



Drive Digital Adoption

Whatfix Pricing



HM Government
G-Cloud
Supplier

Presented by:

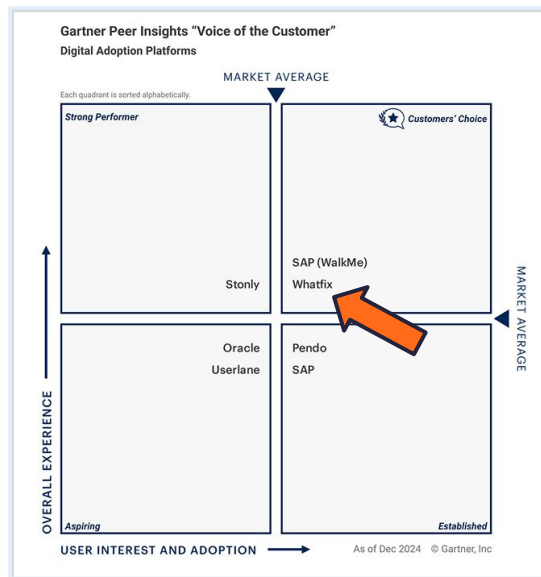
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Whatfix Rated as a Leader by the Analysts

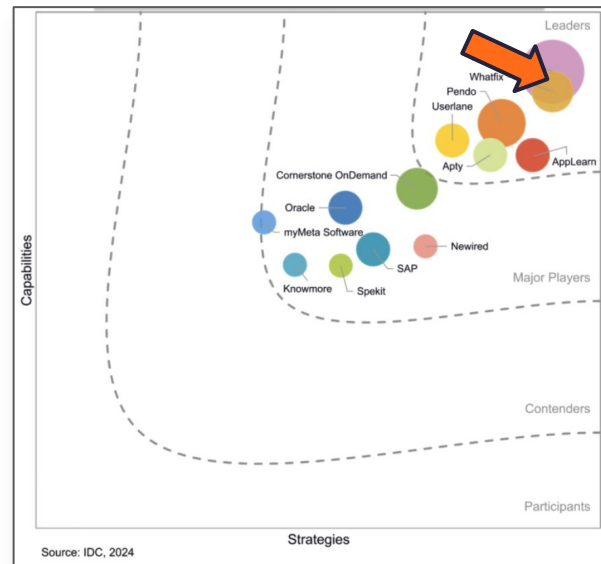


**Leader in Customers' Choice in Gartner®
Peer Insights for Digital Adoption Platforms
2025***



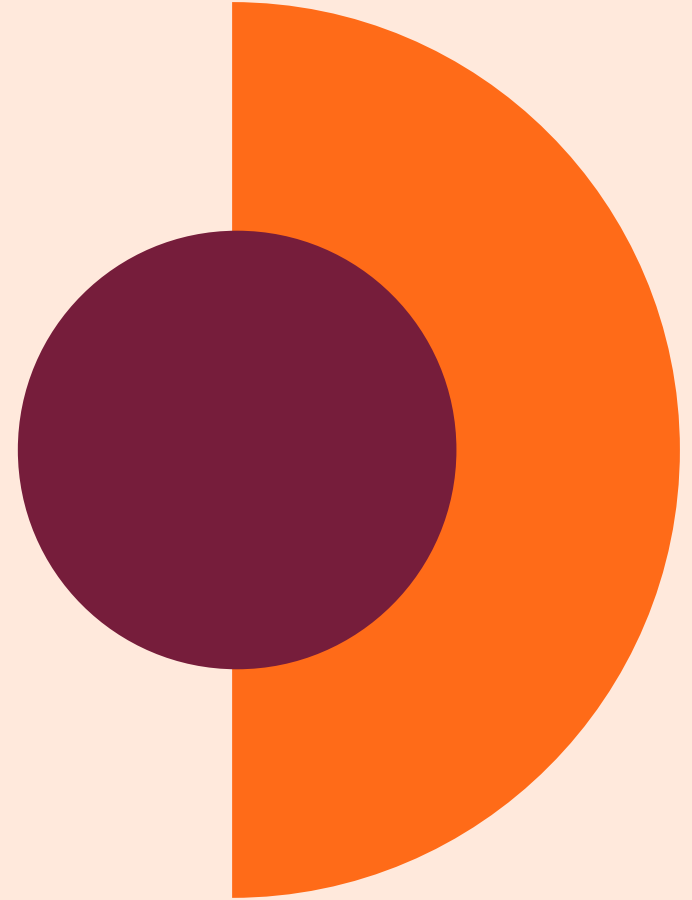
FORRESTER®

Leader with the 'strongest strategy' in Forrester Wave on Digital Adoption Platform, Q4 2022



Leader in the first IDC MarketScape:
Worldwide Digital Adoption Platforms 2024

Services and Support Plans - Included/Unlimited in License Fee

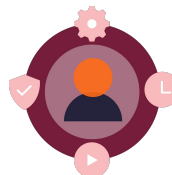


All-Inclusive Services & Support



Standard 24/5 Customer Support

Standard support available Monday through Friday, 24 hours a day.



