Salesforce - Service Cloud

Detailed Pricing

Lightning Service Cloud		Unit Price by Volume Band (subscribers from-to)				
Description	**Unit**	**1-99**	**100-199**	**200-499**	**500-999**	**1000+**
Lightning Service Cloud - Professional Edition[1]	User/Month	£41.64	£39.95			
Lightning Service Cloud - Enterprise Edition	User/Month	£63.75	£59.51	£52.71	£50.15	£44.20
Lightning Service Cloud - Unlimited Edition	User/Month	£113.05	£103.71	£87.55	£79.91	£69.71
Description - Flex Users	**Unit**					
Lightning Service Cloud - Enterprise Edition - (Flex User)[2]	User/Month	125% of prevailing Lightning Service Cloud - Enterprise Edition price.				
Lightning Service Cloud - Unlimited Edition - (Flex User)[2]	User/Month	125% of prevailing Lightning Service Cloud - Unlimited Edition price.				
Description - 1st RUL Type	**Unit**	**1-99**	**100-199**	**200-499**	**500-999**	**1000+**
Lightning Service Cloud - Enterprise Edition (Restricted Use)[3]	User/Month	£51.00	£47.60	£42.16	£40.12	£35.36
Lightning Service Cloud - Unlimited Edition (Restricted Use)[4]	User/Month	£90.44	£82.96	£70.04	£63.92	£55.77

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Description - Back Office RUL Type	Unit	1-99	100-199	200-499	500-999	1000+
Lightning Service Cloud - Enterprise Edition (Restricted Use)[5]	User/Month	£26.73	£19.65	£18.63	£17.92	£17.92
Description	**Unit**	**1-99**	**100-199**	**200-499**	**500-999**	**1000+**
Lightning Field Service - Dispatcher - Enterprise Edition	User/Month	£63.75	£59.51	£52.71	£50.15	£44.20
Lightning Field Service - Dispatcher - Unlimited Edition	User/Month	£113.05	£103.71	£87.55	£79.91	£69.71
Lightning Field Service - Field Technician - Enterprise Edition	User/Month	£63.75	£59.51	£52.71	£50.15	£44.20
Lightning Field Service - Field Technician - Unlimited Edition	User/Month	£113.05	£103.71	£87.55	£79.91	£69.71
Description - FSL RUL Types	**Unit**	**1-99**	**100-199**	**200-499**	**500-999**	**1000+**
Lightning Field Service - Dispatcher - Enterprise Edition (Restricted Use)[6]	User/Month	£51.00	£47.60	£42.16	£40.12	£35.36
Lightning Field Service - Dispatcher - Unlimited Edition (Restricted Use)[7]	User/Month	£90.44	£82.96	£70.04	£63.92	£55.77
Lightning Field Service - Field Technician - EE (Restricted Use)[8]	User/Month	£51.00	£47.60	£42.16	£40.12	£35.36

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Lightning Field Service - Field Technician - UE (Restricted Use)[9]	User/Month	£90.44	£82.96	£70.04	£63.92	£55.77

Description	**Unit**	**1+**
Digital Engagement	Subscription/Month	£40.05
Additional Conversations (100)	Subscription/Month	£21.12
Additional Triggered & Bulk Messages (1,000)	Subscription/Month	£1.76
LiveMessage	Subscription/Month	£36.48
LiveMessage+	Subscription/Month	£49.19
LiveMessage++	Subscription/Month	£98.38
LiveMessage Short Code	Subscription/Month	£1,600.00
LiveMessage Vanity Short Code	Subscription/Month	£2,400.00
LiveMessage Short Code Set Up (one time fee)	One-time Fee	£6,315.79
Service Cloud Einstein	Subscription/Month	£27.51
Service Message Pack (1,000) (one time fee)	One-time Fee	£2.00
Service Message Pack for LiveMessage++ (1,000) (one time fee)	One-time Fee	£2.00

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Knowledge	User/Month	£26.46		
Live Agent	User/Month	£13.65		
SOS	User/Month	£95.87		
Description	**Unit**	**1-49**	**50-1,499**	**1,500+**
Einstein Bots	Subscription/Month	£40.00	£40.00	£40.00
Einstein Bots	Subscription/Month	£40.00	£40.00	£40.00

The pricing above shall also apply to existing Customers who have legacy Stock Keeping Units (SKU) on existing Orgs, per Edition as appropriate: Service Cloud Lightning CRM - Professional Edition, Service Cloud Lightning CRM - Enterprise Edition, or Service Cloud Lightning CRM - Unlimited Edition. For clarity, any new Orgs shall use the new SKUs, as above.

