



# AURENET

Unified Data. Smarter Decisions.

## Public Sector Pricing Document

CONFIDENTIAL



# Overview

AURENET the data platform that empowers organisations to manage their IoT ecosystems and data landscapes with unparalleled efficiency.

Consolidate, monitor, and analyse all your critical dynamic and static data in one unified platform—helping you make smarter, data-driven decisions in real time.

The purpose of this document is to provide pricing for services required to implement and deliver AURENET with standard configurations.

## SERVICE COSTS:

| Item                                           | Billing Frequency | Description & Inclusions                                                           |
|------------------------------------------------|-------------------|------------------------------------------------------------------------------------|
| <input type="checkbox"/> Solution Deployment   | One off           | Standard configuration, options - SSO integration, two factor authentication (2FA) |
| <input type="checkbox"/> Subscription          | Annual            | Includes Premium Support, see additional support and maintenance tiers.            |
| <input type="checkbox"/> Professional Services | Billable          | When required, see rate card                                                       |

## PRICING

| Item                                                     | Description                                                                                                                                                                                                                                                                                                                                                                                                                 | Cost                                                                                      |
|----------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------|
| Solution Deployment:                                     | <b>Standard:</b> <ul style="list-style-type: none"><li>One off deployment- client’s AWS cloud account, hosted in UK region meeting GDPR and data residency requirements. Includes integration of data sources already supported.</li></ul>                                                                                                                                                                                  | £6,000                                                                                    |
|                                                          | <ul style="list-style-type: none"><li>Customisation, configuration, testing, and environment validation, plus documented security review.</li><li>Two train-the-trainer sessions for up to 6 attendees per session:<ul style="list-style-type: none"><li>1 × User training session</li><li>1 × Administrator training session</li></ul></li></ul> <i>(for additional training requirements, see training options below)</i> |                                                                                           |
| Annual Subscription:                                     | <b>Includes:</b> <ul style="list-style-type: none"><li>Unlimited concurrent users.</li><li>12-month <b>Premium Support</b>, Technical and Solution users <i>(up to 100)</i>, plus solution maintenance.</li><li>Application updates, plus documentation aligned to version release.</li></ul> <i>(for advanced support and maintenance, see support tier options below)</i>                                                 | £8,000                                                                                    |
| <b>TOTAL</b>                                             |                                                                                                                                                                                                                                                                                                                                                                                                                             | <b>£14,000</b>                                                                            |
| Multi-Year subscriptions with <i>(upfront)</i> discount: |                                                                                                                                                                                                                                                                                                                                                                                                                             | 2 years: <b>10%</b> discount   3 years: save <b>15%</b>   3 plus years: <b>quotation.</b> |
| Third Party:                                             | All cloud services, charged by third party supplier                                                                                                                                                                                                                                                                                                                                                                         |                                                                                           |

All pricing is exclusive of VAT, chargeable at the current rate.

### ADDITIONAL TRAINING & MEDIA OPTIONS

City Trax offers flexible and tailored training designed to meet the diverse needs of each client. Training sessions can be customised for various user roles, including:

- End Users
- Super Users and/or Team Leaders
- Administrators
- User & Technical Support Personnel

Each session accommodates between 3 and 6 participants to ensure effective learning and engagement. While training is typically delivered online for convenience, on-site sessions are available upon request. In-person training incurs additional cost\* as outlined in the City Trax Rate Card.

| Profile                                                 | Description                                                                                                                                                                                                                                                              | Duration                | Cost        |
|---------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|-------------|
| <b>User</b><br><i>up to 6 attendees.</i>                | For contributors and collaborators working within a team whose objective is to manage information requests on behalf of a department and/or a type of information request.                                                                                               | 1 – 2 hours             | £600        |
| <b>Super Users</b><br><i>up to 5 attendees.</i>         | For team leads with approval status and manage the approvals process. Super users have the rights and privileges to include new users when needed and/or one-off ad hoc users when required for subject matter expertise.                                                | 2 - 3 hours             | £750        |
| <b>Administrators</b><br><i>up to 3 attendees.</i>      | Administrators manage the entire solution estate. Includes solution settings, customisation, plus user rights and privileges.                                                                                                                                            | Half day<br>3 – 4 hours | £850        |
| <b>User &amp; Technical</b><br><i>up to 3 attendees</i> | Sessions are designed to provide attendees with the level of training required to support users across the organisation.<br><br>Technical aspects of the training provide a solid understanding of solution architecture to enable independent build and/or integration. | Half day<br>3 – 4 hours | £950        |
| <b>Training Media Production</b>                        | Personalised demo videos and explainers.                                                                                                                                                                                                                                 | Per day /<br>Quotation  | £ 400 - 800 |