Content Author Training

Content author's access to Whatfix University for self-paced training and certification programs to help them advance their digital adoption skills.

Named Customer Success Manager

Your trusted advisor from day one, assisting you to have a successful implementation, helping you scale your digital adoption program, and ensuring you are continuously meeting your business goals.



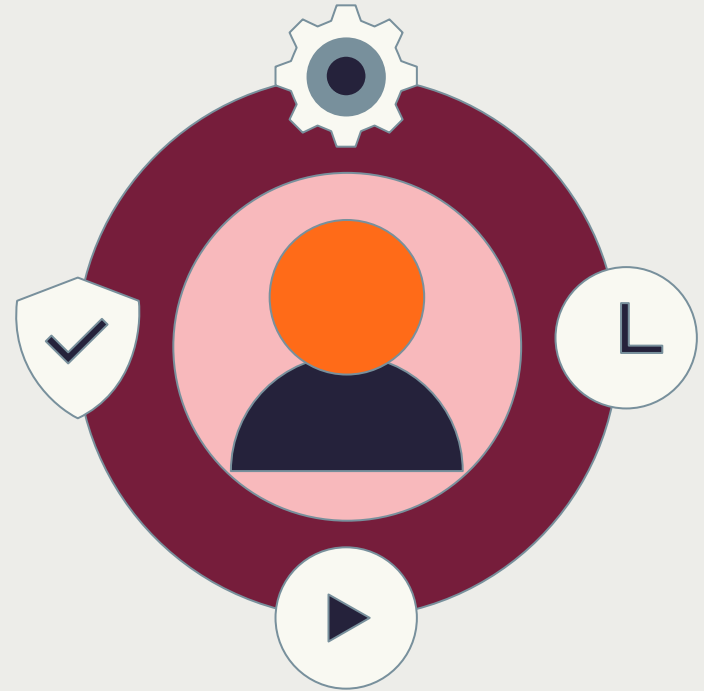
Onboarding Pack

Personalized training and onboarding experience for first-time implementations DAP implementations

Customer Success Manager (CSM): Your Partner in Success

Every Whatfix customer is assigned a CSM on day 1. Your CSM will ensure a successful implementation, will help scale your digital adoption program, and will align with your evolving business goals.

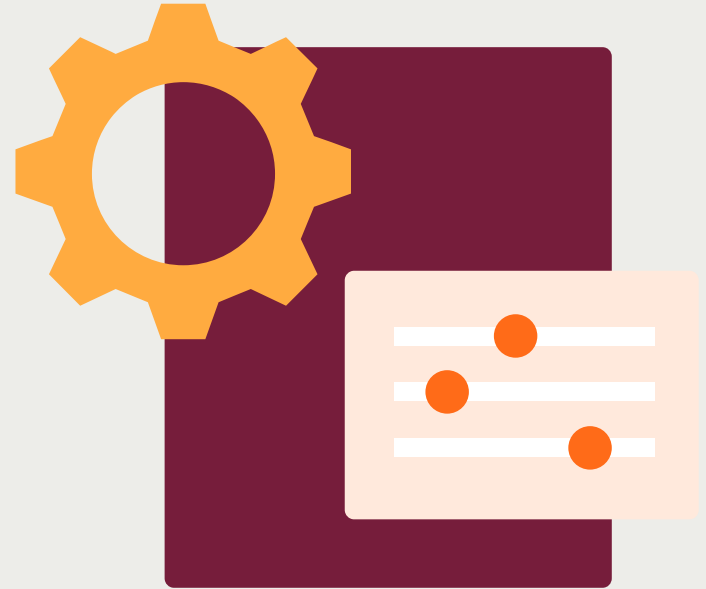
- **Primary Contact:** Serve as your primary point of contact for driving your success.
- **Tailored Assistance:** Provide personalized guidance and support to help you maximize value from your Whatfix implementation.
- **Proactive Syncs:** Set up regular check-ins, proactively address concerns and identify improvement opportunities.
- **Trusted Advisor:** Act as your advocate, ensuring your needs shape product development and enhancement.



Standard Help Desk Support: Your Reliable Assistance at Every Step

Our dedicated team of technical support experts available 24/5 to assist you with any technical queries and challenges you may encounter.

