



Electric Twin

G Cloud Pricing • January 2026



Electric Twin Pricing Document

G-Cloud 14 Framework - Cloud Software

Service: Synthetic Audience Intelligence Platform

Supplier: Electric Twin Ltd

Document Version: 1.0

Valid From: Jan 2026

Valid Until: Dec 2026

1. Core Platform Licensing

1.1 Platform Access Licenses (Annual)

License Tier	Description	Annual Price	Included Users	Additional Users
Starter	Single audience, standard support	£50,000	Up to 5	£2,500 per user
Enterprise	10 audiences, enhanced support	£150,000	Up to 50	£2,000 per user

License Includes:

- Access to Merlin platform for live audience exploration
- Message testing and campaign design tools
- Standard reporting and analytics dashboards
- Business hours support (Monday-Friday, 09:00-17:00 GMT)
- Platform training for included users
- Security updates and patches

Billing: Annual payment in advance

2. Synthetic Population Development



2.1 Population Creation Services

Service Type	Unit	Price	Volume Discount
Standard Population (from existing survey data, single demographic segment)	Per population	£2,250	10% for 3+ populations
Population Update (refresh existing population with new data with the same structure and format)	Per update	£2,250	

Population Development Includes:

- Advice on data format and survey construction
- Data source integration and validation
- Quality assurance testing
- Population documentation and methodology report
- Initial population deployment to platform

Delivery Timeframes:

- Standard Population: 15 business days from data receipt

3.1 Advanced Analytics

Service Type	Unit	Price
Regression Analysis	Per analysis	£50,000
Segmentation Analysis	Per segmentation study	£100,000
Cluster Analysis	Per study	£55,000



Service Type	Unit	Price
Predictive Modeling	Per model	£80,000
Custom Statistical Analysis	Per day	£5,000

Analysis Services Include:

- Data preparation and cleaning
- Statistical modeling
- Results interpretation report
- Visual presentation of findings

Delivery: Length depends on project size

4. Professional Services

4.1 Implementation and Integration

Service Type	Unit	Price
Platform Onboarding (included in Enterprise/Government tiers)	Per project	£3,000
Data Migration Services	Per day	£5,000

4.2 Training and Enablement

Service Type	Unit	Price
Standard Platform Training (included with all licenses, refresher)	Per session (up to 10 users)	£2,000



Service Type	Unit	Price
Train-the-Trainer Programme	Per programme (2 days)	£10,000

4.3 Consultancy and Strategic Support

Service Type	Unit	Price
Research Design Consultation	Per day	£10,000
Campaign Strategy Workshop	Per workshop (half-day)	£30,000
Methodology Review	Per review	£10,000
Strategic Advisory (quarterly business reviews)	Per quarter	£25,000

5. Support Services

Incident Classification

Incidents are classified based on severity of impact, scope of affected users, and availability of a workaround, as follows:

P0 – Critical Incident

A Critical Incident is an incident where:

- the production service is completely unavailable, or
- there is material data loss or corruption, or
- a security incident materially impacting confidentiality, integrity, or availability, and no reasonable workaround exists, affecting a significant proportion of users.



P1 – High Severity Incident

A High Severity Incident is an incident where:

- core or major functionality of the service is unavailable or severely degraded,
- a workaround may exist but is operationally burdensome,
- a significant subset of users is impacted.

P2 – Medium Severity Incident

A Medium Severity Incident is an incident where:

- non-critical functionality is impaired,
- a reasonable workaround exists,
- limited users are affected.

P3 – Low Severity Incident

A Low Severity Incident is an incident where:

- the service remains largely operational,
- the issue is cosmetic, minor, or informational in nature,
- no material business impact exists.

The Supplier reserves the right to reclassify incidents where the reported severity does not align with the above definitions, acting reasonably and in good faith.

For P2 and P3 Incidents, resolution may be scheduled into a future release at the Supplier's discretion, based on severity, impact, and product roadmap priorities. Some P3 Incidents may be addressed as part of general product improvements or may not be resolved where the Supplier determines that no material business impact exists.

Support Hours

Unless otherwise agreed in writing, support is provided during the following hours:

- Business Hours: 09:00–17:00 (UK time), Monday to Friday, excluding UK public holidays.

Support outside Business Hours is not guaranteed unless explicitly stated.

Response Time Targets



“Initial Response Time” means the time from receipt of a valid support request via the agreed support channels to acknowledgment by a qualified support representative and commencement of triage.

Severity	Target Initial Response Time
P0 – Critical	1 hour
P1 – High	4 hours
P2 – Medium	24 hours
P3 - Low	48 hours

Response time targets apply during Business Hours only, unless otherwise agreed.

