

Org



G-Cloud 15 – Lot 3 – Cloud Support

RPA , AI & Automation Delivery Services

Pricing Document (January 2026)

Contact Details

For more information or questions about this service, please contact us at: bids@thisisorg.com

Notices

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UiPath Cloud, Otera AI Agents and Druid Conversational AI

Org Group's G-Cloud Offering

Org will provide UK public sector buyers with access to a practical AI and Automation stack through our partnerships with:

- **UiPath Cloud:** Automation platform (orchestration, robots, governance, AI features depending on your bundle).
- **Otera (formerly DeepOpinion):** AI Agents and AI Units/Credits for intelligent document and workflow automation.
- **Druid AI:** Conversational AI and AI agents for digital front door, service desk and citizen/student/patient engagement.

This service is designed to help organisations scale from traditional RPA into AI agents and conversational automation, with the right governance and delivery support.

Pricing approach

Org will charge licences at the vendor's recommended list price (RRP) unless the vendor confirms an approved discount mechanism (e.g. specific public sector pricing rules or multi-year upfront programmes). Our focus is on helping you buy the right licences (not too much, not too little), align them to your roadmap and avoid waste.

Why Org?

Org is a Platinum Partner across UiPath, Otera and Druid. We combine licensing and delivery expertise: we don't just resell software; we help you get real value from it. We support buyers with:

- Licence scoping aligned to services and operational demand.
- Governance and operating model guidance (CoE setup, controls, audit).
- Adoption planning and measurable benefits tracking.
- Practical delivery accelerators and proven implementation patterns.

Outcomes you can expect

- Faster deployment of automation and AI services using proven platforms.
- Clearer control of licensing and consumption (AI Units/Credits).
- Improved service experience through conversational channels.
- Reduced operational effort through AI-assisted straight-through processing and human-in-the-loop for exceptions.

To start the conversation, email bids@thisisorg.com with your requirements and we'll guide you through the simplest route to procurement and onboarding under G-Cloud.

Pricing Framework

Org will charge licences at the vendor's recommended list price, unless the vendor confirms an approved discount mechanism (e.g. specific public sector pricing rules or multi-year upfront programmes). Our focus is on helping you buy the right licences (not too much, not too little), align them to your roadmap and avoid waste.

UiPath

Pricing for UiPath depends on the components that are important to your organisation. With predictable licence consumption and cost per coded case, UiPath enables NHS organisations to forecast operational budgets with confidence. We will work with you to build the optimum service per your requirements, at the level of automation that you require and with predictable licence consumption.

Once your requirements are understood, we will provide you with a quote using the current UiPath Partner Pricelist.

- UiPath's licence pricing: [UiPath Licensing](#)
- UiPath 's recommended list price (RRP): [UiPath Plans and Pricing – Scalable Agentic Automation Solutions | UiPath](#)

Licence Calculator

Agent Units / Platform Units	0.2
No of searches per batch	10
Maestro Credits / per run	1
Estimations	
Lookups processed by robot per year	50,000
Clinical Coder Fee per search (conservative)	£ 5.00

Agent Name		No of calls	Agent Units Baseline	Total Agent Units	Total Platform Units
Disease Identification Agent	LLM calls	1	1	1	0.2
Agent 1 ICD-10	LLM + Tools calls	10	2	20	4
	I/O	3	1	3	0.6
Agent 2 OCPS	LLM + Tool calls	3	2	6	1.2
	I/O	1	1	1	0.2

£ 5.00 / £1.5 = ~70%
cost reduction per search

	Year 1	Year 2+
Total units	7.2	7.2
Total Cost per Lookup (incl setup & UiPath licenses)	£ 3.00	£ 1.50

Year 1: 50,000 lookups at £3.00 per lookup = £150,000 total. This includes configuration, a phased Transformation Programme approach, and the set-up of 10 lookups across 10 specialties, bringing all specialties to 90%+ accuracy. It also includes all UiPath software, plus proactive monitoring and support of the solution.

Year 2: Minimum bundle of 50,000 lookups at £1.50 per lookup = £75,000 minimum total, including all UiPath software and proactive monitoring and support of the solution.

Consumption pricing

The 'AI lookup' consumption is calculated per clinical code lookup, driven by the number of diagnoses and procedures processed per case and the orchestration of agents. Bundled lookup allowances are included in the starter bundle, with optional top-ups to support volume spikes and specialty expansion.

Starter Bundle

Includes the **initial setup** required to operationalise AI-powered clinical coding and an initial annual allowance

Product	No. of Lookups	Price per lookup Year 1	Price per lookup Year 2+
Starter Bundle	50,000 lookups / year	£ 3.00	£ 1.50

Top-up Bundle

Provides additional AI lookup capacity beyond the included allowance once the solution is operational.