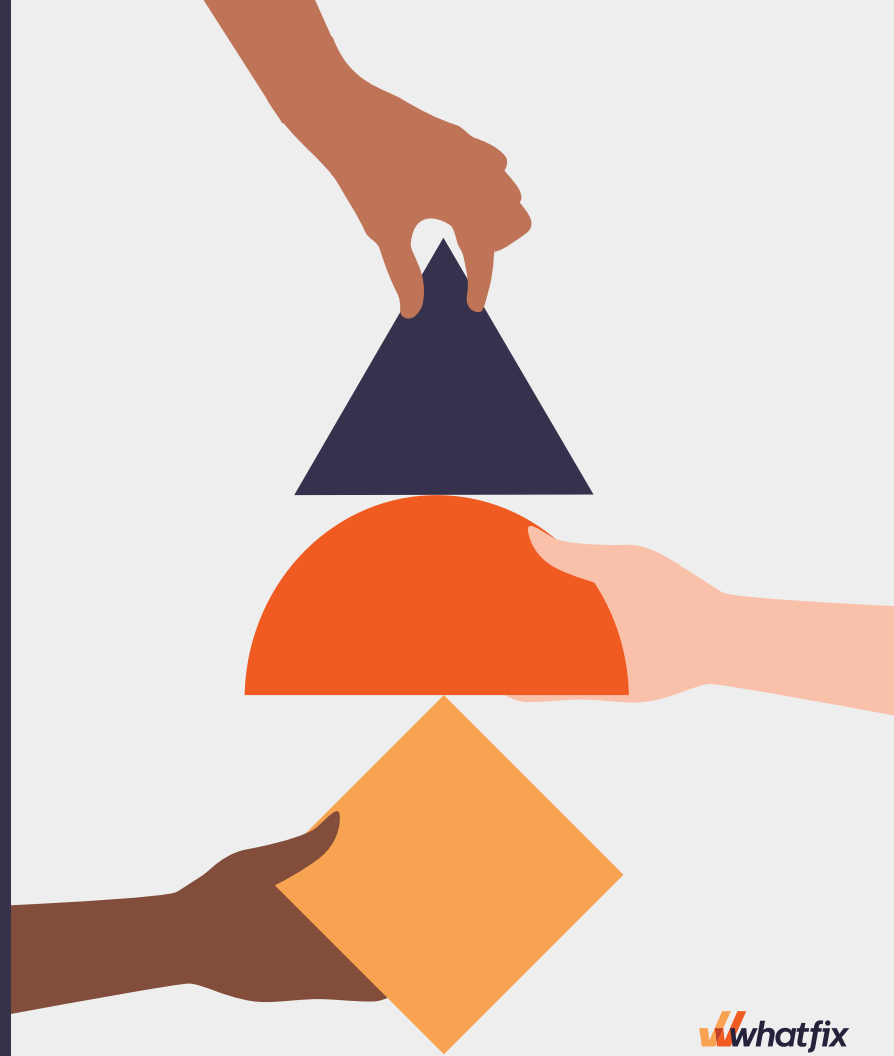
- **Service availability:** Monday through Friday, 24 hours a day, excluding [holidays](#).
- **Support Channels:** Ticketing system, email, and chat.
- **Scope of Support:** Unlimited assistance with any technical issues, questions, or challenges encountered with the Whatfix software.
- **SLAs:** Priority 1 critical issues within 2 business hours. Priority 2 major issues within 6 business hours.



Content Author Training: Develop DAP Professionals

Unlimited access to Whatfix University with a comprehensive catalog of courses covering all aspects of Whatfix software administration, including setup, configuration, user management, advanced features, and more.

- **Engaging Learning:** Courses with interactive modules, video tutorials, and quizzes.
- **On-demand Experience:** Self-paced learning through Whatfix University to learn and revisit topics as needed.
- **Certify Expertise:** Earn certifications upon completing courses, showcasing your expertise in Whatfix software capabilities.



