



We are confident you will soon see the value of subscribing to our Enhanced Support Programme. The table below shows the great savings that are made as an ESP customer, based on the retail price of the individual items without ESP.

Product	Current ESP Price	Retail Price (Without ESP)	With ESP You save
Basic ESP	£59.60	£973.50	£913.90
Expert ESP	£199.60	£1,498.50	£1,298.90
Advanced ESP	£399.60	£2,248.50	£1,848.90
GeoAnalyser ESP	£1,598.00	£12,192.50	£10,594.50
Distribution Module ESP	£800.00	£3,000.00	£2,200.00
Media Module ESP	£600.00	£2,250.00	£1,650.00
Business Module ESP	£1,600.00	£6,000.00	£4,400.00
Census Module ESP	£400.00	£1,500.00	£1,100.00
Pro Postcode Area Boundary ESP	£48.00	£330.00	£282.00
Pro Postcode District Boundary ESP	£480.00	£1,950.00	£1,470.00
Pro Postcode Sector Boundary ESP	£720.00	£2,850.00	£2,130.00
Basic Postcode Sector Boundary ESP	£200.00	£900.00	£700.00
XT Postcode Sector Boundaries ESP	£3,295.00	£3,445.00	£150.00
Pro Unit Postcode Boundary ESP	£1,140.00	£4,425.00	£3,285.00
XT Unit Postcode Boundaries ESP	£3,295.00	£3,445.00	£150.00
Geopoint Postcode Unit Points ESP	£250.00	£1,087.50	£837.50
Geopoint XT Postcode Unit Points ESP	£735.00	£885.00	£150.00
Administrative Boundaries ESP	£915.00	£1,065.00	£150.00
Royal Mail PAF ESP	£900.00	£1,050.00	£150.00
Census Output Areas ESP	£240.00	£1,050.00	£810.00
Media Boundaries: TV Plan ESP	£320.00	£1,350.00	£1,030.00
Media Boundaries: Radio Plan ESP	£800.00	£3,150.00	£2,350.00
Media Boundaries: News Plan ESP	£800.00	£3,150.00	£2,350.00
Demographic Data: Summary Census ESP	£140.00	£675.00	£535.00
Demographic Data: Detailed Census ESP	£210.00	£937.50	£727.50
Demographic Data: Extended Census ESP	£320.00	£1,350.00	£1,030.00

Values detailed above reflect a 12 month period.
All prices quoted exclude carriage and VAT at current rates.

REASONS TO SUBSCRIBE TO ESP:

The data and software changes made within every update could have major implications for your business:

- Inability to plot customer, prospect, resource or site locations.
- Inefficiencies in territory structures.
- Inaccurate performance analysis.
- Incorrect targeting of resource.
- Incompatible operating systems.

KEY FEATURES:

- Excellent personal support.
- Automatic data and software updates.
- Site calls.
- Online Support area.
- Personal Account Manager.
- Significant savings on data, software, services, support and site visits.

KEY BENEFITS:

- Data and software is constantly up to date.
- Produce and deliver accurate and informed business decisions.
- Ensure full return on investment.
- Ensure user skills are kept sharp.
- Handle projects more quickly.
- Keep abreast of new developments that may benefit your business.

If you need any further information about the renewal process please call

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