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Description	Term
Renewal Options	Upon renewal, Customer may (1) sign a new Call-Off Agreement under the same G-Cloud Framework as may be available, at the prices contained therein, for the duration of the Renewal Term, (2) sign a new Call-Off Agreement under a new G-Cloud Framework as may be available, at the prices contained therein, for the duration of the Renewal Term. Any improvement in pricing as published in the relevant Digital Marketplace offering for which they signed a Call-Off Agreement, subject to (1) the total monthly contract value and the total contract value being the same or greater; (2) the Order Term being the same duration or longer than the current Contract Term; and (3) Customer executes a new Order Form reflecting this. For purposes of clarification, any prepaid fees for the period after the start of the new contract shall be applied to such new contract.
Administrative Swap	During a subscription term, Customer may replace, some or all of the User subscriptions purchased hereunder with User subscriptions for a different SFDC product, provided: (1) the total monthly contract value and the total contract value being the same or greater; (2) the Order Term being the same duration or longer than the Order Term set forth in this Order Form; and (3) Customer executes a new Order Form reflecting the new subscriptions, and pays, in addition to any subscription fees set forth on such new Order Form, a one time Administrative Swap Fee equal to: (a) the quantity of subscriptions being swapped, multiplied by (b) the subscription per unit per month subscription fee, multiplied by (c) the number of months remaining in the subscription term of this Order Form, multiplied by 10%. For the avoidance of doubt, in no event may Customer replace SFDC products for any professional services, retained / program architect services, non GA products, Dreamforce conference passes, or products for which SFDC owes a royalty to third parties (e.g., http://Data.com, Heroku and Marketing Cloud Products). Discounts are Non-Cumulative When Customer places their first Order Form, User subscription counts for the purposes of discounting shall start from one (1).

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Volume Discount Tiering	Discounts are based on the total number of Users under this Order Form at the time of the applicable order, taking into account any previously purchased User subscriptions if this Order Form is an add-on. Any price decreases shall have no effect on previously purchased User subscriptions. If a single additional order raises the number of Users under this Order Form above a certain threshold, only those User subscriptions exceeding the threshold are entitled to the reduced pricing. For the avoidance of doubt, no re-pricing of existing User subscriptions shall take place, based on achieving or exceeding a discounting threshold.
(note)[1]	[1]Professional Edition limit is 200 Users
(note)[2]	[2]Priced as User/Month, each unit configured on the Order Form as a spread across 12 months.
(Restricted Use)[3]	[3]Lightning Service Cloud - Enterprise Edition (Restricted Use) subscriptions ordered hereunder are Restricted Use Subscriptions, and shall be subject to the following restriction(s): Restricted Use Subscriptions shall (1) include no more than twenty (20) Custom Objects; and (2) be used only by the following type(s) of Users: Customer's employees who work less than twenty (20) hours per week. These restrictions shall be cumulative and shall apply to all Restricted Use Subscriptions purchased under this Order Form. Customer must strictly segregate all Restricted Use Subscriptions from any full-featured subscriptions it may hold by setting up and enforcing a unique profile in the Service associated with such Restricted Use Subscriptions. Customer understands that the above functionality limitations are contractual in nature (i.e., the functionality itself has not been disabled as a technical matter in the Service) and therefore agrees to strictly monitor its Users' use of such Restricted Use Subscriptions and enforce the applicable restrictions. Salesforce.com (http://salesforce.com/) may audit Customer's use of Restricted Use Subscriptions at any time through the Service. Should any audit reveal any unauthorized use of Restricted Use Subscriptions, Customer agrees it will pay, within thirty (30) days of notice of the audit results, the difference between the contract price for Restricted Use Subscriptions and the list price for full subscriptions of the above-named product, for all of the Restricted Use Subscriptions showing unauthorized use (taken as a group), beginning with the date of the first violation through the end of the then current subscription term. Upon such payment, all such Restricted Use Subscriptions showing unauthorized use will be converted into full subscriptions for the remainder of the then current subscription term. Customer expressly agrees to Salesforce’s use of the Salesforce Optimizer functionality (or any successor equivalent or comparable) to