More Resources: Amplify Your Whatfix Experience

Knowledge Base

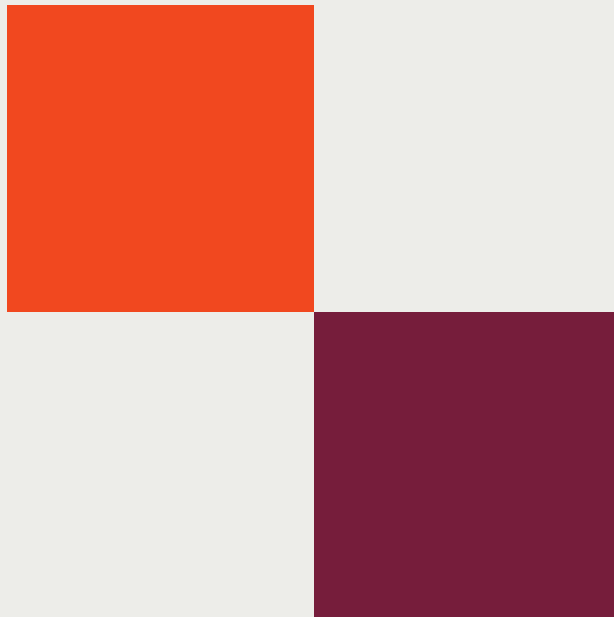
Self-help resources with comprehensive documentation, tutorials, FAQs, and more available 24/7 for independent issue resolution and feature exploration.

Whatfix Community

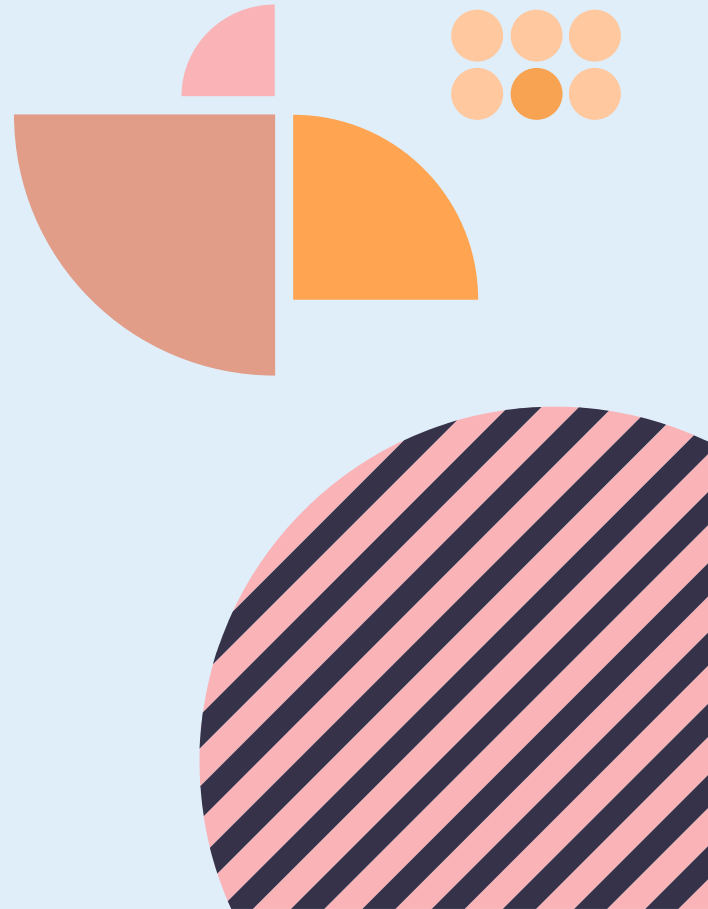
A collaborative online platform and user groups for Whatfix users to connect, share insights, and learn from each other.

Monthly Product Trainings

Regular sessions led by DAP experts to keep customers updated on the latest features, best practices, and software capabilities for enhanced proficiency and continuous improvement.



Onboarding Services: Personalized hands-on training



Onboarding Pack: For New DAP Implementations

The Onboarding Pack provides an all-encompassing and personalized training and onboarding experience, specifically designed to implement Whatfix's digital adoption platform for the first time on one single application, or for an implementation where DAP experiences will be created from scratch.

- **Successful Launch:** The Onboarding Pack ensures a successful implementation and launch of Whatfix's DAP.
- **Hands-On Experience:** Extensive support through live workshops, content co-creation sessions, and self-paced training.
- **Develop DAP Skills:** Designed to prepare customers to excel as digital adoption experts post-implementation.



DAP Onboarding Pack Overview(Sample timescales below)

FIRST GO LIVE

Total # Workshops: 27

Duration: 90 days

 1 - 4 hours

 10 - 15 hours

Account Configuration
Adding custom configuration rules to get best experience of Whatfix

Enablement
Hands-on training your team.
Equip them with best practices

 2 - 4 hours

Planning
Working with your team to define your adoption goals and prepare a project plan to achieve those.

 1 - 3 hours

Deployment
Working with your IT team to ensure smooth roll out of Whatfix to end users.

