

Universal Data Bridge — Commercial Pricing & Packaging

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This document is designed for procurement and pilot scoping. Pricing is presented in GBP for UK-based buyers; international pricing is available on request. All tiers include audit logging and deterministic execution controls.

Packaging Principles

- Value-based packaging: priced against labour displacement and error reduction (not “per click”).
- Fail-safe deployment: human review mode is available in every tier.
- Workflow portability: workflows are versioned and exportable; no lock-in to a single UI.
- Security posture: designed for restricted networks; Enterprise includes on-prem/VPC options.

Recommended Tiers

Tier	Target Buyer	Includes	Commercial Terms
Starter	Single-team pilot / proof of concept, 1 workflow, web review UI, audit log export, 100 bot seats	£15,000 per month support, One-time onboarding: £3,000	
Growth	Operations team scaling, 2-5 workflow seats, multi-workflow, recorder+generator, 1000 bot seats	£30,000 per month support, quarterly health checks, Onboarding: £7,500	
Enterprise	Multi-team / regulated environments, unlimited workflows, RBAC/SSO integration plan, 10,000 bot seats	£150,000 per year support, quarterly health checks, VPC/Cloud integration, Implementation: scoped	

Pilot Offer (Recommended)

30-day pilot for one workflow and one bot seat, including: discovery, workflow recording, extraction tuning, human review controls, and an ROI read-out. Pilot converts directly into Starter or Growth with no rebuild.

- Pilot fee:** £5,000 (credited against first 2 months if converted)
- Success criteria:** throughput, accuracy, and time-to-process metrics agreed in week 1
- Deliverables:** workflow package, audit samples, and operational runbook

Commercial Notes

- **Bot seat** = one concurrent automation worker (can run multiple workflows).
- Usage is typically bounded by business throughput rather than CPU; Enterprise can be licensed by department or site.
- Professional services are available for complex UIs and air-gapped deployments.
- All pricing excludes VAT unless stated.

Negotiation Guardrails (Procurement-Friendly)

If procurement requires a different commercial structure, recommend converting pricing to one of: (a) annual licence per site, (b) per department, or (c) per bot seat with a minimum commitment. Avoid “per document” pricing unless the buyer insists; it creates incentive misalignment and weakens margins.