	access and review data about Customer's usage for the sole purpose of auditing Customer's use of such Restricted Use Subscriptions. Upon the Order Start Date, in order for SFDC to run the Salesforce Optimizer, Customer shall enable the Salesforce Optimizer, as described in Documentation < http://bit.ly/optimizeroverview >, on the applicable Org where the Restricted Use Subscriptions are deployed. Should the Salesforce Optimizer functionality be made part of the Service at a future date without the need to enable this functionality or in the event the Customer has failed to enable this functionality, Customer agrees to Salesforce's use of the Salesforce Optimizer functionality embedded in the Service for the same purpose as described above.
(Restricted Use)[4]	[4]Lightning Service Cloud - Unlimited Edition (Restricted Use) subscriptions ordered hereunder are Restricted Use Subscriptions, and shall be subject to the following restriction(s): Restricted Use Subscriptions shall (1) include no more than twenty (20) Custom Objects; and (2) be used only by the following type(s) of Users: Customer's employees who work less than twenty (20) hours per week. These restrictions shall be cumulative and shall apply to all Restricted Use Subscriptions purchased under this Order Form. Customer must strictly segregate all Restricted Use Subscriptions from any full-featured subscriptions it may hold by setting up and enforcing a unique profile in the Service associated with such Restricted Use Subscriptions. Customer understands that the above functionality limitations are contractual in nature (i.e., the functionality itself has not been disabled as a technical matter in the Service) and therefore agrees to strictly monitor its Users' use of such Restricted Use Subscriptions and enforce the applicable restrictions. Salesforce.com (http://salesforce.com/) may audit Customer's use of Restricted Use Subscriptions at any time through the Service. Should any audit reveal any unauthorized use of Restricted Use Subscriptions, Customer agrees it will pay, within thirty (30) days of notice of the audit results, the difference between the contract price for Restricted Use Subscriptions and the list price for full subscriptions of the above-named product, for all of the Restricted Use Subscriptions showing unauthorized use (taken as a group), beginning with the date of the first violation through the end of the then current subscription term. Upon such payment, all such Restricted Use Subscriptions showing unauthorized use will be converted into full subscriptions for the remainder of the then current subscription term. Customer expressly agrees to Salesforce's use of the Salesforce Optimizer functionality (or any successor equivalent or comparable) to access and review data about Customer's usage for the sole purpose of auditing Customer's use of such Restricted Use Subscriptions. Upon the Order Start Date, in order for SFDC to run the Salesforce Optimizer, Customer shall enable the Salesforce Optimizer, as described in Documentation < http://bit.ly/optimizeroverview >, on the applicable Org where the

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(Restricted Use)[5]	[5]Lightning Service Cloud - Enterprise Edition (Restricted Use) subscriptions ordered hereunder are Restricted Use Subscriptions, and shall be subject to the following restriction(s): Restricted Use Subscriptions shall (1) only include the following functionality(ies) (by tab, as applicable): 10 Custom Objects, Accounts and Contacts, full access to Cases object, Read-only on Knowledge; (2) be limited to no more than 22 hours usage limit, per month. Customer back office staff who spend less than 50% of their working time facing the public or customers. These restrictions shall be cumulative and shall apply to all Restricted Use Subscriptions purchased under this Order Form. Customer must strictly segregate all Restricted Use Subscriptions from any full-featured subscriptions it may hold by setting up and enforcing a unique profile in the Service associated with such Restricted Use Subscriptions. Customer understands that the above functionality limitations are contractual in nature (i.e., the functionality itself has not been disabled as a technical matter in the Service) and therefore agrees to strictly monitor its Users' use of such Restricted Use Subscriptions and enforce the applicable restrictions. Salesforce.com (http://salesforce.com/) may audit Customer's use of Restricted Use Subscriptions at any time through the Service. Should any audit reveal any unauthorized use of Restricted Use Subscriptions, Customer agrees it will pay, within thirty (30) days of notice of the audit results, the difference between the contract price for Restricted Use Subscriptions and the list price for full subscriptions of the above-named product, for all of the Restricted Use Subscriptions showing unauthorized use (taken as a group), beginning with the date of the first violation through the end of the then current subscription term. Upon such payment, all such Restricted Use Subscriptions showing unauthorized use will be converted into full subscriptions for the remainder of the then current subscription term. Customer expressly agrees to Salesforce's use of the Salesforce Optimizer functionality (or any successor equivalent or comparable) to access and review data about Customer's usage for the sole purpose of auditing Customer's use of such Restricted Use Subscriptions. Upon the Order Start Date, in order for SFDC to run the Salesforce Optimizer, Customer shall enable the Salesforce Optimizer, as described in Documentation < http://bit.ly/optimizeroverview >, on the applicable Org where the Restricted Use Subscriptions are deployed. Should the Salesforce Optimizer functionality be made part of the Service at a future date without the need to enable this functionality or in the event the Customer has