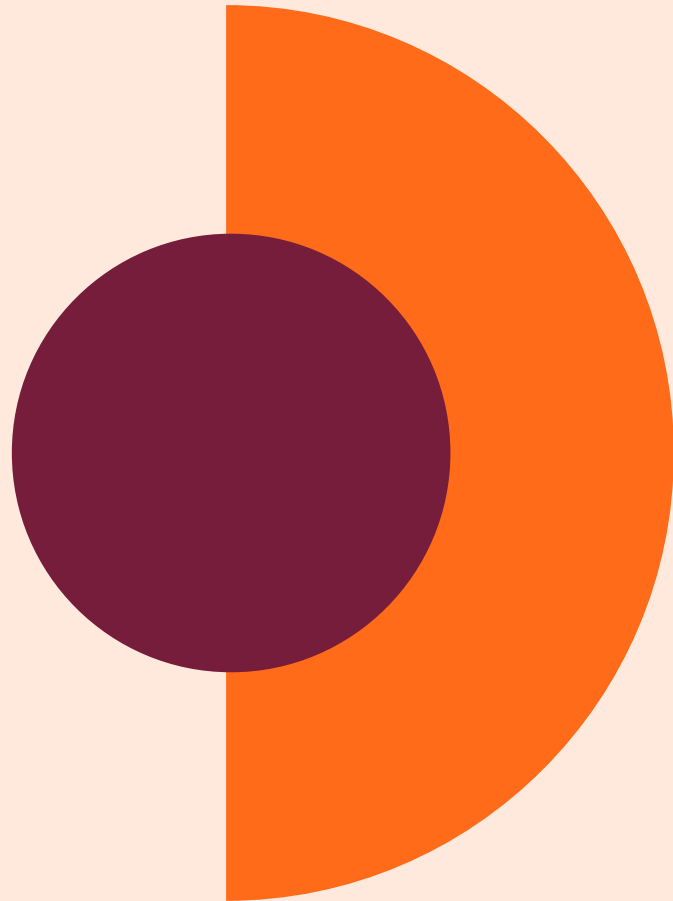
 15 - 20 hours

Review
Whatfix team to review / create content for first Go Live

Whatfix Rate Cards

Rate Cards of a few Whatfix SKUs have been provided as an example.

Prices of other SKUs like mobile apps, non browser(thick client/desktop apps, enterprise licenses, others will be provided upon request.



Rate Card 1: Digital Adoption Platform Standard for Web Applications.

Internal Users = Employees

		Flat Fee = £15,000
Additional users min	Additional users max	Price (per user/per yr)
0	100	£22.50
101	250	£15.00
251	500	£11.00
501	1,000	£10.00
1,001	2,000	£9.00
2,001	5,000	£6.50
5,001	7,500	£6.50
7,501	10,000	£5.50
10,001	20,000	£3.50
20,001	40,000	£2.50
40,001	80,000	£2.00
80,001	100,000	£1.50

Terms & Conditions:

- Application Type: The pricing outlined herein pertains to web-based applications. Mobile and non-web/non browser based thick client/desktop applications will be priced in a similar range.
- Application-Specific Pricing: The pricing table applies to each application where the Whatfix DAP and/or PA will be deployed. Upon adding a new application, the pricing will be determined based on the chosen plan and the number of licenses (MAUs or End Users) needed for that particular application.
- Pricing Model: Our pricing model consists of a flat fee based on the plan the customer subscribes to, plus license fees for the total number of MAUs or end user licenses with access to the application where the Whatfix product will be used. Licenses operate on a progressive scale, where the first set of users will be billed at the tier 1 rate, followed by the subsequent users at the tier 2 rate, and so forth.
- Minimum License Commitment: For each deployment, the customer must commit to a specific number of licenses, which will serve as the minimum commitment for the duration of the contract term.

Sample Scenarios - Internal Users of Digital Adoption Platform Standard

Scenario 1: 300 employees at Marine Management Organisation

Number of Underlying Applications: 1

Annual Price: £20,050

Scenario 2: 500 employees at Civil Service HR Expert Services

Number of Underlying Applications: 3

Annual Price: £66,750

Scenario 3: 5000 members of staff at an NHS trust

Number of Underlying Applications: 1

Annual Price: £55,750

Scenario 4: 10,000 members of staff at the Border Force

Number of Underlying Applications: 2

Annual Price: £171,500

Scenario 5: 100,000 members of staff at DWP

Number of Underlying Applications: 1

Annual Price: £280,750

Rate Card 2: Product Analytics Premium for Web Applications.

Internal Users = Employees

		Flat Fee = £3,750
Additional users min	Additional users max	Price (per user/per yr)
0	100	£5.63
101	250	£3.75
251	500	£2.75
501	1,000	£2.50
1,001	2,000	£2.25
2,001	5,000	£1.63
5,001	7,500	£1.63
7,501	10,000	£1.38
10,001	20,000	£0.88
20,001	40,000	£0.63
40,001	80,000	£0.50
80,001	100,000	£0.38

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- Minimum License Commitment: For each deployment, the customer must commit to a specific number of licenses, which will serve as the minimum commitment for the duration of the contract term.

