



service description
G-Cloud 14



we are...

the UK's leading independent privately owned ITAM,
FinOps and GreenOps consultancy

£1bln
in cost savings
delivered globally

+£300m
savings across the
UK public sector

100's
successful client
engagements

+80
years combined
experience in
Public Sector

+8
awards won for
our services in
recent years

Synyega are the UK's leading independent privately owned ITAM, FinOps and GreenOps consultancy, we help our commercial and Public Sector clients modernise their software and cloud estates for a more sustainable future. We empower our clients to discover, optimise and manage their software and cloud investments, to deliver tangible savings and outcomes, we have helped them save or avoid over £1bln in costs to date.

We have a desire to make a real change in how the IT industry works and believe that Public Sector organisations should receive independent and unbiased advice on software licensing and cloud services as a "standard practice" rather than the "exception". We believe that every Public Sector organisation should have access to impartial advice that is not governed or influenced by a Reseller or a Software Vendor, in order to deliver value for money to the taxpayer. Synyega will never be influenced by resellers or vendors, so clients can be sure our advice is always in their best interests and impartial.

Our end-to-end ITAM, FinOps and GreenOps professional and managed services are trusted and relied upon by a wide range of Public Sector institutions and contracting authorities across a number of sectors, from large Central and Local government bodies, to education, law enforcement and Healthcare trusts. We have a strong heritage in supporting Public Sector organisations, helping these clients to only pay for what they actually need and achieving the most favourable commercial and technical outcomes from their software and cloud providers.



Synyega are a special team of elite IT Asset Management specialists that support our organisation and have helped us many times with identifying our assets correctly and supporting us with difficult conversations with software vendors and service support organisations.

Software Director,
Central Government Department



unique services, unique approach

We always act in your best interests. Synyega is resolutely focused on delivering best value and defined outcomes to Public Sector organisations through the converged ITAM, FinOps and GreenOps services we provide, helping them to mitigate their software and cloud challenges and mature their operational capabilities.

Our Mission is...

To be an independent trusted advisor that empowers clients to discover, optimise and manage their software and cloud investments, allowing them to make informed IT and procurement decisions.

solving your challenges

- Significantly reduce costs
- Mitigate financial & compliance risk
- Manage cloud & software expenditure
- Reduce technical debt & complexity
- Accelerate IT modernisation
- Mature ITAM & FinOps capabilities
- Improve operational efficiency
- Effective Vendor Management
- Meet sustainability requirements

We believe our values of independence, integrity, honesty and collaboration, aligns perfectly to the goals and requirements of the Public Sector. We are proud to be a supplier to the UK Public Sector over the last decade, our team of certified ITAM and FinOps experts have an excellent track record of delivering significant software savings across the sector, including...

- Joint winner with Crown Commercial Services for ITAM Review's Project of the Year Award
- Delivery of over £300m in NAO audited savings across the UK public sector
- Key consultant on the creation of the first Pan Government Oracle Software Agreement
- Formed the negotiation team for the 2nd Pan Government Oracle Software Agreement
- Architect of Cabinet Offices; Software Licence Review programme reviewing and optimising software licences across DWP, HMRC, HO, MOD & MOJ
- Managed UK governments supplier relationships with tier1 vendors on behalf of the cabinet office



Synyega's work provided us with crystal clear insight into our software estate. With their expert help, we were able to take simple steps to reduce costs and optimise our existing agreements. They were professional, efficient and have provided our organisation with long term benefits when it comes to optimising our software licensing agreements. Managing our software licences will be so much easier.

IT Manager,
Public Sector Institution





our services

IT modernisation is a journey and includes updating, upgrading, or replacing outdated IT systems, infrastructure, processes, and workloads to align with current technological trends, standards, and business needs. This journey can only truly begin once an organisation has complete and accurate visibility across its entire software and cloud estate. We believe that the fields of ITAM, FinOps and GreenOps are converging, in doing so, they can drive significant operational efficiencies and cost savings for the Public Sector.

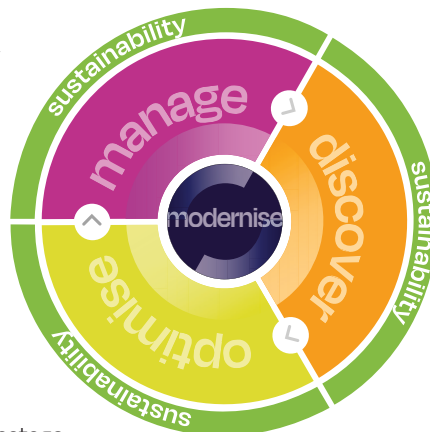
We accelerate our Public Sector client's journeys, allowing them to discover, optimise and effectively manage their software and cloud investments, supporting their efforts to reduce technical debt and helping them to drive digital transformation. Our team is made up of leading industry experts who have many decades of experience and knowledge of designing and delivering best practice with a wide range of Public Sector clients.

sustainable modernisation

Once visibility & control has been established, a strategy & roadmap for modernisation can be developed to address the technical debt of legacy technology that also drives sustainability gains.

manage
Maturing ITAM & FinOps practices, delivers the robust governance that keeps software and cloud investments under control.

optimise
Our experts will identify wastage, costs and risk that need to be mitigated, they can model future scenarios for optimal outcomes.



discover
We provide the visibility of costs and risks relating to software assets and cloud services that organisations need to make effective data driven decisions to begin their journeys.

