

G-Cloud 15 Pricing: My Tax Digital

Service Provider: Open Answers Ltd

Service Type: Lot 2b - Cloud Software (SaaS)

1. Core Service Subscription

The My Tax Digital platform follows a "Truly Free" philosophy for its core filing services, ensuring accessibility for all sole traders and individual landlords.

Service Tier	Description	Annual Fee (Excl. VAT)
MTD for VAT (Standard)	Full VAT bridging and digital record-keeping for registered businesses.	£0.00
MTD for ITSA (Individual)	Income Tax Self Assessment for those with income >£50,000 (starting April 2026).	£0.00
MTD for ITSA (Property)	Dedicated support for SA105 (UK Property) filings.	£0.00

2. Advanced AI & Support Modules

Optional modules that enhance user experience and provide automated assistance.

- **Alsha Virtual Assistant (Premium):** From £5,000 p.a. + £0.05 per 1,000 Tokenised Semantic Requests (TSR). Provides real-time HMRC-trained guidance and onboarding support.
- **Compliance Audit Vault:** £2,500 p.a. Extended storage (7+ years) for all submission receipts and digital evidence in a military-grade secure environment.
- **Priority Technical Support:** £1,200 p.a. Direct access to a dedicated UK-based support desk with a 4-hour response time SLA.

3. Enterprise & Practice Solutions

For larger organizations or accountancy practices requiring custom integration and branding.

- **API Gateway Integration: From £2,500 (One-off fee).** For connecting third-party ERP systems or custom accounting software directly to the MTD submission engine. Final price depends on API complexity and volume.
- **White-Label Portal: From £15,000 p.a.** Allows accountancy firms to offer MTD services under their own branding, including custom domains and UI styling.

4. Professional Services (SFIA Rate Card)

Services for custom setup or data migration are billed according to the SFIA levels below.

Resource Class	SFIA Level	UK Day Rate
Enterprise Architect	Level 7	£1,250.00
Senior Software Developer	Level 4	£1,100.00
Compliance Consultant	Level 4	£1,100.00

Pricing Factors & Deviations

1. **Truly Free Commitment:** The core MTD submission functionality for VAT and ITSA remains free to use for all individual end-users.
2. **Public Sector & Charity Support:** Open Answers provides complimentary onboarding for eligible non-profits and public sector bodies.
3. **Minimum Term:** 12 months for any paid add-on modules or white-label agreements.