Sample Scenarios - Internal Users of Product Analytics Premium

Scenario 1: 300 employees at Marine Management Organisation

Number of Underlying Applications: 1

Annual Price: £5,013

Scenario 2: 500 employees at Civil Service HR Expert Services

Number of Underlying Applications: 3

Annual Price: £16,688

Scenario 3: 5000 members of staff at an NHS trust

Number of Underlying Applications: 1

Annual Price: £13,938

Scenario 4: 10,000 members of staff at the Border Force

Number of Underlying Applications: 2

Annual Price: £42,875

Scenario 5: 100,000 members of staff at DWP

Number of Underlying Applications: 1

Annual Price: £70,188

Rate Card 3: Digital Adoption Platform Standard for Web Applications. External users = Customers, Suppliers, Partners, Residents using Resident Portals like Council Websites

		Flat Fee = £10,000
Additional users min	Additional users max	Price (per user/per yr)
1	10000	£0.90
10001	40000	£0.72
40001	100000	£0.36
100001	400000	£0.11
400001	1000000	£0.09
1000001	10000000	£0.07

Terms & Conditions:

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- Application-Specific Pricing: The pricing table applies to each application where the Whatfix DAP and/or PA will be deployed. Upon adding a new application, the pricing will be determined based on the chosen plan and the number of licenses (MAUs or End Users) needed for that particular application.
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- Minimum License Commitment: For each deployment, the customer must commit to a specific number of licenses, which will serve as the minimum commitment for the duration of the contract term.

Sample Scenarios - External Users of Digital Adoption Platform Standard

Scenario 1: 5000 citizens using Cardiff Council "Citizen's Panel"

Number of Underlying Applications: 1

Annual Price: £14,500

Scenario 2: 10,000 citizens using Milton Keynes City Council's citizen portal

Number of Underlying Applications: 1

Annual Price: £19,000

Scenario 3: 50,000 monthly citizens applying for firearms license on the UK Police website

Number of Underlying Applications: 1

Annual Price: £54,200

Scenario 4: 250,000 monthly citizens using the Birmingham City Council's council services website

Number of Underlying Applications: 1

Annual Price: £78,400

Scenario 5: 1 million monthly active users using the HMRC website

Number of Underlying Applications: 1

Annual Price: £146,440

Rate Card 4: Product Analytics Premium for Web Applications.

External users = Customers, Suppliers, Partners, Residents using Resident Portals like Council Websites

		Flat Fee = £2,500
Additional users min	Additional users max	Price (per user/per yr)
1	10000	£0.23
10001	40000	£0.18
40001	100000	£0.09
100001	400000	£0.03
400001	1000000	£0.02
1000001	10000000	£0.02

Terms & Conditions:

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- Minimum License Commitment: For each deployment, the customer must commit to a specific number of licenses, which will serve as the minimum commitment for the duration of the contract term.

Sample Scenarios - External Users of Product Analytics Premium

Scenario 1: 5000 citizens using Cardiff Council "Citizen's Panel"

Number of Underlying Applications: 1

Annual Price: £3,625

Scenario 2: 10,000 citizens using Milton Keynes City Council's citizen portal

Number of Underlying Applications: 1

Annual Price: £4,750

Scenario 3: 50,000 monthly citizens applying for firearms license on the UK Police website

Number of Underlying Applications: 1

Annual Price: £11,050

Scenario 4: 250,000 monthly citizens using the Birmingham City Council's council services website

Number of Underlying Applications: 1

Annual Price: £19,600

Scenario 5: 1 million monthly active users using the HMRC website

Number of Underlying Applications: 1

Annual Price: £36,610

Rate Card 5: Mirror for Web Applications. Internal Users & External Users

		Flat Fee = £25,900
Additional users min	Additional users max	Price (per user/per yr)
0	100	£7.70
101	250	£6.16
251	500	£4.93
501	1,000	£3.94
1,001	2,000	£3.15
2,001	5,000	£2.52
5,001	7,500	£2.02
7,501	10,000	£1.61
10,001	20,000	£1.29
20,001	40,000	£1.03
40,001	80,000	£0.83
80,001	100,000	£0.66

Terms & Conditions:

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- Minimum License Commitment: For each deployment, the customer must commit to a specific number of licenses, which will serve as the minimum commitment for the duration of the contract term.

