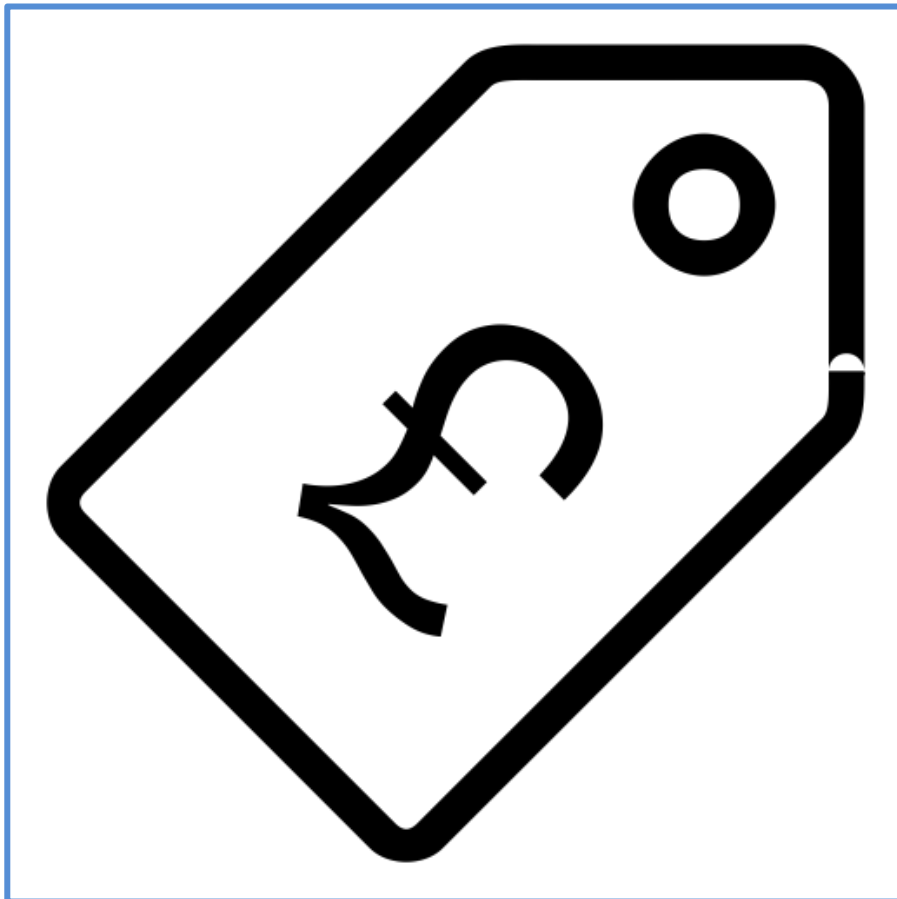


boommail™

Triage



G-Cloud 11 Pricing for Boomerang Triage Version 1

UK Price List

Boomerang Triage provides an additional capability to customer facing support services, customer surveys and engagement communications. It has been developed to help contact centres provide automated management of customer initiated support requests over SMS and IVR utilising data look-up and intelligent distribution ultimately improving the quality of service delivery. This reduces operational overheads substantially, whilst offering their customers a method of engagement that provides both flexibility and convenience.

For customers that place an order through the Digital Marketplace, Boomerang will offer a 20% discount on subscription fees. This offer is not applicable to messaging rates, support services nor extra features.

Bands	A	B	C	D	E	F	G	H	I
Subscription									
Annual Subscription	£1,200	£2,400	£3,600	£8,400	£18,000	£35,100	£51,300	£66,600	£100,000
Inclusive Message Bundle	£468.00	£936.00	£1,386.00	£3,150.00	£6,480.00	£11,934.00	£15,980.00	£18,981.00	£27,000.00
Maximum Engagements (Annual)	0-20k	50k	100k	250k	500k	1 million	2 million	3 million	Unlimited
Message Bank									
Purchase Additional Messages	£175	£325	£600	£1,700	£2,750	£5,000	£11,250	£20,000	£40,000
SMS and Voice Messaging Rate	0.065	0.06	0.055	0.05	0.045	0.04	0.035	0.03	0.027
<i>Volume</i>	<i>2,692</i>	<i>5,417</i>	<i>10,909</i>	<i>34,000</i>	<i>61,111</i>	<i>125,000</i>	<i>321,429</i>	<i>666,667</i>	<i>1,481,481</i>
Redirected Voice Calls	0.085	0.08	0.075	0.07	0.065	0.06	0.055	0.05	0.047
<i>Volume</i>	<i>2,059</i>	<i>4,063</i>	<i>8,000</i>	<i>24,286</i>	<i>42,308</i>	<i>83,333</i>	<i>204,545</i>	<i>400,000</i>	<i>851,064</i>
Annual Support									
Premium support 24/7/365	£1,000	£2,000	£3,000	£5,000	£8,000	£10,000	£12,000	£14,000	£16,000
Extra features									
Exclusive No. Range (20 No.s)	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000
Boomlocal	POA	POA	POA	POA	POA	POA	POA	POA	POA
On Premise	POA	POA	POA	POA	POA	POA	POA	POA	POA

