

PROJECTED USAGE AND COSTS FOR SMS - BHCC

Projected Usage Per month	Cost per month To BHCC for Charged messages	Cost per Annum To BHCC for Charged messages	Cost per month to BHCC for Free messages	Cost per annum to BHCC for Free messages
2000 Messages	-£57.52	-£690.24	£176.00	£2,112.00
3000 Messages	-£86.25	-£1,035.00	£264.00	£3,168.00
4000 Messages	-£115.00	-£1,380.00	£352.00	£4,224.00
5000 Messages	-£143.75	-£1,725.00	£440.00	£5,280.00
8000 Messages	-£230.00	-£2,760.00	£704.00	£8,448.00
10,000 Messages	-£287.50	-£3,450.00	£880.00	£10,560.00

A minus figure above indicates a profit to BHCC

To give you an idea of current usage - Top usage councils such as Cetro and Stoke get around 5-6 thousand hits per month

I have used the price bands which we are currently in with regards to usage (under 85,000 for Charged and under 20,000 for free to user)
This then gives you the maximum cost/Min profit you will receive.

These figures are based on the current pricing structure and only relate to theoretical usage

