



G Cloud 15

BT Price Card for BT
Smart Messaging
(Sinch)

1 Price Card

All prices exclude VAT.

The **Smart Messaging (Sinch)** Price Card is subject to a Call-Off Term of 12 months.

Please note any SMS* has a 160 character limit and where multiple SMS are concatenated for longer messages a Charge will apply to each SMS used.

Table 1 - SMS Communications Service provides access for SMS Users with access to basic reports. No set-up Charge applies. Charges are per API.

BT Service Order Reference Number	Service Description	Monthly Recurring Charge
BT-L2b-0230	SMS API (REST)	£0.00

Table 2 - UK SMS* has 1 charging Tier per calendar month. Minimum SMS volumes are 1,000,000 SMS per calendar month

BT Service Order Reference Number	SMS Tiers	G Cloud Per SMS Charge
BT-L2b-0231	Per SMS	£0.035

Table 3** UK Short Codes, UK Virtual Mobile Number and Keywords.

BT Service Order Reference Number	Service Description	Per SMS Reply Charge	One Off Charge	Monthly Recurring Charge
BT-L2b-0232	Virtual Mobile Number	£0.00	N/A	£10.00
BT-L2b-0233	Dedicated Short Code^	£0.00	£950.00	£950.00
BT-L2b-0234	Dedicated Free to End User Short Code^	£0.065	£950.00	£950.00
BT-L2b-0235	Shared Short Code	£0.00	£150.00	£75.00
BT-L2b-0236	Per keyword on shared short code	£0.00	£0.00	£5.00

** Table 3 service items must be purchased in conjunction with Table 2 UK SMS



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Registered office: One Braham, Braham Street, London, E1 8EE

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BT is an ISO 9001 Registered Company

Company information

Parent Company: BT Group plc

Company Legal Entity Name: British Telecommunications plc

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