Additional Numbers		
SMS Number options for Triages	Set-up	Annual sub.
Triage with Long Virtual Number (UK)	£35.00	£200.00
Triage with dedicated short-code (UK)	£1,000.00	£9,600.00
Keyword for dedicated short-code (UK)	£50.00	£600.00
Shared short-code & keyword (UK)	£150.00	£600.00

Boomerang Triage is supplied with 1 inclusive Long Virtual Number which can be used across multiple Triages (in conjunction with a unique keyword for each separate Triage). Additional numbers are purchased at the rate set out in the Additional Numbers table.

Once inclusive message credit has been exhausted, additional messages can be purchased in bundles as displayed in Message Bank.

Volumes stated in italic indicate the messaging allowance available if only that channel is used. If multiple channels are used, the cost per message will be calculated and deducted from the Message Bank accordingly.

Pricing is for UK only. Separate price schedules available per location. Discounts available for subscriptions in multiple locations. Subject to E&OE. Credit / post-paid customers will be charged for messages at the rate associated to their band.

Keyword Definitions

Boomlocal	Use an SMS number local to the End User, removing international message charges. Subject to availability of numbers on a per country basis.
Contract	Price list is subject to Boomerang's standard terms and conditions. E&OE.
Credit / post-paid customers	Credit/post-paid customers will be charged for messages at the rate associated to their subscription band after any inclusive allowance has been used
Credit Terms	Credit terms are subject to contract and satisfying relevant checks undertaken by Boomerang.
Currency	GBP.
End User	The user submitting an inbound communication used to activate a Triage.
Exclusive No. Range	A communications or originating number range used exclusively by your organisation.
Inbound Communications	End user initiated messaging including messages submitted to a dedicated or shared short code (using a keyword), long virtual number, email address and any other communications address made available by Boomerang.
Inbound Communication Address	A communication address to which end users submit messages that is required to activate a Triage. The activation of a Triage requires either a unique communication address per Triage or a common communication address that must be used with a unique keyword to activate a Triage. Regardless of the Band selected, Boomerang Triage is supplied with one inclusive Long Virtual Number which can be used across multiple Triages (in conjunction with a unique keyword for each separate Triage). Additional numbers are purchased at the rate set out in the Additional Numbers table.
Inclusive Messages	Outbound messages sent to the End User activating a Triage that are provided as part of the Annual Subscription.
Maximum Engagements	The maximum number of inbound communications used to activate a Triage that are included with the subscription band. Where this limit is exceeded during one annual term, the customer is automatically migrated up the banding scale to the nearest band providing a greater quantity of inclusive engagements. The Annual Subscription for remainder of the annual term will be charged at the rate associated to the new Band, on a pro-rated basis. The the Annual Subscription for the following year is also renewed according to the new Band
Message Bank	A pre paid financial credit from which all messaging types will be deducted at the corresponding pre-purchased rate.
POA	Requires a price from Boomerang and agreement from the client prior to going into production.
End User	The user submitting an inbound communication used to activate a Triage. Outbound messages issue by the Triage a returned to the communication address from which the inbound communication was submitted.
Services	All listed services are included within the licence fee with the exception of: <ul style="list-style-type: none"> • International message delivery • Ad-hoc development • Training • A single outbound SMS message is charged up to 160 characters; Thereafter, multiple messages are charged in segments of 153 characters • UNICODE a single outbound SMS message is charged up to 70 characters; Thereafter multiple messages charged in segments of 67 characaters
Subscription	Customers can upwardly migrate their subscription upon request at any time which will become effective from the beginning of the following month. Downward migration of the subscription is not allowed within the contract period. Inclusive messages will be calculated accordingly.
Support	Standard Support includes email and web chat during working hours. Premium support has the addition of telephone support provided 24/7/365
VAT	Not included in price list.