Incident Management & Resolution

- The Supplier will use commercially reasonable efforts to investigate, mitigate, and resolve incidents following acknowledgment.
- Resolution times are not guaranteed, unless expressly agreed in a separate written SLA or Order Form.
- Where possible, the Supplier will prioritise service restoration or workaround before permanent resolution.

SLA Measurement & Clock Pausing

The Initial Response Time clock:

- starts when a support request is received via the agreed support channel with sufficient information to begin diagnosis;
- pauses where resolution is delayed due to:
 - Customer failure to provide required information, access, or cooperation;
 - third-party service outages outside the Supplier’s reasonable control;
 - force majeure events.

Exclusions

This SLA does not apply to:

- issues caused by Customer misuse, unauthorised modifications, or unsupported integrations;
- pilots, betas, trials, or non-production and beta features;
- scheduled maintenance communicated in advance.



6. Data Services

6.1 Data Management

Service Type	Unit	Price
Custom Data Export (bespoke formats/integration)	Per export	£20,000

7. Project-Based Services

7.1 Turnkey Research Projects

Project Type	Description	Price Range	Typical Delivery
Quick Insights Project	Single audience, basic analysis, summary report	£30,000	2 weeks
Standard Research Project	Custom population, segmentation, detailed reporting	£150,000	4 weeks
Comprehensive Study	Multiple populations, advanced analytics, presentations	£200,000	6-8 weeks
Ongoing Programme	Quarterly research cycles, continuous audience monitoring	£250,000 per year	Continuous

Project Services Include:

- Project management



- Population development
 - Data analysis
 - Report generation
 - Presentation of findings
 - 30-day post-delivery support
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8. Payment Terms

Standard Terms:

- Annual licenses: Payment due within 30 days of invoice
- Project work: 50% on commencement, 50% on delivery
- Monthly/Quarterly services: Payment in advance
- Volume discounts: Applied at contract signature

Payment Methods:

- BACS transfer
- Purchase order (approved government bodies)

Invoicing:

- Electronic invoicing available
 - Itemized billing provided
 - VAT applied at prevailing rate
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9. Fair Usage Policy

Included Usage Limits:

- Concurrent users: As specified in license tier
- Support tickets: Unlimited

Excess Usage:

- Charged monthly in arrears
- Rates as specified in Section 6.1
- 30-day notice for consistent overages



10. Trial and Proof of Concept

Service Type	Duration	Price	Limitations
Platform Demo	Single session	£0	Demo data only
Proof of Concept	30 days	£10,000	Single population, 5 users
Pilot Programme	90 days	£30,000	Full platform access, 10 users, 2 populations

11. Service Level Agreement Guarantees

Availability SLA:

- 99.5% uptime target
- Service credits: 5% of monthly fee per 0.5% shortfall below target
- Maximum service credits: 25% of monthly fee

Support SLA:

- Response time guarantees as per support tier
- Service credits: 10% of monthly support fee per SLA miss
- Maximum service credits: 50% of monthly support fee

12. Termination and Refunds

License Termination:

- 90-day notice required
- No refund on annual licenses (minimum term commitment)



- Pro-rata refund on multi-year commitments with 90-day notice

Project Cancellation:

- After commencement: Pro-rata charges for work completed plus 20% early termination fee

Data Portability:

- Full data export provided at no charge
 - 60-day data retention post-termination
 - Certificate of data destruction provided
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13. Price Adjustments

Annual Price Review:

- Prices reviewed annually on framework anniversary
- 60 days notice of any price changes
- Existing contracts honored at original pricing for contract term

Foreign Exchange:

- All prices in GBP
 - No currency fluctuation charges
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14. Additional Information

Included at No Extra Cost:

- All security patches and updates
- Standard platform feature releases
- ISO 27001 compliance documentation
- GDPR-compliant data processing agreements
- Standard SLA reporting
- Customer success check-ins (Enterprise/Government tiers)

Not Included:

- Third-party data acquisition costs (client responsibility)
- Client-specific infrastructure requirements beyond standard offering



- Travel expenses for on-site visits (charged at cost)
 - Bespoke feature development (quoted separately)
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16. Contact for Pricing Queries

Commercial Enquiries:

- Email: info@electrictwin.com
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Pricing Validity: These prices are valid for the duration of the G-Cloud 15 framework agreement and supersede all previous pricing schedules.

Terms and Conditions: See separate Service Terms and Conditions document for full contractual terms.

Pricing Document Version: 1.0

Last Updated: January 2026

Crown Commercial Service Framework: RM1557.14

Notes:

- All prices exclude VAT (charged at prevailing rate)
- Prices are in GBP (£) Sterling
- Minimum contract value: £15,000