*All pricing is exclusive of VAT, chargeable at the current rate.*

\* All reasonable travel, accommodation, and subsistence expenses incurred by City Trax in connection with the delivery of services will be billed to the Client at cost. All such expenses will be capped and pre-approved by the Client wherever practicable.



PROFESSIONAL FEES

Our professional fees reflect the value, expertise, and flexibility we bring to every engagement. The following pricing structure outlines our standard rates for services, which may vary depending on the scope, complexity, and duration of the work. All fees are quoted exclusive of VAT and subject to our standard terms and conditions. Custom packages and volume discounts are available upon request.

| Role                         | Description                                                                                                                                                               | Hourly Rate | Day Rate |
|------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|----------|
| Principal Solution Architect | Highly skilled and experienced software professionals that lead and manage developers ensuring code quality and architectural integrity across the development lifecycle. | £130        | £1,040   |
| Solution Architect           | Combine hands-on software development with strategic system design. Responsible for crafting scalable, secure, and high-performance solutions.                            | £120        | £950     |
| Project Manager              | Oversees the planning, execution, and delivery of projects, ensuring they are completed on time, within scope, and on budget.                                             | £100        | £800     |
| Data / Business Analyst      | Data insights, process mapping, user requirements, system alignment                                                                                                       | £80         | £640     |
| Domain Specialists           |                                                                                                                                                                           |             |          |
| Subject matter expert (SME)  | Technical specialists, AI model development and training, Data Science etc.                                                                                               | £180 - £220 |          |

SUPPORT & MAINTENANCE TIERS

We offer three tiers of support to meet diverse client needs. **Premium Support** is included in the standard subscription and ensures reliable day-to-day assistance. **Advanced Support** provides faster response times and broader access to our team. **Enhanced Support** delivers expert-led guidance for complex issues, including direct access to senior engineers.

| Tiers                       |                                                                              | Description                                       | Premium                               | Advanced                              | Enhanced                     |
|-----------------------------|------------------------------------------------------------------------------|---------------------------------------------------|---------------------------------------|---------------------------------------|------------------------------|
| Price                       | Per Month                                                                    |                                                   | £0 (included)                         | £250 p/m                              | £500 p/m                     |
| Submissions                 | Number of support ticket submissions per month.                              |                                                   | 30                                    | 50                                    | unlimited                    |
| Health & Security           | Advise and perform quarterly security reviews plus monitor upstream threats. |                                                   | ✓                                     | ✓                                     | ✓                            |
| Hours                       | Business Hours   Mon - Friday, 9am - 5pm                                     |                                                   | Email, response during business hours | Email, response during business hours | 24/7 access, email and phone |
| Severity and Response Times | Outage -                                                                     | Account impaired                                  | 48 Hours                              | < 24 Hours                            | < 4 Hours                    |
|                             | Important -                                                                  | Potential for performance impact if not addressed | 3 Days                                | < 48 Hours                            | < 8 Hours                    |
|                             | Informational -                                                              | Inquiry for information                           | 4 days                                | 3 days                                | 2 Days                       |

All pricing is exclusive of VAT, chargeable at the current rate.