Our ITAM and FinOps services enable public sector organisations to optimise their IT investments by identifying opportunities for consolidation, standardisation, and rationalisation of software assets and cloud services.

This not only helps in streamlining operations, but also contributes to cost savings and enhances the overall delivery of citizen services. Our services have been designed to promote best practice, transparency, accountability, and efficiency in the public sector's IT operations.



Provision of public services now places significant reliance upon on technology within government agencies. Effective and robust ITAM practices have become essential for controlling IT costs, mitigating risks, and complying with regulatory requirements.

Without robust ITAM processes in place, public sector organisations risk issues such as underutilisation of assets, redundant purchases, security breaches, and non-compliance with licensing agreements. Synyega are independent and will always act in your best interests, we do not resell licensing or act as a vendor auditor, therefore the analysis and advice we offer can be trusted from a commercial and technical point of view.

service features

Our range of ITAM services support you throughout your asset lifecycle. No matter where you are on your maturity journey, we can help to reduce risk, cost and technical debt, establishing a foundation for future hybrid licence management and accelerate your IT modernisation.

- Full software licensing lifecycle support: including definition of requirements, procurement, negotiation, allocation, optimisation, management, re-use and retirement
- Proactive licensing compliance and defence against vendor audits
- Scenario modelling improves planning, budgeting & decision making
- Matures ITAM practice through effective governance, aligning people, process and technology to deliver defined outcomes
- Point in time or regular reporting on current and future licensing positions, compliance, consumption and sustainability
- Design and delivery of services based on ITAM best practice and principles, that drive the level of maturity within our clients operations and the achievement of desired outcomes

synyega itam services

- *ITAM Maturity Assessment*
- *Audit Defence*
- *ITAM Advisory*
- *Optimised License Position (OLP)*
- *Future License Position (FLP)*
- *ILMT Services (IBM)*
- *Dynamic SAM*
- *Cloud Licensing Assessment (CLA)*



Synyega promote ITAM best practice within the industry and are active members of the ITAM Forum.

other features

- *Cyber Essentials PLUS*
- *Security cleared experts (further details on request)*
- *Aligned to ISO 19770 accreditation principles*



itam services benefits

Our multi award-winning services help our public sector clients to only pay for what they actually need and achieving the most favourable commercial and technical outcomes from their software and cloud providers.



*Clarity of current
licensing position*



*Reduced waste,
cost & risk*



*Improved IT
governance*



*Improved vendor
management &
procurement*



*Improved
ITAM maturity*

finops

FinOps is a rapidly growing practice that Public Sector organisations are quickly realising they need. As their cloud spend grows and commonly is exceeding forecasts, these organisations are turning to FinOps to provide control and accountability.

We provide the visibility and advice for the effective management and optimisation of workloads running on cloud service providers including Amazon Web Services (AWS), Microsoft Azure (Azure) and Google Cloud Platform (GCP) environments, as well as their billing mechanisms.

service features

Synyega helps Public Sector clients to understand their current level of FinOps maturity, our services are designed to develop their capabilities, so they can effectively manage their cloud investments across hosted private clouds, public cloud services from leading hyperscalers and hosted data centres services, through the adoption of FinOps best practice. Our FinOps services allow Public Sector clients to...

- Right-size their cloud services to optimise costs to meet budget expectations
- Take advantage of show-back and chargeback of cloud costs internally by function and/or project
- Define and understand the unit economics of their cloud investments to support planning and budgeting
- Ensure FinOps tooling is integrated and configured correctly, so that dashboards, alerts and reports are complete and accurate and can be used for effective decision making
- Individuals or teams can attain official FinOps certifications through tailored accredited training services

synyega finops services

- *FinOps Maturity Assessment*
- *FinOps Healthcheck*
- *FinOps Advisory*
- *FinOps Managed Service*
- *Cloud Commit & Software Advisory*
- *FinOps Training (Individual or team)*



Synyega is accredited by the FinOps Foundation as a Service and Training Provider; our team of experts include members with Practitioner & Professional certifications.



finops services benefits

Our multi award-winning services help our public sector clients to only pay for what they actually need and achieving the most favourable commercial and technical outcomes from their software and cloud providers.



