

PRICING

**COST PROFIT ANALYSIS  
5965 Z1 TEXTING SOLUTION**

Firm Name: AGENT511

Enter the applicable costs and descriptions in the white areas. Startup and Monthly costs need to be all-inclusive for any potential contract costs. No additional charges will be accepted.

Description	Cost per Text	Evaluation Factor (Estimated text messages per year)	Initial Contract Award Year 1	Initial Contract Award Year 2	Initial Contract Award Year 3	Initial Contract Award Year 4
Cost per Text Message Year 1	\$0.0125	2,448,000	\$30,600			
Cost per Text Message Year 2	\$0.0100	4,000,000		\$40,000		
Cost per Text Message Year 3	\$0.0100	5,000,000			\$50,000	
Cost per Text Message Year 4	\$0.0085	6,000,000				\$51,000
Startup Cost: Please define below, add lines as needed.						
Professional Services [see table below]			\$174,235			
Monthly Cost: Please define below, add lines as needed.						
eg. annual Hosting / SaaS			\$70,350	\$70,350	\$70,350	\$70,350
eg. Travel expense						
eg Software Licensing (22% annual maintenance) or subscription cost			\$237,900	\$42,900	\$42,900	\$42,900
Carrier look-up (25% of incremental messaging)	\$0.0050	Varies with messaging	\$3,060	\$1,940	\$1,250	\$1,250
Average carrier SMS surcharge (direct)	\$0.0025		\$6,120	\$10,000	\$12,500	\$15,000
<b>Total Cost</b>			<b>\$522,265</b>	<b>\$165,190</b>	<b>\$177,000</b>	<b>\$180,500</b>

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<b>OPTIONAL COSTS</b>				
<b>Description</b>	<b>Initial Contract Period Year 1</b>	<b>Initial contract Period Year 2</b>	<b>Initial Contract Period Year 3</b>	<b>Initial Contract Period Year 4</b>
<b>Cost for dedicated short code (if any)</b>	<b>\$6,000</b>	<b>\$6,000</b>	<b>\$6,000</b>	<b>\$6,000</b>
<b>Cost for shared short code (if any)</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Cost per keyword (if any)</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>

\*Please note any Tier pricing available.

**RENEWAL OPTION YEARS**

	<b>Optional Renewal One Year 5</b>	<b>Optional Renewal One Year 6</b>	<b>Optional Renewal Two Year 7</b>	<b>Optional Renewal Two Year 8</b>	<b>Optional Renewal Three Year 9</b>	<b>Optional Renewal Three Year 10</b>
<b>Cost per Text</b>	\$ .085	\$ .085	\$ .085	\$ .085	\$ .085	\$ .085
<b>Monthly Cost: Please define below, add lines as needed.</b>						
<b>eg. Annual Hosting/SaaS Fee</b>	\$ 70,350	\$ 70,350	\$ 70,350	\$ 70,350	\$ 70,350	\$ 70,350
<b>eg. Travel Expense</b>						
<b>eg. Software Licensing or Subscription Cost? [Year 6 includes major software upgrade]</b>	\$ 42,900	\$ 138,117	\$ 42,900	\$ 42,900	\$ 42,900	\$ 42,900
<b>Carrier look-up (25% of incremental messaging)</b>	\$ 1,250	\$ 1,250	\$ 1,250	\$ 1,250	\$ 1,250	\$ 1,250

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<b>Average carrier SMS surcharge (direct)</b>	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000
<b>OPTIONAL COSTS FOR RENEWAL YEARS</b>						
<b>Description</b>	<b>Optional Renewal One Year 5</b>	<b>Optional Renewal One Year 6</b>	<b>Optional Renewal Two Year 7</b>	<b>Optional Renewal Two Year 8</b>	<b>Optional Renewal Three Year 9</b>	<b>Optional Renewal Three Year 10</b>
<b>Cost for dedicated short code (if any)</b>	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000
<b>Cost for shared short code (if any)</b>	0	0	0	0	0	0
<b>Cost per keyword (if any)</b>	0	0	0	0	0	0
<add additional lines as needed>						

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**Detailed professional services**

	Cloud Licensed	
	NRE	Annual
<b>Non-recurring costs</b>		
Licenses		
REACH/TEXTBLUE Preference Center	\$195,000	
Professional services (estimated from RFP & rate)		
Project Management & Architecture	\$51,300	
Short code provisioning	\$3,175	
User provisioning (roles, user ID validation)	\$27,000	
Custom development (280 hours)	\$37,800	
Integration and Interface	\$21,600	
Acceptance Testing (functional, stress, pen)	\$21,600	
Training (including materials/2 days travel)	<u>\$11,760</u>	
Total professional services	<u>\$174,235</u>	
Total Non-Recurring costs	<u>\$369,235</u>	
<b>Recurring annual services</b>		
Maintenance		\$42,900
Hosting & Support, including short code		\$70,350
SMS short code lease (carrier direct @ \$500 monthly)		\$6,000
Messaging bundles (annual, Year 1 example)		
SMS (2,448,000 @ \$.0125)		\$30,600
SMS direct carrier fees (2,448,000 @ \$.0025 average)		\$6,120
Carrier ID (2,448,000x25% @ \$.005 average)		\$3,060
Total Annual Recurring	-	<u>\$153,180</u>