

Welford Analytics & AI

Pricing Document

Lot 3: Cloud Support (Consulting)
G-Cloud 15
2026

Overview

This pricing document provides day rates and optional fixed-scope packages for Welford Analytics & AI Services under Lot 3 (Cloud Support). Services include data strategy, analytics, machine learning, RAG/agentive AI, AI governance, and MLOps. Final scope, roles, and delivery approach are confirmed in the Order Form/Call-Off Contract.

Day rates (time and materials)

Day rates are for an 8-hour day. Remote delivery is the default. Onsite is available by agreement.

Role band	Day rate	Typical activities
Consultant (Data/BI)	£750/day	Discovery, requirements, dashboards, documentation, workshops
Senior Consultant / Data & ML Architect	£950/day	Data engineering, ML/RAG design, security-by-design, delivery oversight
Principal / Lead Architect (AI/Data)	£1,250/day	Enterprise architecture, AI governance, assurance, senior stakeholders

Optional packaged services (fixed-price examples)

Fixed-price packages are optional and can be tailored. Exact pricing depends on scope and stakeholder availability.

Package	Typical scope	Duration	Price (ex VAT)
Discovery & use-case prioritisation sprint	Objectives, data readiness, use-cases, options, roadmap outline	2 weeks	£7,500–£15,000
Data platform & governance sprint	Data architecture, governance model, pipelines plan, BI approach	3–4 weeks	£15,000–£30,000
RAG prototype + guardrails	RAG grounded on buyer documents, access controls, citations, evaluation	3–4 weeks	£15,000–£35,000
Agentic AI assistant prototype	Tool/API calling, workflow orchestration, human-in-loop controls	3–4 weeks	£15,000–£40,000
MLOps & deployment readiness sprint	CI/CD, monitoring, drift, runbooks, handover	3–4 weeks	£15,000–£35,000
Responsible AI governance pack	Risk/impact assessment, bias checks approach, assurance evidence	2–3 weeks	£10,000–£25,000

Professional services and support add-ons

These services are optional and priced separately unless included in the Order Form.

Item	Unit price (Excl. VAT)	Unit	Notes
Onboarding / implementation (remote)	£2,000	One-off per tenant	Tenant setup, admin training, initial configuration
Integration setup	£1,500	One-off per target system	Complexity dependent; buyer access required
Data import / migration assistance	£750	Per day	Time & materials
Onsite workshop / training	£1,250 + expenses	Per day	By agreement
Enhanced Support (08:00– 20:00 Mon–Fri)	£250	Per tenant / month	Phone for P1/P2 during enhanced hours; scope in Order Form
24x7 P1 Incident Response	From £1,000	Per tenant / month	Acknowledge/triage ≤60 mins; 24x7 phone/on-call for P1 incidents only; scope/limits in Order Form.

What's included and exclusions

These services are optional and priced separately unless included in the Order Form.

- ✓ **Included:** SaaS access, standard updates, standard support via ticketing/email during UK business hours.
- ✓ **Excluded unless purchased:** bespoke development, complex custom integrations, dedicated environments, onsite services, premium/24x7 support.
- ✓ **Buyer responsibilities:** provide required access/credentials for integrations, nominate administrators, and comply with system requirements.

Ordering and invoicing

Ordering is via Digital Marketplace in accordance with the G-Cloud Call-Off process. An Order Form/Call-Off Contract will confirm the services, quantities, term, and any agreed options. Invoicing is monthly or annually as agreed; VAT will be added where applicable.

Tooling (indicative)

These services are optional and priced separately unless included in the Order Form.

- ✓ Typical toolchains include Azure Machine Learning, Azure OpenAI, Microsoft Fabric, Databricks, MLflow, Power BI, and secure cloud services.
- ✓ Third-party licences/subscriptions (e.g., cloud services) are provided by the Buyer unless otherwise agreed.

Travel and expenses

Ordering is via Digital Marketplace in accordance with the G-Cloud Call-Off process. An Order Form/Call-Off Contract confirms scope, roles, duration, deliverables, and any onsite requirements. Invoicing is monthly in arrears (time and materials) or by milestone (fixed-price packages), as agreed.





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