Our Pricing and Options

Revision History

Version	Date	Author	Description
V1.1	16/12/2024	Peter Jackson	Our Pricing and Options

THAMES INNOVATION SYSTEMS

Choosing your Employee Tiers
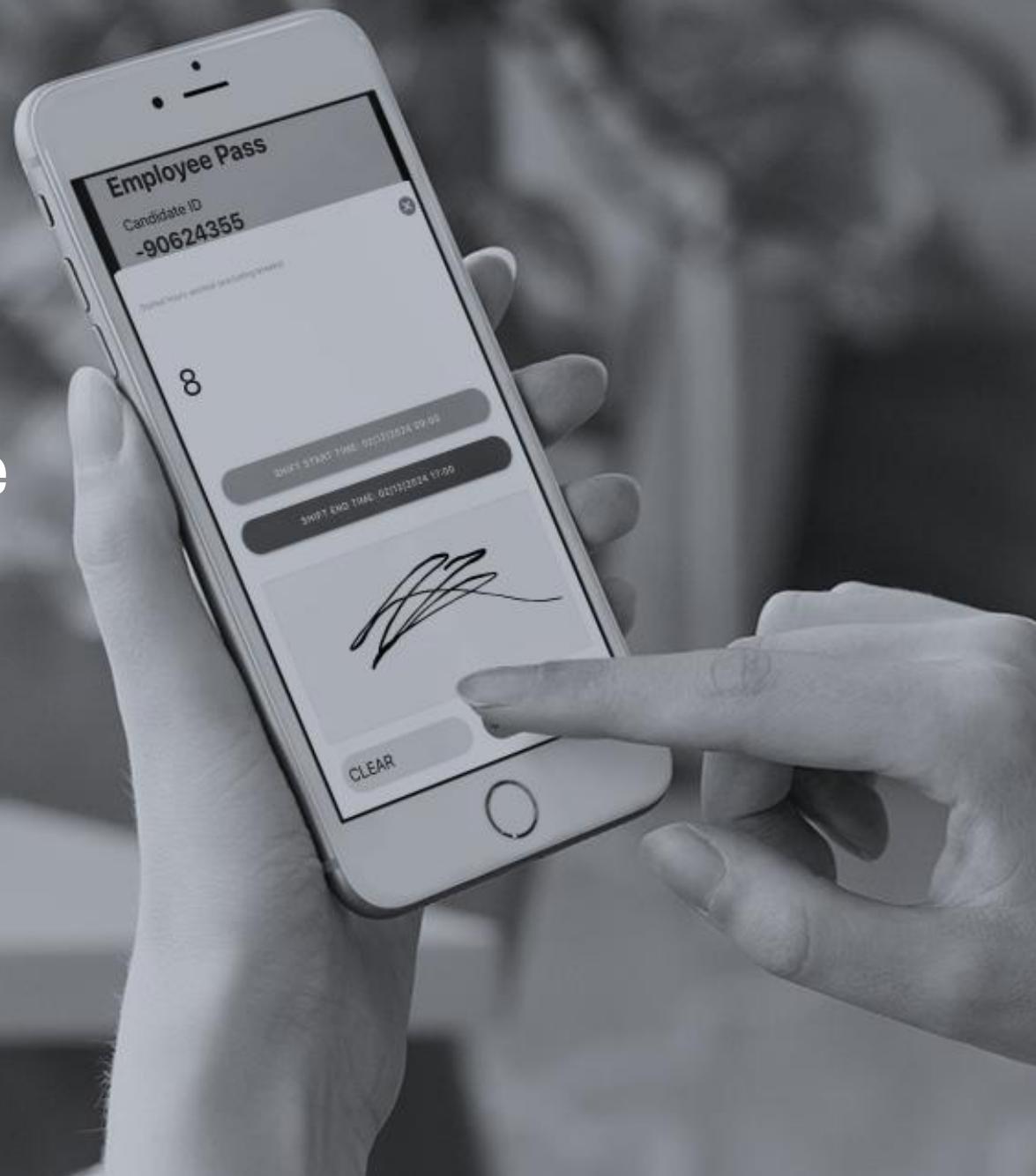
Our Employee Tiers for a OnePal Workplace Plan

Different employees will need different levels of access. Our tiers enable you to select how many employees will need to be in each tier, which will dictate how your price is quoted:

Tier	Modules included	Price per month (USD)
Tier 1	Digital employee pass	$8.34
Tier 2	Digital employee pass, Tasks	$16.68
Tier 3	Digital employee pass, Tasks, Files	$25.02
Tier 4	Digital employee pass, Tasks, Files, HR	$33.36
Tier 5	Digital employee pass, Tasks, Files, HR, CRM	$41.70
Tier 6	Digital employee pass, Tasks, Files, HR, Processes	$50.04
Tier 7	Digital employee pass, Tasks, Files, HR, Processes, Admin	$58.38

Points to keep in mind

Keep the following points in mind when considering a OnePal Workplace Plan:

1. **Plan for the maximum level of access needed**: It is important to plan for the 'maximum' level of access each employee will need and plan your tiers accordingly. This will enable you to start by assigning some of their licensed modules and then assign all their licensed modules later during their role.

2. **Freedom to update access**: You are free to update the access of each employee within the HR module as their requirements evolve. However, bear in mind that this may trigger our system to recognize that you are assigning more modules to your team members than your licensing agreement allows. In this scenario, you may be sent an invoice to cover the difference or prompted to update your agreement.

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Estimating CAC for a OnePal Sales Plan

Estimated annual fees according to revenue band

When publishing unlimited digital membership passes for your customers, these act as a sales tool to up-sell your offerings during the customer journey. The annual fee your organization will pay for the first pilot year and subsequent years will depend mostly on the annual revenue of the past 12 months.

Tier	Category	Annual Revenue ($)	Target Sales Increase (USD)	Example Annual Fee (USD)
Band 1	Micro	$1,000,000	200,000	$10,000
Band 2	Small	$2,500,000	500,000	$25,000
Band 3	Lower-Mid	$11,000,000	2,200,000	$110,000
Band 4	Mid-Size	$35,000,000	7,000,000	$350,000
Band 5	Upper-Mid	$100,000,000	20,000,000	$1,000,000
Band 6	Large	$325,000,000	61,000,000	$3,050,000
Band 7	Scaled Operations	$500,000,000	100,000,000	$5,000,000

Points to keep in mind

Keep the following points in mind when considering a OnePal Sales Plan:

1. **Your Analytics Strategy**: In addition to leading to an increase in revenue, the UTM-tracked links you embed into the loyalty offers inside of the digital passes provide valuable data for your external data analytics platform, such as GA4. This will enable your organization to learn new metrics for the entire customer lifecycle.

2. **Operational Impact and cost savings**: Though digital customer passes are implemented to increase average customer revenue, the included tools such as virtual line and integrated ticket desk will save time and reduce congestion at your venue, indirectly leading to cost savings.

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