

Price Book

Prices shown exclusive of VAT, GBP £.

WiFi: Single Venue Pricing:

				Capture	Engage
Vertical	Tier	Measure	Size Tier	Annual	Annual
Indoor/Outdoor Attractions	Tier 3	Visitors	<200k visitors	£4,950	£7,450
	Tier 2		200k-1m visitors	£15,250	£22,500
	Tier 2		1m-3m visitors	£22,500	£39,500
	Tier 1		>3m visitors	£39,500	£69,500
Hospitals	Tier 3	Square Foot	<500k sq ft	£15,250	£22,500
	Tier 2		500k-1.5m sq ft	£22,500	£39,500
	Tier 1		>1.5m sq ft	£39,500	£69,500
Airports	Tier 3	Passengers	<1m passengers	£4,950	£7,450
	Tier 2		<5m passengers	£15,250	£22,500
	Tier 2		5-10m passengers	£22,500	£39,500
	Tier 1		>10m passengers	£39,500	£69,500
Stadiums & Arenas	Tier 3	Capacity of Fans/Visitors	<10,000 capacity	£4,950	£7,450
	Tier 2		<=25,000 capacity	£15,250	£22,500
	Tier 2		>25,000 capacity	£22,500	£39,500
	Tier 1		>1 building	£39,500	£69,500

WiFi: Multi Venue Pricing:

						Capture	Engage
Vertical	Tier	Size Tier	Measure	Min Venue	Max Venue	Per measure	Per measure
Hotels	Tier 3	Small	Per room	3	34	£12	£19
	Tier 2	Medium	Per room	35	75	£10	£16
	Tier 1	Large		76+		£8	£13
Cafe/Bar/ Restaurant	Tier 3	Small (1 AP ave)	Per venue	25	149	£100	£160
	Tier 2	Medium (3-5 AP ave)	Per venue	60	300	£250	£375
	Tier 1	Large		301+		£450	£675
Retail	Tier 3	Small (1-5 AP)	Per store	10	200	£220	£335
	Tier 2	Medium (25-30 AP)	Per store	8	35	£1,800	£2,750
	Tier 4	Big Box (50-75 AP)	Per store	3	15	£5,000	£7,500
	Tier 5	Dept (>75 AP ave)	Per store	2	10	£7,000	£11,000
	Tier 1	Other (exceed above)		Custom		£10,000	£15,000
Shopping Malls	Tier 3	Small	Per mall	1	1	£4,950	£7,450
	Tier 2	Medium (<100APs)	Per mall	1	3	£22,500	25%
	Tier 2	Large (>99 APs)	Per mall	1	2	£32,750	25%
	Tier 1	Other (mixed use)		Custom		£49,500	50%

Multi Tenant Solution:

#AP's	12 months - 35 months	36 months - 59 months	60 months+
1 to 1,500	£12.00	£10.80	£10.15
1,501 to 3,000	£10.15	£9.14	£8.58
3,001 +	£8.58	£7.66	£7.29

All prices per year

Assumes full TCV paid upfront

Staff WiFi Solution:

#Staff	12 months - 35 months	36 months - 59 months	60 months+
25 to 200*	£17.09	£15.38	£14.46
201 to 1,000	£12.82	£11.54	£10.84
1,001 +	£10.34	£9.23	£8.79
* minimum of 25 seats			

All prices per year

Assumes full TCV paid upfront

WiFi: Additional Modules:

Sales Pack	Shield	Surveys	Paid WiFi
Capture	33% of ARR	N/A for capture	Revenue Split (50%)
Engage	25% of ARR	25% of ARR	Revenue Split (50%)

Professional and Managed Services Pricing:

For any professional services, including but not limited to implementation, custom configuration, onboarding, or managed support, this is not included in the standard license fees, please refer to our SFIA Rate Card uploaded as a separate document on this listing. All professional services are charged at the daily rates specified therein.

Payment Terms

Invoices are issued annually in advance, payable within 30 days

Definitions

Capture

Core offering focused on capturing and verifying 1st party data in order to increase digital profiles within existing CRM solutions

Benefits:

Brand consistency (offline and online splash)

Security

Scalability

Verified emails

Digital profile capture and CRM integration

Standard CRM dashboards

Engage

Aimed at being able to realize the key use cases and ROI by enabling tailored engagement with users, based on customer behaviour whilst they are in venue

Benefits:

Builds on the benefits of capture

Tailored access journeys to increase education

Tailored rewards, redirects to loyalty and apps

Capture customer sentiment through NPS

Dashboard and reports

Engage packs must include managed service as standard

Features	Capture	Engage
Fully branded splash pages with multiple login methods, available in over 25 languages	☒	☒
Comprehensive and proven compliance with GDPR, CCPA, and major global data protection acts	☒	☒
Analytics based on customer WiFi usage, as well as monitoring speed and coverage within your venue	☒	☒
Capture key contact and demographic information from visitors, to enrich your CRM database	☒	☒
Seamlessly integrate with your existing CRM system to enrich customer profiles	☒	☒
Verify customer email addresses to keep invalid contacts out of your database, increasing marketing value	☒	☒
Project management, deployment and onboarding services to ensure speed to ROI*	☒	☒
Customized access journey, by utilizing branding for splash pages, interstitial videos, and redirects*	☐	☒
Trigger personalized communications and promotions based on your customers' interests	☐	☒
Website-level analytics for your physical space including demographics, behavior, return rate, and more	☐	☒
Seamlessly integrate with existing systems and workflows using our pre-built connectors, such as loyalty programs	☐	☒
Enable seamless authentication with SecurePass, as customers devices automatically connect to your WiFi	☐	☒
Reduce reliance on internal teams by leveraging Managed Services who will you execute with your business goals	☐	☒
*additional cost, not included in the standard license fees, please refer to our SFIA Rate Card uploaded as a separate document on this listing		

WiFi Additional Modules:

Shield

DNS based content filter to protect guests from harmful content, and add on extra layer of security to the network.

Surveys

Automatically survey every WiFi user with a simple to complete MicroSurvey, in order to gather instant, honest feedback from all visitors quickly and easily. Includes Survey AI features within the portal. Surveys can only be sold with Engage

Paid WiFi

Allows businesses to generate revenue from their WiFi service by implementing tiered access levels. This feature not only helps optimise network performance by reducing congestion during high-traffic periods but also offers businesses a way to generate additional revenue through customised pricing strategies.