	failed to enable this functionality, Customer agrees to Salesforce's use of the Salesforce Optimizer functionality embedded in the Service for the same purpose as described above.
(Restricted Use)[6]	[6]Lightning Field Service - Dispatcher - Enterprise Edition (Restricted Use) subscriptions ordered hereunder are Restricted Use Subscriptions, and shall be subject to the following restriction(s): Restricted Use Subscriptions shall (1) include no more than twenty (20) Custom Objects; and (2) be used only by the following type(s) of Users: Customer's employees who work less than twenty (20) hours per week. These restrictions shall be cumulative and shall apply to all Restricted Use Subscriptions purchased under this Order Form. Customer must strictly segregate all Restricted Use Subscriptions from any full-featured subscriptions it may hold by setting up and enforcing a unique profile in the Service associated with such Restricted Use Subscriptions. Customer understands that the above functionality limitations are contractual in nature (i.e., the functionality itself has not been disabled as a technical matter in the Service) and therefore agrees to strictly monitor its Users' use of such Restricted Use Subscriptions and enforce the applicable restrictions. Salesforce.com (http://salesforce.com/) (http://salesforce.com/) may audit Customer's use of Restricted Use Subscriptions at any time through the Service. Should any audit reveal any unauthorized use of Restricted Use Subscriptions, Customer agrees it will pay, within thirty (30) days of notice of the audit results, the difference between the contract price for Restricted Use Subscriptions and the list price for full subscriptions of the above-named product, for all of the Restricted Use Subscriptions showing unauthorized use (taken as a group), beginning with the date of the first violation through the end of the then current subscription term. Upon such payment, all such Restricted Use Subscriptions showing unauthorized use will be converted into full subscriptions for the remainder of the then current subscription term. Customer expressly agrees to Salesforce's use of the Salesforce Optimizer functionality (or any successor equivalent or comparable) to access and review data about Customer's usage for the sole purpose of auditing Customer's use of such Restricted Use Subscriptions. Upon the Order Start Date, in order for SFDC to run the Salesforce Optimizer, Customer shall enable the Salesforce Optimizer, as described in Documentation < http://bit.ly/optimizeroverview >, on the applicable Org where the Restricted Use Subscriptions are deployed. Should the Salesforce Optimizer functionality be made part of the Service at a future date without the need to enable this functionality or in the event the Customer has failed to enable this functionality, Customer agrees to Salesforce's use of the Salesforce Optimizer functionality embedded in the Service for the same purpose as described above.

(Restricted Use)[7]	[7]Lightning Field Service - Dispatcher - Unlimited Edition (Restricted Use) subscriptions ordered hereunder are Restricted Use Subscriptions, and shall be subject to the following restriction(s): Restricted Use Subscriptions shall (1) include no more than twenty (20) Custom Objects; and (2) be used only by the following type(s) of Users: Customer's employees who work less than twenty (20) hours per week. These restrictions shall be cumulative and shall apply to all Restricted Use Subscriptions purchased under this Order Form. Customer must strictly segregate all Restricted Use Subscriptions from any full-featured subscriptions it may hold by setting up and enforcing a unique profile in the Service associated with such Restricted Use Subscriptions. Customer understands that the above functionality limitations are contractual in nature (i.e., the functionality itself has not been disabled as a technical matter in the Service) and therefore agrees to strictly monitor its Users' use of such Restricted Use Subscriptions and enforce the applicable restrictions. Salesforce.com (http://salesforce.com/) (http://salesforce.com/) may audit Customer's use of Restricted Use Subscriptions at any time through the Service. Should any audit reveal any unauthorized use of Restricted Use Subscriptions, Customer agrees it will pay, within thirty (30) days of notice of the audit results, the difference between the contract price for Restricted Use Subscriptions and the list price for full subscriptions of the above-named product, for all of the Restricted Use Subscriptions showing unauthorized use (taken as a group), beginning with the date of the first violation through the end of the then current subscription term. Upon such payment, all such Restricted Use Subscriptions showing unauthorized use will be converted into full subscriptions for the remainder of the then current subscription term. Customer expressly agrees to Salesforce's use of the Salesforce Optimizer functionality (or any successor equivalent or comparable) to access and review data about Customer's usage for the sole purpose of auditing Customer's use of such Restricted Use Subscriptions. Upon the Order Start Date, in order for SFDC to run the Salesforce Optimizer, Customer shall enable the Salesforce Optimizer, as described in Documentation < http://bit.ly/optimizeroverview >, on the applicable Org where the Restricted Use Subscriptions are deployed. Should the Salesforce Optimizer functionality be made part of the Service at a future date without the need to enable this functionality or in the event the Customer has failed to enable this functionality, Customer agrees to Salesforce's use of the Salesforce Optimizer functionality embedded in the Service for the same purpose as described above.
(Restricted Use)[8]	[8]Lightning Field Service - Field Technician - EE (Restricted Use) subscriptions ordered hereunder are Restricted Use Subscriptions, and shall be subject to the following restriction(s): Restricted Use Subscriptions shall (1) include no more