PASS-THROUGH EXPENSES

The following expenses may be incurred by City Trax personnel when delivering services or attending on-site. These costs are recharged to the client **at cost** and supported by valid receipts. The thresholds below are provided for illustration and budget planning.

| Expense Category          | Description                                           | Basis of Charge            | Threshold (per person)           | Notes                                              |
|---------------------------|-------------------------------------------------------|----------------------------|----------------------------------|----------------------------------------------------|
| Travel (Public Transport) | Standard class rail, underground, bus, or equivalent  | Pass-through at cost       | Up to £120 per return journey    | Advance purchase where possible                    |
| Mileage (Private Vehicle) | Personal vehicle use for business travel              | HMRC-approved mileage rate | £0.45 per mile                   | Applies only where public transport is impractical |
| Accommodation             | Overnight stay for travel requiring >2 hours each way | Pass-through at cost       | Up to £150 per night (incl. VAT) | Mid-range business hotel, booked in advance        |
| Subsistence – Meals       | Meals when working away from home base                | Pass-through at cost       | Up to £40 per day                | Includes breakfast, lunch, and dinner              |
| Subsistence – Incidentals | Minor expenses (e.g. parking, refreshments)           | Pass-through at cost       | Up to £10 per day                | Receipts required where available                  |

PROCUREMENT ROUTES

How UK local authorities can procure quickly and compliantly.

| Procurement                   | Description                                                                                                                                                                                                | Threshold         |
|-------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|
| Direct Award                  | <ul style="list-style-type: none"><li>Single or multi year subscriptions with discounts applied.</li><li>Used for pilots, PoCs, or justified under ‘unique solution’ or ‘best value’ exemptions.</li></ul> | Under £25k - £50k |
| Frameworks & DPS              | <ul style="list-style-type: none"><li>G-Cloud, AI Marketplace. Enables direct award or mini-competition. No full tender required.</li></ul>                                                                | Where applicable  |
| Innovation   Exemption Routes | <ul style="list-style-type: none"><li>Regulation 32 allows direct award for unique or innovative AI.</li><li>Suitable for pilots demonstrating efficiency or compliance gains</li></ul>                    |                   |

CITY TRAX Solution Library



- Information Request Management Solution



- Dynamic IoT Enriched Data Platform



- AV Transcription & Intelligent Content Automation



## Contact Information

-  [book a demo](#)
-  [email enquiries](#)
-  or call us on [+44 \(0\) 203 885 8281](tel:+442038858281)
-  [www.citytrax.co.uk](http://www.citytrax.co.uk)





# AURENET

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Service Definition Document



# Service Overview

AURENET the data platform that empowers organisations to manage their IoT ecosystems and data landscapes with unparalleled efficiency.

Consolidate, monitor, and analyse all your critical dynamic and static data in one unified platform—helping you make smarter, data-driven decisions in real time.



## SERVICE DESCRIPTION

The AURENET platform provides a holistic view of all your dynamic and static data layers and delivers a single view across your entire IoT landscape.

Key capabilities include:

- Standards-based, vendor & device-agnostic data ingestion
- Automated data enrichment & intelligent classification
- Powerful geospatial visualisation & mapping
- Advanced analytics, dashboards & automated reporting
- Secure, scalable enterprise-grade platform

The service is delivered as a Software-as-a-Service (SaaS) offering and requires no on-premise infrastructure.

## SERVICE FEATURES

- **Open standards compliance** – NGSI-LD compliant platform ensuring interoperability and vendor neutrality.
- **Flexible data ingestion** – Ingests data via HTTP, MQTT, APIs, and queues from IoT and third-party systems.
- **Automated data normalisation** – Converts raw data into structured, analysis-ready observations and entities.
- **Configurable classification engine** – Transforms measurements into meaningful indices such as AQI or RAG status.
- **Optimised latest measurements** – Ensures fast access to the most recent sensor readings at all times.
- **Geospatial visualisation** – Interactive maps with spatial overlays, GeoJSON support, and multiple map providers.
- **Advanced analytics & charting** – 20+ configurable chart types with aggregation and export capabilities.
- **Data subscriptions & delivery** – Publishes data to external systems via APIs, queues, data lakes, or brokers.
- **Enterprise security & access control** – Role-based permissions with 2FA and SAML single sign-on.
- **Cloud-ready scalable architecture** – Modular, resilient design supporting growth and disaster recovery

