts	Annual fee per contact
1-500	£11.00
501-1,000	£7.50
1,001-2,500	£6.00
2,501-5,000	£4.00
5,001-7,500	£3.00
7,501-10,000	£2.50
10,001-20,000	£2.00
20,001-40,000	£1.75
40,001+	£1.00
One off initial training, implementation, and set up fee:	
10% of year 1 fee	

Multi Agency Account (MAA)

Annual fee per Agency	
Primary Agency	£1,500.00
Recipient Agency	£50.00
Sender Agency	£750.00
One off initial training, implementation, and set up fee	
10% of year 1 fee	

Local Authority Account (LAA)

Annual fee	£1,000.00
One off initial training, implementation, and set up fee	10% of year 1 fee

Education Account (LAA)

Annual fee	£750.00
One off initial training, implementation, and set up fee	10% of year 1 fee

4. Message Credits

In Advance Bundles

Number of credits	Bundle cost	Cost per credit
10,000	£500.00	£0.05
25,000	£1,125.00	£0.045
50,000	£2,125.00	£0.0425
100,000	£4,000.00	£0.04
250,000	£8,750.00	£0.035
500,000	£17,500.00	£0.03
1,000,000	£25,000.00	£0.025

In Arrears Bundles

Number of credits	Bundle cost	Cost per credit
10,000	£550.00	£0.055
25,000	£1,250.00	£0.05
50,000	£2,375.00	£0.0475
100,000	£4,500.00	£0.045
250,000	£10,000.00	£0.04
500,000	£17,500.00	£0.035
1,000,000	£30,000.00	£0.03

Message Credit Consumption

- 1 credit is roughly equivalent to 160 GSM characters or 70 unicode characters (typed or sent) when sending an SMS text to a UK mobile.
- 1 credit is equivalent to 60 seconds of outbound voice calls to a UK mobile or landline, billed on a per minute basis.
- 1 credit is equivalent to 60 seconds of conference bridge, per connection, where the connection is a UK mobile or landline, billed on a per minute basis.
- Message credit consumption may vary by carrier or country.
- Inbound voice calls to Information Hotlines do not consume credits.
- Inbound SMS text replies to alerts do not consume credits.
- Email, MS Teams, Slack, mobile push notification, and desktop alerts do not consume credits.

5. Additional Options

Optional extras available to complement CPA – annual subscription

Module	Unit	Cost
Document vault(s)	Per vault	£500.00
Workflow automation	Per account	£1,000.00
Information hotline(s)	Per hotline	£500.00
Conference bridge	Per account	£250.00
Mobile push notifications	Per account	£2,500.00
MS Teams integration	Per account	£500.00
Slack integration	Per account	£500.00
Desktop alerting	Per account	£500.00
Smart Assistants	Per account	£1,000.00
Registration portal(s)	Per portal	£695.00
On call	Per account	£500.00

Optional extras available to complement CPA – one-off

Module	Unit	Cost
On site training – ½ day	Per session	£495.00
On site training – 1 day	Per session	£850.00
On site training – 3 day	Per session	£1,200.00
Bespoke integration	Per hour	£250.00
Bespoke feature development	Per day	£1,200.00