	than twenty (20) Custom Objects; and (2) be used only by the following type(s) of Users: Customer's employees who work less than twenty (20) hours per week. These restrictions shall be cumulative and shall apply to all Restricted Use Subscriptions purchased under this Order Form. Customer must strictly segregate all Restricted Use Subscriptions from any full-featured subscriptions it may hold by setting up and enforcing a unique profile in the Service associated with such Restricted Use Subscriptions. Customer understands that the above functionality limitations are contractual in nature (i.e., the functionality itself has not been disabled as a technical matter in the Service) and therefore agrees to strictly monitor its Users' use of such Restricted Use Subscriptions and enforce the applicable restrictions. Salesforce.com (http://salesforce.com/) (http://salesforce.com/) may audit Customer's use of Restricted Use Subscriptions at any time through the Service. Should any audit reveal any unauthorized use of Restricted Use Subscriptions, Customer agrees it will pay, within thirty (30) days of notice of the audit results, the difference between the contract price for Restricted Use Subscriptions and the list price for full subscriptions of the above-named product, for all of the Restricted Use Subscriptions showing unauthorized use (taken as a group), beginning with the date of the first violation through the end of the then current subscription term. Upon such payment, all such Restricted Use Subscriptions showing unauthorized use will be converted into full subscriptions for the remainder of the then current subscription term. Customer expressly agrees to Salesforce's use of the Salesforce Optimizer functionality (or any successor equivalent or comparable) to access and review data about Customer's usage for the sole purpose of auditing Customer's use of such Restricted Use Subscriptions. Upon the Order Start Date, in order for SFDC to run the Salesforce Optimizer, Customer shall enable the Salesforce Optimizer, as described in Documentation < http://bit.ly/optimizeroverview >, on the applicable Org where the Restricted Use Subscriptions are deployed. Should the Salesforce Optimizer functionality be made part of the Service at a future date without the need to enable this functionality or in the event the Customer has failed to enable this functionality, Customer agrees to Salesforce's use of the Salesforce Optimizer functionality embedded in the Service for the same purpose as described above.
(Restricted Use)[9]	[9]Lightning Field Service - Field Technician - UE (Restricted Use) subscriptions ordered hereunder are Restricted Use Subscriptions, and shall be subject to the following restriction(s): Restricted Use Subscriptions shall (1) include no more than twenty (20) Custom Objects; and (2) be used only by the following type(s) of Users: Customer's employees who work less than twenty (20) hours per week. These restrictions shall be cumulative and shall apply to all Restricted Use

	Subscriptions purchased under this Order Form. Customer must strictly segregate all Restricted Use Subscriptions from any full-featured subscriptions it may hold by setting up and enforcing a unique profile in the Service associated with such Restricted Use Subscriptions. Customer understands that the above functionality limitations are contractual in nature (i.e., the functionality itself has not been disabled as a technical matter in the Service) and therefore agrees to strictly monitor its Users' use of such Restricted Use Subscriptions and enforce the applicable restrictions. Salesforce.com (http://salesforce.com/) (http://salesforce.com/) may audit Customer's use of Restricted Use Subscriptions at any time through the Service. Should any audit reveal any unauthorized use of Restricted Use Subscriptions, Customer agrees it will pay, within thirty (30) days of notice of the audit results, the difference between the contract price for Restricted Use Subscriptions and the list price for full subscriptions of the above-named product, for all of the Restricted Use Subscriptions showing unauthorized use (taken as a group), beginning with the date of the first violation through the end of the then current subscription term. Upon such payment, all such Restricted Use Subscriptions showing unauthorized use will be converted into full subscriptions for the remainder of the then current subscription term. Customer expressly agrees to Salesforce's use of the Salesforce Optimizer functionality (or any successor equivalent or comparable) to access and review data about Customer's usage for the sole purpose of auditing Customer's use of such Restricted Use Subscriptions. Upon the Order Start Date, in order for SFDC to run the Salesforce Optimizer, Customer shall enable the Salesforce Optimizer, as described in Documentation < http://bit.ly/optimizeroverview >, on the applicable Org where the Restricted Use Subscriptions are deployed. Should the Salesforce Optimizer functionality be made part of the Service at a future date without the need to enable this functionality or in the event the Customer has failed to enable this functionality, Customer agrees to Salesforce's use of the Salesforce Optimizer functionality embedded in the Service for the same purpose as described above.