



Enterprise process intelligence, without enterprise pricing.

Flat monthly plans in GBP. No case-volume surprises, no per-seat creep, and governance, audit and AI review included from day one.

Plans at a glance

Plan	Monthly	Annual	Processes	Users	Cases/mo
Free trial Explore APIP with demo data before you commit.	Free	Free	1	2	5,000
Starter Put one core process under continuous governance.	£99/mo	£990/yr	1	3	10,000
Growth AI insight, automation and reporting across your operation.	£399/mo	£3,990/yr	5	10	100,000
Professional Enterprise-grade process intelligence without enterprise pricing.	£1,299/mo	£12,990/yr	20	30	1,000,000
Enterprise Unlimited scale, SSO and data residency on your terms.	Custom	Custom	Unlimited	Unlimited	Unlimited

Annual billing saves roughly 17%. All prices exclude VAT. Billing is handled by Paddle as Merchant of Record, so invoices and VAT are taken care of for you.

Capability comparison

Capability	Free trial	Starter	Growth	Professional	Enterprise
Processes	1	1	5	20	Unlimited
Users	2	3	10	30	Unlimited
Cases per month	5,000	10,000	100,000	1,000,000	Unlimited
AI insights	—	—	Yes	Yes	Yes
Automations	—	—	Yes	Yes	Yes

What each plan includes

Free trial

Explore APIP with demo data before you commit.

- 1 process, 2 users, 5,000 cases a month
- Process map, variants and dashboard
- Demo dataset and guided tours
- Community support

Growth

AI insight, automation and reporting across your operation.

- 5 processes, 10 users, 100,000 cases a month
- AI insights with human approval workflow
- Outbound webhook automations
- Scheduled reports and CSV exports
- Priority email support

Enterprise

Unlimited scale, SSO and data residency on your terms.

- Unlimited processes, users and case volume
- SSO / SAML and granular role management
- Data residency, DPA and security review
- Implementation and change-management support
- SLA-backed support

Starter

Put one core process under continuous governance.

- 1 process, 3 users, 10,000 cases a month
- CSV ingestion and field mapping
- Process discovery, variants and SLA tracking
- Governance rules and compliance register
- Email support

Professional

Enterprise-grade process intelligence without enterprise pricing.

- 20 processes, 30 users, 1,000,000 cases a month
- HELIX assistant inside the workspace
- Full audit trail and evidence exports
- API and webhook integration
- Named success contact

Market comparison

Indicative market positioning based on published list prices and public framework pricing. Enterprise process-mining suites are quoted per engagement and metered on case volume; AGS APIP is flat.

Vendor	Positioning	Indicative pricing
Celonis	Enterprise process mining	Custom, commonly £50k-£250k+ a year, metered on case volume
SAP Signavio	Process transformation suite	Enterprise agreements, published via G-Cloud, typically six figures
IBM Process Mining	Process mining as a service	Enterprise / G-Cloud pricing, annual commitment
UiPath	Automation cloud with process mining	From ~\$25 per month for basic automation; process mining is enterprise-tier
intellio	UK CRM/BPM intelligence	From £80 per user per month
AGS APIP	Process intelligence with governance built in	£99-£1,299 a month, flat, no case-volume surprises

How to buy

- Start free with demo data, then upgrade in-app at /apip-app/billing.
- Starter, Growth and Professional are self-serve, card or invoice, monthly or annual.
- Enterprise is scoped with our team — request a quote at /contact-sales.
- 30-day refund policy; cancel any time and keep access to the end of the paid period.

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