

Echo360 Modular Pricing Overview

Echo360 offers flexible pricing that allows institutions to license individual solutions, combine multiple modules, or adopt the full **Learning Transformation Platform (LTP)**. Pricing is structured to clearly demonstrate economies of scale, with lower per-user costs as additional modules are adopted. This enables institutions to start with a specific use case and expand over time while achieving greater overall value.

Pricing is subscription-based and calculated using either full-time equivalent (FTE) numbers or licensed user counts, as applicable.

Echo360 Learning Transformation Platform Modules

echovideo

EchoVideo is Echo360's lecture capture and video management solution. It enables institutions to record, manage, stream, and analyse live and recorded teaching content.

Included in the subscription:

- Lecture capture (software-based and optional hardware-supported)
- Secure video hosting and playback
- LMS integration
- Captioning and transcripts (where applicable)
- Analytics and engagement insights
- Unlimited storage
- 24/7 technical support

echoengage

EchoPoll is Echo360's live polling and engagement solution, supporting active learning across in-person, hybrid, and online environments.

Included in the subscription:

- Live polling and interactive questioning
- Anonymous and identified participation options
- Real-time results and reporting
- LMS and presentation tool integration
- Unlimited usage
- 24/7 technical support



GoReact is Echo360's video-based assessment and feedback solution, supporting skills-based and practice-led learning through structured video review.

Included in the subscription:

- Video submission and recording
- Time-stamped and rubric-based feedback
- Peer review and reflection workflows
- Analytics and reporting
- Unlimited storage
- 24/7 technical support

Modular Pricing Options

Echo360 pricing is available in three clear options:

- **Single Module** – licence any one Echo360 solution
- **Two-Module Bundle** – licence any two Echo360 solutions together
- **Learning Transformation Platform** – licence all three solutions as a single integrated platform

Modular options provide increasing economic value compared to purchasing modules individually.

Single vs Two vs Three Module Pricing (Comparison Table)

User Range	1 Module (Any One)	2 Modules (Any Two)	3 Modules (LTP)
0 – 1,000	£25	£42	£60
1,001 – 5,000	£20	£34	£50
5,001 – 20,000	£15	£26	£40
20,001 – 50,000	£11	£19	£30
50,001 – 150,000	£8	£14	£22
150,001+	£5	£9	£15

All prices shown are per user, per year.

Pricing Rationale

The pricing structure is designed to make the value of adopting multiple Echo360 solutions transparent. Customers benefit from reduced per-user pricing as additional modules are added, reflecting shared platform services, integrated workflows, and lower total cost of ownership. The Learning Transformation Platform provides the best overall value for institutions seeking an end-to-end solution covering capture, engagement, assessment, and insight.

What's Included in All Subscriptions

All Echo360 subscriptions include: Unlimited 24/7 technical support - All product enhancements and updates - Security and performance updates - Unlimited storage - Access to documentation and training resources

Optional services such as implementation support, custom integrations, and migration assistance are available at additional cost.

Notes

- Prices are exclusive of VAT unless otherwise stated.
- Discounts may apply for multi-year commitments.
- Pricing represents maximum payable amounts under the G-Cloud framework; customers may be offered lower pricing.