Conquer AI
SFIA Rate Card
AI Workflow Design & Implementation Service
G-Cloud 15 – Lot 3: Cloud Support

1. Day Rates by SFIA Level

All rates are per day (7.5 hours), excluding VAT, for UK-based delivery.

SFIA Level	Role Examples	Day Rate
Level 7 – Set Strategy	Principal Consultant, Practice Lead	£1,200
Level 6 – Initiate	Senior Consultant, Lead Architect	£1,000
Level 5 – Ensure/Advise	Consultant, Solution Architect	£850
Level 4 – Enable	Senior Analyst, Senior Developer	£700
Level 3 – Apply	Analyst, Developer, Engineer	£550
Level 2 – Assist	Junior Analyst, Junior Developer	£400

2. Rates by Skill Category

Skill Category	SFIA 3	SFIA 4	SFIA 5	SFIA 6	SFIA 7
Strategy & Architecture	£550	£700	£850	£1,000	£1,200
Business Analysis	£550	£700	£850	£1,000	£1,200
AI/ML Engineering	£600	£750	£900	£1,050	£1,250
Solution Development	£550	£700	£850	£1,000	£1,200
Project Management	£550	£700	£850	£1,000	£1,200
Training & Change Mgmt	£500	£650	£800	£950	£1,150

3. Volume Discounts

Total Days Committed	Discount
50-99 days	5%
100-199 days	10%

Total Days Committed Discount

200+ days 15%

Contract Duration Additional Discount

12+ months 5%

24+ months 10%

Discounts are cumulative up to a maximum of 20%.

4. Packaged Service Options

For buyers preferring fixed-price engagements:

Package	Description	Duration	Price
Discovery Sprint	Assessment of AI/automation opportunities	10 days	£7,500
Proof of Concept	Single workflow demonstration	20 days	£14,000
Workflow Implementation (Small)	Single automated process, up to 3 integrations	30 days	£21,000
Workflow Implementation (Medium)	2-3 workflows, up to 5 integrations	60 days	£40,000
Workflow Implementation (Large)	Complex multi-workflow solution	100 days	£65,000

Packages include all phases (discovery, design, build, deploy, training).

5. Additional Charges

Item	Price
Travel & expenses (outside M25)	At cost, pre-approved
Out-of-hours working (pre-agreed)	Day rate + 50%
SC clearance application support	£500 per person
Expedited start (within 5 working days)	+10% on first month

6. What's Included

All day rates include:

- Professional indemnity insurance
- Public liability insurance
- Project management and reporting
- Standard documentation
- UK business hours availability (9am-5:30pm)

7. Payment Terms

- Monthly invoicing in arrears
- Payment due within 30 days
- Milestone-based invoicing available for fixed-price packages

8. Example Costings

Example 1: Discovery Engagement (Local Council)

- 1 x Senior Consultant (SFIA 6): 5 days @ £1,000 = £5,000
- 1 x Business Analyst (SFIA 4): 5 days @ £700 = £3,500
- **Total: £8,500** (excluding VAT)

Example 2: Workflow Implementation (NHS Trust)

- Discovery phase: 15 days blended team = £11,250
- Design phase: 20 days blended team = £15,000
- Build phase: 40 days blended team = £28,000
- Deploy & training: 10 days = £7,500
- 100+ day discount (10%): -£6,175
- **Total: £55,575** (excluding VAT)

Example 3: Ongoing Support Retainer

- 5 days/month mixed consultancy
- Average blended rate: £750/day
- Monthly cost: £3,750
- 12-month commitment discount (5%): -£187.50
- **Monthly: £3,562.50** (excluding VAT)