## SERVICE BENEFITS

- **Clear insight from complex data**  
Turns large volumes of sensor and system data into simple, easy-to-understand indicators that support confident decision-making.
- **Faster, evidence-based decisions**  
Provides real-time and historical views of what's happening across places and services, helping teams respond quickly and justify actions.
- **Works with existing systems and suppliers**  
Integrates with current devices and platforms, avoiding vendor lock-in and protecting previous investment.
- **Improved reporting and accountability**  
Makes it easy to produce reports, dashboards, and visual evidence for internal management, elected members, and regulators.
- **Reduced manual effort and duplication**  
Automates data collection, processing, and reporting, reducing reliance on spreadsheets and manual analysis.
- **Secure and trusted by design**  
Ensures data is protected and access is controlled, supporting governance, compliance, and safe information sharing.

## WHO IS THE SERVICE FOR (Examples)

AURENET is designed for non-technical subject matter experts, enabling them to access, interpret, and use data without requiring specialist technical skills

- **Environmental Health Officer**  
Uses Aurennet to monitor environmental conditions, and to support statutory reporting and public health decisions.
- **Smart City / Digital Programme Manager**  
Oversees connected sensor deployments and uses Aurennet to integrate data sources, monitor performance, and demonstrate outcomes and behavioral influence from digital initiatives.
- **Transport or Traffic Data Manager**  
Uses sensor and analytics data to understand traffic flow, congestion, and trends to inform transport planning and interventions.
- **Estates or Facilities Manager**  
Uses building and environmental data to monitor conditions across council assets, support maintenance decisions, and improve energy efficiency

## DEPLOYMENT MODEL

- Cloud hosted (AWS UK region)
- Multi-tenant SaaS with logical data separation
- Accessible via modern web browsers
- No client-side software installation required

## ONBOARDING & IMPLEMENTATION

Typical onboarding includes:

- Environment provisioning
- User and profile setup
- Data import (optional)
- Administrator and user training

Standard onboarding is completed within 2–4 weeks, depending on organisation size and configuration complexity

## SERVICE LEVELS & AVAILABILITY

- Target availability: 99.9% monthly uptime
- Planned maintenance notified in advance
- Monitoring and incident management included

Service credits are available where availability targets are not met, in line with contractual SLAs.



## SECURITY

AURENET is designed to meet UK public sector security expectations:

- UK data residency
- Encryption in transit and at rest
- Role-based access control
- Full audit logging
- Regular vulnerability scanning and patching
- Alignment with UK GDPR and Data Protection Act 2018.

## DATA PROTECTION & COMPLIANCE

- Customer is Data Controller
- Supplier acts as Data Processor
- Data Processing Agreement available
- Audit trails and reporting.

## SUPPORT & MAINTENANCE

- UK-based support
- Business hours support as standard
- Priority incident handling for critical issues
- Knowledge base and user documentation included
- Enhanced support options are available.

## PRICING APPROACH

AURENET is priced on a subscription basis, reflecting the scale, complexity, and operational impact of public sector organisations' workloads .

Pricing is designed to:

- Align costs to actual organisational demand
- Support predictable annual budgeting
- Reflect the value delivered through effective data management and insight.

## PRICING MODEL

Pricing is subscription-based and aligned to the selected subscription period.

Additional discounts may be applied based on:

- Number of sensors
- Number of users

Indicative pricing bands and full details are available via the Digital Marketplace listing.

## CONTRACT LENGTH

- Minimum contract term: 12 months
- Discounts for multiple terms
- Extension options available

## EXIT MANAGEMENT

On contract termination:

- Customer data is returned in a standard, readable format
- Secure deletion of remaining data after an agreed retention period
- Exit support available if required

## DEPENDENCIES

- Internet connectivity
- Modern web browser
- Customer-provided user access management

## SERVICE CONSTRAINTS

- AI-assisted outputs are advisory and require human review

The EDERA service is suitable for central & local authorities, NHS bodies, police, arms-length bodies, and other UK public sector organisations.



## Contact Information

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