



Pricing Summary

Operating costs for Brightspace are reflected in our annual recurring software and support fees. These fees cover software licensing and ongoing platform usage. They also include hosting, updates and upgrades, storage, administrator technical support, enterprise-grade cybersecurity and data protection, account management, and customer success management.

Within education, pricing is typically based on FTE (Full Time Equivalent) numbers, however, D2L also provides an Annual Active User Model dependent on a customer's requirements. Recurring fees are influenced by variables such as contract duration, licence type, and volume. Committing to a higher licence volume over a longer term delivers economies of scale and more favourable pricing. While recurring fees typically include a 5% annual uplift aligned with industry norms, this can be reduced to 3% for partnerships of five years or more, providing additional long-term value. At the end of the initial contract, should the customer wish to renew for a further period, D2L would be happy to negotiate an agreement based on projected active user numbers, contract duration, and the software bundle selected.

We have outlined below the fixed price per user bandings depending on volume:

Brightspace Core LMS with Basic Administrator Support

Per Active User / FTE	0 – 1,000	£15.00
Per Active User / FTE	1,001 – 5,000	£14.00
Per Active User / FTE	5,001 – 10,000	£13.00
Per Active User / FTE	10,001 – 25,000	£12.00
Per Active User / FTE	25,001+	£11.00

D2L has a minimum threshold of £15,000 which must be obtained annually for the recurring software Brightspace Core and support fees.

All contracts include Basic Administrator Support as standard; however, increased levels of support can be provided at an additional cost.

Administrator Support Packages

Basic	Included as standard
Select	8% of all annual recurring fees (minimum £1,500 per year)
Plus	15% of all annual recurring fees (minimum £2,300 per year)
Platinum	30% of all annual recurring fees (minimum £33,400 per year)

One Time Services Fees: Implementation and Private Training

These fees relate to the services required to implement and configuring your Brightspace learning platform, along with private training designed to equip your team with the knowledge and confidence to fully leverage the platform's extensive functionality.



We provide implementation and training services at a day rate of £1,360 per day for Project Management, Implementation Consulting, and content and data services, and £1,650 per day for Training. We work with each customer individually to understand the scope and duration of their implementation period, and we then apply this day rate to create a fixed, fully-costed implementation package tailored to that timeframe.

Optional Value-Added Solutions

Solution / Service	One Time Fee	Recurring Fee (annual)
Creator+ with H5P	£6,000	Per Active User / FTE – 7.5 generations per licensed user 1,001 – 5,000 = £7.50 5,001 – 10,000 = £5.80 10,001 – 25,000 = £4.35 25,001 + = £3.60 Should a customer require additional Smart Import credits, additional imports may be purchased as follows and shall be valid for 12 months: 100 credits: £130.00 200 credits: £260.00 500 credits: £630.00 1,000 credits: £1,260.00 2,000 credits: £2,500.00
Performance+ (requires Plus Admin support or higher)	£6,000	30% of annual Brightspace Core licensing fees
D2L Lumi Pro	£0	Per Active User / FTE – 30 generations per licensed user 1,001 – 5,000 = £4.80 5,001 – 10,000 = £3.70 10,001 – 25,000 = £3.30 25,001 + = £3.15 Minimum Spend: £3,000.00 minimum spend per year is required. Should a Client exceed this annual allowance, they shall pay for additional AI generations at a fee of £0.08 per excess AI generation consumed.

D2L Lumi Chat	£1,200	Per Active User / FTE 1,001 – 25,001 + = £1.15 Minimum Spend: £1,500.00 minimum spend per year is required.
D2L Lumi Feedback	£0	Per Active User / FTE 1,001 – 5,000 = £5.60 5,001 – 10,000 = £4.90 10,001 – 25,000 = £4.45 25,001 + = £4.15 Minimum Spend: £9,300.00 minimum spend per year is required.
D2L Lumi Tutor	£0	Per Active User / FTE 1,001 – 5,000 = £2.50 5,001 – 10,000 = £2.35 10,001 – 25,000 = £2.15 25,001 + = £2.00 Minimum Spend: £6,000.00 minimum spend per year is required.
D2L Course Merchant eCommerce	£10,500 includes standard implementation and a choice of 1 of 4 design templates	£3,600.00 for 1,500 transactions annually £6,000.00 for 5,000 transactions annually £8,400.00 for 10,000 transactions annually £15,600.00 for 25,000 transactions annually £25,500.00 for 50,000 transactions annually £41,700.00 for 100,000 transactions annually
Learning Administration Manager – Corporate Select	£0	£46,100.00 per year
Technical Account Manager - Corporate Select	£0	£21,300.00 per year

All prices exclude VAT.



Data Extraction

D2L provides a set of export tools within the product to allow the client to export course content materials in a standard, packaged format as well as grades and other specific elements of data. We will delete, destroy, or render inaccessible the client's files and data residing on our servers upon termination, unless otherwise agreed in writing. At any time during the term of the agreement and prior to the end of contract termination, the client may export its data through the user interface by archiving or through the export utility.

At any time, the client can pull learning environment data without D2L assistance using Data Hub and Bulk Course Export. Data Hub allows administrators to download D2L user/tool interaction data in CSV data sets through our UI or APIs, allowing you to export data into an Enterprise Data Warehouse (EDW). Bulk Course Export allows for the export of large numbers of courses to package courses for local archiving.

Pricing Details

SOFTWARE

Brightspace Core includes:

- Course creation and management
- Communication, collaboration, assessment, and grading tools
- Bulk course creation/ conversion, bulk content upload
- Authentications (LDAP, SSO, CAS, AD)
- Repository for easy sharing of content
- Responsive design and mobile apps
- Flexible roles and permissions
- SIS and third-party integrations via API / LTI
- Lifelong ePortfolio access
- Data access and user/class progress dashboards
- 500 MB storage / user
- Integrated app discovery store
- Adaptive learning through release conditions
- Real time video conferencing
- Cloud hosting
- Test/Development environment

Services

Brightspace Core implementation includes the implementation, configuration, and training to optimise your launch of Brightspace Core. Our implementation team will install your environments and create your initial user accounts. They then work with your team to complete the configurations, course conversions, and integrations required to get you up and running. Our Learning Services consultant may work with you to understand the current learning experience within a course and provide guidance on effective use of Brightspace tools to improve that course experience. Implementation packages include between one-and-a-half (1.5) to five (5) days of comprehensive, instructor-led training, and unlimited access to our Guided Training offering (which provides access to live online training sessions, ask a trainer drop-in sessions, comprehensive video tutorials, and try it yourself activities). All users also receive 24x7 access to the Brightspace Community for quick access to documentation, user guides, video tutorials, webinars, and downloadable help file packages.