

AXLR8 SMS Pricing Valid from 1st December 2019*

There are two options: **Pay as you go** which has no commitment and **Managed Service** which is more cost effective for higher volume clients.

"Pay as you go" Option

Just buy blocks of texts up front and use them as you wish. Set a level (e.g. 75%) for an automated message

when you want to be invoiced for more

Manage your account through the SMS.AXLR8.COM portal

Dedicated Numbers cost £360 per year

NB, these prices reflect the admin overhead of occasional purchasing and there is a longer top up waiting period for PAYGO orders

units	£/unit	£/advance
1000	£ 0.0850	£ 85.00
10000	£ 0.0652	£ 652.00
25000	£ 0.0604	£ 1,510.00
50000	£ 0.0575	£ 2,875.00
100000	£ 0.0550	£ 5,500.00

Managed Service Option

The management fee of £360 is payable annually in advance and allows AXLR8 to provide the platform support necessary for larger users.

The price of the texts is then lower at 2.94 pence per Unit. (Alternatively, you can source your own.)

Text Units still need to be bought in blocks payable in advance. The minimum block purchase is 5000 units.

This example assumes 5000 units per month.

Dedicated numbers

Dedicated numbers are sold at £360/year (or £180/year for Managed Service Clients) for any renewals after 1st December 2019.

I.e. a Managed Service client would pay £540/ year in advance. No monthly options.

NB You could be sharing an outgoing line with others if you do not purchase a dedicated number

Management Option Example		TOTAL for year
Assumptions		
Text units/mth	5000 /month	60000
Rental option	£ 360.00 /month	£ 360.00
Unit Price	2.94 pence/unit	£ 1,764.00

Total £ 2,124.00
Price/text £ 0.0354

* Terms & Conditions

- 1 All prices are subject to change without notice and depend upon many circumstances outside our control such as currency movements and supplier changes.
- 2 Text units must be used within a year of purchase.
- 3 A text unit is 160 characters. Thus to clarify with an example, a text with 175 characters will use up two of your pre-paid units.
- 4 Please note that paying for two or more units in a single text message does not equate to an exact multiple of 160 characters. E.g. two units may be a few less than 320 chars or it may be simply 165 characters.
- 5 All prices are subject to applicable taxes at the prevailing rate at the point of purchase.
- 6 There may be differing charges for international recipients and they may also have to pay to receive texts. These prices are for UK recipients only. Please ask for other countries)
- 7 This pricing assumes your Trained Super User staff will **manage your own company account** users through your sms.axlr8.com portal. If you ask AXLR8 support staff to do this on your behalf, there will

Volume purchase prices for Managed Service Customers

Save money and Admin by buying larger volumes

25,000 @2.91p /text unit

250,000 @2.64p per text unit

50,000 @2.83p /text unit

500,000 @2.45p per text unit

100,000 @2.57p per text unit

1,000,000 @2.2p per text unit

E&OE.

