

## G-Cloud Pricing Document

### Service Overview

This service provides an automated content moderation and analysis platform designed for use by UK public sector organisations. The service enables organisations to analyse images and other digital content at scale in order to identify and manage inappropriate, unsafe, or policy-restricted material.

The service is offered as a subscription-based licence with inclusive usage, allowing customers to budget with confidence while still scaling to meet operational demand. Pricing is aligned with public sector procurement expectations and is suitable for purchase via the G-Cloud framework.

### Pricing Model Summary

- Annual subscription licence per organisation
- Each licence tier includes a defined annual volume of scans
- All prices are exclusive of VAT
- Optional enhanced support services are available
- Additional usage above the included allowance can be purchased if required

This model prioritises cost predictability, simplicity, and value for money.

### Annual Licence Tiers

Included in All Licence Tiers

- Access to the full content moderation platform
- API and dashboard access
- Unlimited user accounts
- Hosting and infrastructure
- Security management and updates
- Standard support (business hours)
- Reporting and audit features

### Licence Pricing

| Tier       | Intended Use                            | Included Scans<br>(per year) | Infrastructure           | Annual<br>Licence Cost |
|------------|-----------------------------------------|------------------------------|--------------------------|------------------------|
| Starter    | Small authorities, pilots, single teams | 50,000                       | Shared                   | £25,000                |
| Core       | Medium authorities, sensitive workloads | 250,000                      | Dedicated infrastructure | £90,000                |
| Plus       | Large authorities, multi-team usage     | 1,000,000                    | Dedicated infrastructure | £200,000               |
| Enterprise | Large-scale or shared service use       | 3,000,000                    | Dedicated infrastructure | £400,000               |

### Dedicated Infrastructure

The Core, Plus & Enterprise tiers include dedicated infrastructure. This provides:

- Logical and physical separation from other customers
- Improved performance consistency
- Enhanced data isolation

- Suitability for higher-risk or higher-volume workloads

Dedicated infrastructure is provisioned and managed as part of the annual licence fee.

### Usage and Fair Use

Each licence tier includes an annual scan allowance. A scan is defined as a single item of content analysed by the service.

- Customers are notified when usage reaches 80% and 100% of the included allowance
- Usage is measured cumulatively over the licence year

### Additional Usage

If required, additional scans above the included allowance can be purchased:

- Additional scans are charged at a fixed per-scan rate pro rata to the base licence
- Charges are agreed in advance and invoiced periodically
- This ensures continued service availability without disruption

### Support Services

All licence tiers include standard support:

- Business hours support (UK working days)
- Support via email or ticketing system
- Incident response and service maintenance

### Optional Enhanced and Premium Support

Customers may optionally purchase additional support services to meet operational or service-level requirements.

| Support Level    | Description                                                              | Cost                        |
|------------------|--------------------------------------------------------------------------|-----------------------------|
| Enhanced Support | Faster response SLAs, quarterly service reviews                          | +10% of annual licence cost |
| Premium Support  | 24/7 support SLAs, named technical contact, proactive service management | +15% of annual licence cost |

Support options are priced as a percentage of the annual licence fee and are purchased for the same term as the licence.

### Contract Terms

- Minimum contract term: 12 months
- Licences are renewable annually
- Pricing is fixed for the duration of the contract term
- Unused scans do not roll over beyond the licence period

**Custom packages upon request.**