Sample Scenarios - Internal/External Users of Mirror

Scenario 1: 300 employees at Parole Board for England and Wales

Number of Underlying Applications: 1

Annual Price: £27,839

Scenario 2: 1000 staff members at an NHS Trust

Number of Underlying Applications: 1

Annual Price: £30,795

Scenario 3: 5000 members of staff at National Highways

Number of Underlying Applications: 1

Annual Price: £41,512

Scenario 4: 25,000 employees within a specific department in the Home Office

Number of Underlying Applications: 1

Annual Price: £68,667

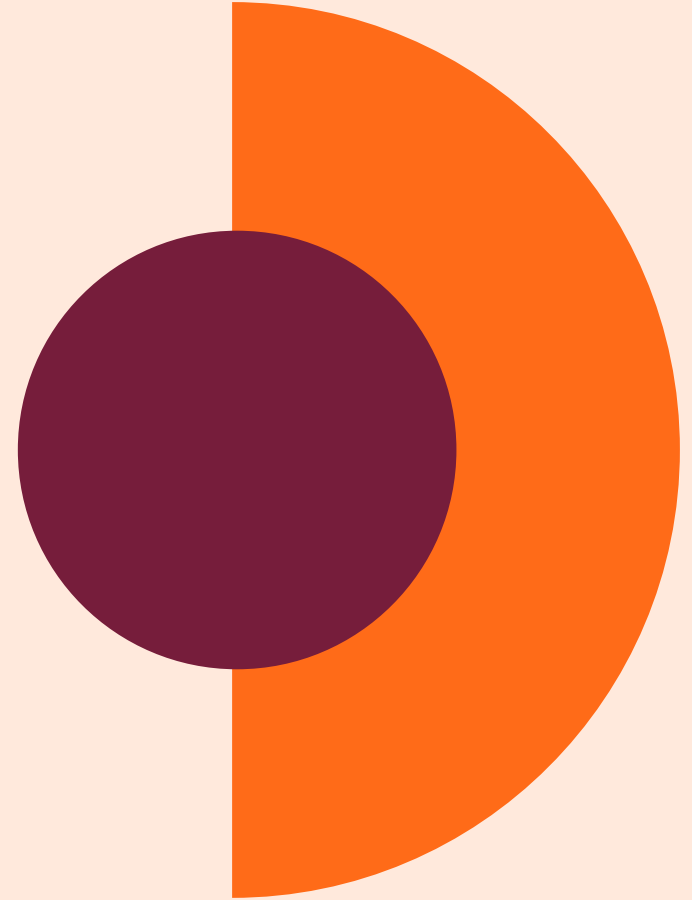
Scenario 5: 100,000 members of staff at MoJ