Product	No. of Lookups	Price per lookup per year
Top-up Bundle	50,000 lookups / year	£ 1.5

Free Support Allowance

100 hours per year

Quantifiable Benefits

Working with Org, you can be assured of transparent consumption-based pricing and long-term sustainability with improved licence management and cost-certainty.

Volumes	Year 1	Year 2
Price per Search	£3.00	£1.50
Number of searches per year	50 000	50 000
NHS Savings	40%	70%
Assumption		
Clinical Coder Fee per search	£5.00	

Example: Cost Reduction Potential Over Two Years

Otera (DeepOpinion) Studio – Multi-Year Pricing (Resale)

Subscription Plans

Plan	Annual Subscription	Billing
Starter	£42,000	Billed annually in advance
Team	£60,000	Billed annually in advance
Pro	£102,000	Billed annually in advance
Enterprise	Starting at £180,000	Individual offer, billed annually in advance

Studio Features (by Plan)

Feature	Starter	Team	Pro	Enterprise
Agentic Skills Builder	✓	✓	✓ (+ Beta Agents)	✓ (+ Advanced Agents)
Agentic Flows Builder	✗	✓	✓	✓
Enterprise Features	✗	✗	✗	✓

Credits

Included Credits (per year)

Plan	Included Credits
Starter	500,000
Team	1,000,000
Pro	2,000,000
Enterprise	On quote

Additional Credits

Purchase Model	Starter	Team	Pro	Enterprise
Prepaid (20% discounted)	£0.060	£0.042	£0.030	On quote
On-demand	£0.075	£0.053	£0.038	On quote

Hosting Options

Plan	Hosting
Starter / Team / Pro	Cloud
Enterprise	Cloud (On-premise or hybrid available on request)

Support & Services Included

Plan	Support Level
Starter	Basic
Team	Basic
Pro	Basic Priority
Enterprise	Basic Priority

Detailed SLAs/support hours can be provided in the Support Schedule.

Third-Party Costs and Commercial Assumptions

Unless explicitly included in scope, it's best to assume **other third-party costs** (e.g., LLMs, WhatsApp/Meta, RPA, document understanding, language translation, etc.) are **contracted and managed directly** between the customer and their chosen providers (e.g., Microsoft and Meta).

DRUID Software Subscription Pricing

Item	Description	Price (GBP)
DRUID Platform	Core DRUID conversational AI platform subscription	£20,000 per annum
DRUID AI Agent	DRUID AI Agent subscription	£24,000 per annum

Notes:

- Pricing is provided on an annual subscription basis.
- Subscriptions are supplied via Org as a resale arrangement.

Third-Party Technology Costs

The following third-party cost is **not included** in the above pricing:

Third-party component	Use	Cost
AudioCodes (Voice Channel)	Voice telephony channel usage	4p per minute

Assumptions and Exclusions

Unless explicitly stated otherwise, the following are **assumed to be managed directly** between the relevant government department and the third-party provider(s) (and are therefore **excluded** from ORG pricing):

- Large Language Models (LLMs) (e.g., Microsoft Azure OpenAI or other model providers)
- WhatsApp / Meta channels and messaging costs
- RPA tooling and licences
- Document Understanding / Intelligent Document Processing
- Language Translation services

- Any other third-party infrastructure or usage-based consumption costs

Optional Services (Available on Request)

Org can also provide (priced separately):

- Discovery / use-case assessment and solution design.
- Implementation, integration, and testing.
- Security, compliance and governance support.
- Training, adoption and operational handover.
- Managed service (enhanced support models).

Deployment Team

In a typical deployment, our delivery team would include the following roles (with indicative UK day rates):

- **Solution Architect (£900/day):** Responsible for designing the end-to-end automation solution and ensuring alignment with the client's objectives and architecture standards.
- **Senior Developer (£850/day):** Leads development activity, ensures quality and best practice, and mentors developers as required.
- **Developer (£600/day):** Builds and configures automations using technologies such as UiPath, DRUID AI, Otera.
- **Business Analyst (£750/day):** Elicits requirements, maps and optimises processes, and acts as the bridge between business stakeholders and the delivery team.
- **Project Management / PMO (£775/day):** Manages delivery governance, plans and RAID, coordinates resources, and ensures milestones, timelines, and budgets are controlled.

How to order through Org on G-Cloud

Contact Org at bids@thisisorg.com with:

- Your organisation name and purchasing contact.
- The vendor(s) you want (UiPath / Otera / Druid).
- Estimated user volumes / bot volumes / AI Units (if known).
- Preferred contract term (e.g., 12 months) and desired start date.

We will confirm the right licence bundle(s) based on your use cases and environment (cloud-first by default). The Order Form / Call-off is prepared and agreed under the G-Cloud framework. Licences are provisioned and you receive onboarding guidance and access to Org support options.

If you already hold licences with any of these vendors, you can still procure via G-Cloud. You'll typically just need to notify the vendor that Org is your authorised reseller/partner for the contract term.

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