



AI-Driven Energy Optimisation & Control

Pricing Document

G-Cloud 15 Framework Agreement

Supplier:	DIREK LTD
Service:	AI-Driven Energy Optimisation & Control
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Maximum prices shown. Lower rates may apply based on deployment complexity.

All prices exclusive of VAT.

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1. Pricing Structure Overview

1.1 Pricing Philosophy

The AI-Driven Energy Optimisation & Control service employs a transparent, consumption-based pricing model aligned with estate scope and data volume. All prices in this document represent maximum charges. Lower rates may apply based on sensor density, integration simplicity, and multi-year commitments.

All charges are exclusive of Value Added Tax (VAT), which shall be added at the prevailing rate. Pricing is denominated in Pounds Sterling (GBP).

1.2 Pricing Components

The total cost of service comprises:

- **SaaS Platform License Fee:** Annual subscription based on estate scale
- **AI Processing Tokens:** Consumption-based charges for advanced analytics
- **Implementation Services:** One-time setup and integration
- **Professional Services:** Optional bespoke development

1.3 Payment Terms

Invoicing: SaaS Platform License Fees are invoiced annually in advance. AI token consumption is invoiced monthly in arrears.

Payment Terms: 30 days from invoice date (UK government standard).

Minimum Term: 12 months initial term. Thereafter terminable on 30 days' notice.

2. SaaS Platform License Fees

2.1 Pricing Metrics

The annual platform fee is calculated using one of two metrics. Buyers select the metric most appropriate to their estate:

Metric	Maximum Unit Price	Best For
Per Data Point	£2.00 per data point per annum	Sensor-dense estates with known data point counts
Per Square Meter	£0.50 per m ² per annum	Estates with limited sensor density data

Important: Prices shown are maximums before volume discounts (see Section 2.4). Actual prices may be lower based on estate characteristics.

2.2 Data Point Definition

A Data Point is a unique, addressable input or output variable monitored or controlled by the platform. Examples:

- Sensor readings (temperature, humidity, CO₂, occupancy, pressure)
- Actuator positions (valve states, damper positions, fan speeds)
- Control setpoints and schedules
- Energy meters (electricity, gas, water consumption)

Data Points are counted based on unique BACnet Object Identifiers or Modbus Register addresses. Duplicate or derived data points are not charged separately.

2.3 Minimum Annual Fee

Minimum Platform Fee: £5,000 per annum

This minimum applies to all subscriptions to cover baseline infrastructure, hosting, support, and security. If the calculated fee (data points × unit rate or floor area × unit rate) falls below £5,000, the minimum fee applies.

2.4 Volume Discounts

Volume discounts are automatically applied to the unit rate based on total estate scale:

Tier	Volume Threshold	Discount	Effective Rate
Tier 1: Entry	0 - 5,000 data points	0% (List price)	£2.00
Tier 2: Mid-Scale	5,001 - 20,000 data points	10%	£1.80
Tier 3: Large-Scale	20,001 - 50,000 data points	20%	£1.60
Tier 4: Enterprise	50,000+ data points	30%	£1.40

Floor Area Discounts: The same percentage discounts apply when using per-m² pricing, with thresholds adjusted proportionally (Tier 2: 10,000+ m², Tier 3: 40,000+ m², Tier 4: 100,000+ m²).

3. AI Processing Tokens

3.1 Token-Based Pricing

The D-XPERT AI Intelligence Layer provides advanced analytics, automated reporting, and optimization recommendations. AI services are metered based on computational usage (API tokens) and charged in addition to the platform license.

AI Processing Token Price: £50 per 1,000 tokens

A token represents a unit of computational work. Token consumption varies by request type and data volume analyzed.

3.2 Typical Token Consumption

AI Service	Description	Typical Tokens
D-XPERT Recommender	Natural language query generating optimization guidance and ranked action backlogs	250 tokens (£12.5)
D-XPERT Report	Automated compliance report with charts and executive summaries	5,000 tokens (£250)
Portfolio Analytics	Dashboard refresh for EnergyLens, SpaceLens, or EnvironmentLens	Varies by portfolio

3.3 Inclusive Token Allowances

Each platform license includes a monthly token allowance designed to cover typical usage:

Tier	Base Fee Range	Monthly Token Allowance	Value
Pilot	£5,000 - £15,000	5000 tokens/month	£250
Growth	£15,001 - £60,000	25000 tokens/month	£1250
Enterprise	£60,000+	Fair-use (100K+ tokens/month)	£5000+

Overage Charges: Token consumption exceeding the monthly allowance is billed at £0.05 per 1,000 tokens, invoiced monthly in arrears.