Number of Underlying Applications: 1

Annual Price: £130,437

Whatfix Economic Impact

Business Case Value Drivers



Whatfix - Proven Economic Impact

Drive Customer Retention



25-37%

Increase in Customer Retention/Upsell

Faster Time to Proficiency



2.5 - 3X

Faster time to proficiency
for a new customer

Reduced Time to Go-Live



33-50%

Reduction in time to go-live

Reduce Training Creation Cost



50-84%

Reduction in Training Content
Creation Costs

Reduce Support Overhead



45-60%

Reduction in Level 1
Support Queries

Knowledge Discovery Time



25-30%

Reduction in knowledge discovery time

Whatfix Value Map

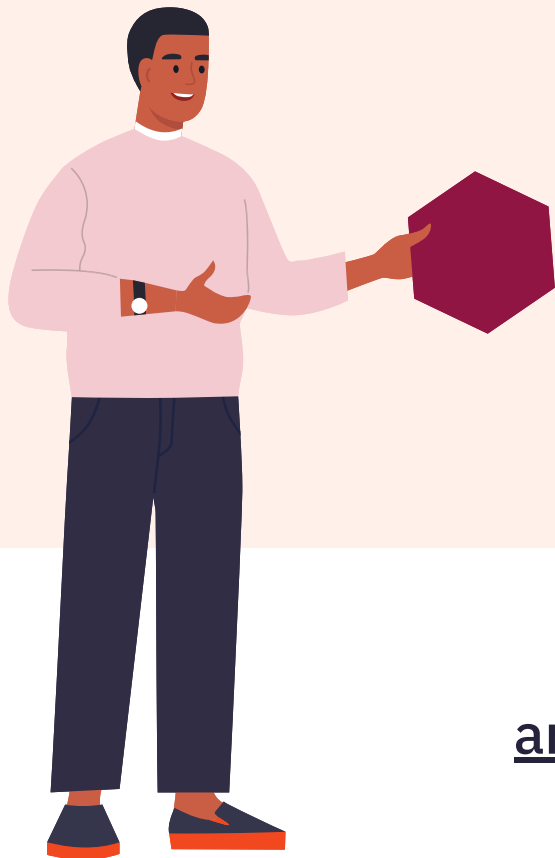
Sr No.	Use Case	Value Drivers	KPI Impacted	Suggestive Uplifts	Priority
1	User Onboarding	Reduce time to on-board a user with interactive product tours, onboarding task lists and contextual guidance	Time to onboard a user	20% - 25%	High
2	Continuous Training	Reduce the time required to a train a user by using interactive on-the-job eLearning solution helping employees in learning while working within the business application	Time to train a user	15% - 25%	High
3	Data Completeness	Reduce loss due to errors caused by data incompleteness or invalid data by providing data input automation, with location based help and support information basis behavioral data	Cost of rectifying a Data Errors	10% - 14%	Med
4	Information Discovery Time	Improve end user productivity by providing quick, relevant, always available help, procured from all sources including Knowledge Repository across the enterprise especially in the flow of work	End User Productivity/Efficiency	12% - 16%	High
5	Managing Support Queries	Reduce number of queries received by the employee support team and average handling time for a query where end users are empowered with support like self discovery (having deep integration with LMS), workflow urls etc.	Average Handling Time for a Support Query	15% - 18%	Med
			Number of Support Queries	14% - 16%	Med
6	Content Creation Cost	Reduce time to create, edit and publish content by quickly creating multi format interactive courses	Time to Create, Edit and Publish Content	8% - 10%	High
7	Content Localization Cost	Reduce the effort required for translation to other languages in which the training needs to be created for the applications	Content localization cost	18% - 20%	Med
8	Change Management	Make the change from one software update to another effortless for users by notifying user of newly released/changed features / functionality.	Time to Adopt to New Changes	12% - 15%	High
9	Manual Content Testing	Reduce rework for the content team on testing and reporting on the content flows in case of an update	Time to test & report on the content flows	5% - 8%	Low
10	Analytics	Improve end user experience by understanding the user drop-off points within the app and create contextual content for the end user	End user experience	9% - 12%	High

Benefits Calculation

#	Use Case	KPI	Nature	Type
1	End-User Onboarding	↓Time to Onboard an End User	Indirect	Cost
2	End-User Training/Re-training	↓Time to Train/Retrain an End User	Indirect	Cost
3	End-User Virtual/Classroom Enablement	↓Number of Virtual/Classroom Enablement Sessions	Direct	Cost
4	Time-to-Proficiency	↓Time to Go-Live for an End User	Indirect	Revenue
5	Data Validation: Number of Errors	↓Number of Data Errors	Indirect	Cost/Risk
6	Data Validation: Revenue Leakage	↓Revenue Leakage Instance	Direct	Revenue/ Risk
7	Automating Data Population	↓Time to Fill the Data Manually	Indirect	Cost
8	Process Compliance	↓Non-Compliance Instance	Direct	Cost/Risk
9	Number of Support Queries	↓Number of Support Queries	Direct	Cost
10	Average Handling Time of a Support Query	↓Time to Work on a Support Query	Indirect	Cost
11	Number of Peer to Peer Discussion	↓P2P Discussion Instances	Indirect	Cost
12	Call Center Costs	↓Overall Cost Associated with a Call Center	Indirect	Cost

Benefits Calculation

#	Use Case	KPI	Nature	Type
13	Content Creation Cost	↓Time to Create Support Content for a Process	Direct	Cost
14	Content Localization Cost	↓Time to Translate the Support Content From English	Direct	Cost
15	Content Maintenance	↓Time to Edit/Maintain Data for a Process	Direct	Cost
16	Change Management	↓Time to Adopt to a Change Introduced Due to an Update or Upgrade of an Application	Indirect	Cost
17	Information Discovery	↓Time to Create Support Content for a Process	Indirect	Cost
18	User Action driven Insights	↓Time Wasted in End-User Drop Off	Indirect	Cost
19	End User Retention	↑Improve End-User Retention Rate	Direct	Revenue
20	Application/Form Start Rate	↑Application/Form Start Rate	Direct	Revenue
21	Application/Form Completion Rate	↑Application/Form Completion Rate	Direct	Revenue
22	Customer Conversion	↑Customer Conversion Rate	Direct	Revenue
23	Upsell	↑Average Conversion Rate for Upsell	Direct	Revenue
24	Cross-sell	↑Average Conversion Rate for Cross-Sell	Direct	Revenue
25	Revenue Leakage	↓Reduce Number of Revenue Leakage Instance	Direct	Risk/Revenue



Thank you!



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