Rollover: Unused tokens roll over: Pilot up to 50%, Growth up to 75%, Enterprise no expiry within contract term.

4. Implementation and Onboarding

4.1 Standard Implementation

Standard implementation includes discovery, BMS integration (BACnet/Modbus/MQTT), data mapping, SSO configuration, dashboard setup, and 2 hours of user training.

Estate Size	Timeline	Maximum Cost
Single Building	2-4 weeks	£5,000
Campus (2-10 buildings)	6-10 weeks	£15,000
Multi-Site Portfolio	3-6 months	£50,000

Note: Prices shown are maximum charges. Lower costs apply for simple integrations. Bespoke integration (proprietary protocols, custom APIs) charged separately per Section 5.

5. Professional Services (SFIA Rate Card)

5.1 SFIA Day Rates

Bespoke development, advanced integration, and consultancy are charged on a time-and-materials basis per the Skills Framework for the Information Age (SFIA Version 8):

Role	SFIA Level	Maximum Day Rate
Solution Architect	Level 5-6	£800/day
Data Scientist	Level 4-6	£700/day
Integration Engineer	Level 3-5	£600/day
Energy Consultant	Level 4-6	£700/day
Project Manager	Level 5-6	£750/day

Note: Day rates are maximum charges. Lower rates may apply for fixed-price projects or retained engagements.

6. Special Pricing Provisions

6.1 Educational Discount

15% discount on SaaS Platform License Fees for accredited educational institutions (schools, colleges, universities). Applies to platform fees only, not implementation or professional services.

6.2 NHS and Health Sector Pricing

10% discount on SaaS Platform License Fees for NHS Trusts, Integrated Care Boards, and healthcare organizations. Negotiable for large-scale NHS frameworks.

6.3 Multi-Year Commitments

Additional 5% discount for 3-year contracts paid annually in advance. Annual CPI indexation may apply (capped at 5%).

7. Pricing Examples

7.1 Example 1: Small Office Building

Estate: 2,000 m², 400 data points

- Platform Fee (Data Point basis): $400 \times £2.00 = £800 \rightarrow £5,000$ (minimum applies)
- AI Tokens: 5000/month allowance included (worth £250/month)
- Implementation: £3,000 one-time

Total Year 1: £8,000

7.2 Example 2: Mid-Size Campus (Educational)

Estate: 25,000 m², 8,000 data points (University)

- Platform Fee: $8,000 \times £1.80$ (10% Tier 2 discount) = £14,400
- Educational Discount (15%): -£2,160
- Net Platform Fee: £12,240
- AI Tokens: 25,000/month included
- Implementation: £8,000

Total Year 1: £20,240

7.3 Example 3: Large Multi-Site NHS Trust

Estate: 150,000 m², 35,000 data points (6 hospitals)

- Platform Fee: $35,000 \times £1.60$ (20% Tier 3 discount) = £56,000
- NHS Discount (10%): -£5,600
- Net Platform Fee: £50,400
- AI Tokens: 100,000/month fair-use
- Implementation: £20,000

Total Year 1: £70,400

8. Payment Terms and Invoicing

8.1 Invoice Schedule

Charge Type	Invoicing	Payment
Platform License	Annually in advance	30 days
AI Token Overage	Monthly in arrears	30 days
Implementation	Upon go-live	30 days
Professional Services	Monthly in arrears	30 days

8.2 VAT

All prices exclusive of VAT. VAT added at prevailing UK rate (currently 20%).

8.3 Late Payment

Late payment interest: Bank of England base rate + 4% per annum.

9. Commercial Enquiries

Email: enquiry@direkltd.co.uk

Digital Marketplace: Use messaging system on service page

Response Time: All enquiries acknowledged within 1 business day.

— End of Pricing Document —