Clarity on present position with cloud



Identify & mitigate waste



Creates a culture of accountability



Develop your FinOps maturity



Delivers defined outcomes fast

greenops

Sustainability is becoming a more pressing concern for the leadership of Public Sector organisations and government, but also for the taxpayer too. Cloud GreenOps is a specialist area of sustainability that helps organisations to understand and reduce the carbon footprint of their cloud infrastructure. Synyega specialise in GreenOps cultural transformation as well as cloud carbon reduction support, working with industry leading tooling to help organisations make the right decisions.

service features

GreenOps helps Public Sector organisations make the right choices when it comes to CO2E emissions from their cloud estate. Helping tackle some of the challenging questions around cost vs carbon, as well as where should a workload sit for the most environmentally friendly end result.

- We help Public Sector clients understand their carbon footprint with regard to consumption of software and cloud services
- We help public sector organisations model the potential environmental impact of new systems, projects, strategic initiatives or change programmes
- Regular benchmarking of our client's carbon footprint allows them to drive sustainable practices and report on improvements in their sustainability to central government and tax payers
- We help our Public Sector clients to not only deliver social value for citizens, optimise their operational costs, but also act in an ethical and sustainable manner

synyega greenops services

- *GreenOps Maturity Assessment*
- *GreenOps Healthcheck*
- *GreenOps Advisory*
- *GreenOps Managed Service*
- *GreenOps Training (Individual or team)*



Synyega are an ethical business that is working with Carbon Footprint Standard and follows their recommended calculations and audit processes to become Carbon Net Positive. We are achieving this through funding projects to off-set our carbon such as helping to de-carbonise energy grids in other countries, or funding reforestation initiatives.

greenops services benefits

Our Cloud GreenOps Services deliver considerable benefit to Public Sector organisations who have a large and complex cloud ecosystem and want to understand its environmental impact, reduce related carbon and need to report on their carbon footprint and demonstrate improvement over time.



*Clarity on present
carbon position*



*Identify & mitigate
wastage*



*Reduce carbon
footprint*



*Aligned to Carbon
Reporting*



*Raise level of skills
& knowledge*

about our services

onboarding and offboarding

Our onboarding process is a simple set of tasks in order to fully understand your goals, and input the necessary data to enable us to give you the independent advice and future modelling that will allow you to make decisions now knowing the real-life consequences of implementation. You'll always have a clear picture of where you are and help you make your transformation journey.

As part of larger managed services we are keen to build offboarding plan well in advance of service end dates to ensure that our clients extract the maximum long term value from our engagements. This is to ensure that should any need arise in the future Synyega is considered in the the most favourable light.

our pricing models

Synyega are trusted suppliers to the public sector and have advised on the largest software agreements within UK Government. With this extensive experience we primarily price on the following basis;

- Fixed Price/Defined Benefit
- Flexible Resourcing
- Managed Service

Building a long-term relationship is central to the Synyega ethos, as such longer term, multi-year contracts may provide the best opportunities to discuss discounts.

client support

Building a collaborative relationship is a central part of the Synyega approach as such each client is allocated a dedicated account lead who is available to resolve issues and answer questions. Support is available Monday to Friday, 9am to 5:30pm.

service assumptions & dependencies

Central to the Synyega ethos is building a collaborative and long-term relationship with each of our clients. As such Synyega's pricing is based on the assumption that the client and its third parties will work closely and collaboratively with Synyega and provide all necessary data and documentation required by our consultants in order to fully support the Service engagement; these can include but are not limited to:

- Service designs for the proposed cloud migrations
- Physical server hardware and virtualised environment configuration data
- Details of the product or application usage information as requested
- Contractual data for the licence entitlement such as contractual agreements and contract amendments
- Deployment data for all physical and virtual installations of in scope datacentre/cloud software
- Any other required documentation needed to support the successful delivery of the service from the client or its out sources or third parties
- Access to or visibility of Cloud usage data & any cloud management tooling in place

service constraints

The Synyega approach is to have the best talent in the industry provide unbiased and unconflicted advice to our clients. As such we tend to work on a prioritised list of the most complex and highest value software and cloud contracts which forms the scope of our engagement, therefore our service is often defined by a scope of work that constrains the service to a specified selection of software products/ applications/ cloud providers.

ordering & invoicing process

Ordering and invoicing will comply with the terms set out in the G-Cloud 14 contract. Generally, the services are invoiced on a monthly basis in arrears with 30 day payment terms.

buyer or supplier termination

Synyega has worked extensively with UK public sector and whilst never having experienced a termination of contract, should the need arise and both parties mutually agree to terminate their contract, then it will be terminated in accordance with the G-Cloud 14 Framework contract terms and conditions.



why work with synyega

our promise

Put our clients first, every time

Remain independent & tool agnostic

Act with Integrity, transparency & honesty

Hire the best people without compromise

Promote best practice & lead by example

Operate responsibly, ethically & sustainably



We went from being sufficiently licensed to efficiently licenced, saving millions of pounds.

Head of Licensing,
Government Financial Institution



why work with synyega

As a Crown Commercial Services Supplier, we will always act in the best interests of our Public Sector clients to be their trusted advisor for ITAM, FinOps, Sustainability and Modernisation. Unlike many of our peers, we will remain truly independent and never compromise our objectivity or impartiality. We undertake to...

- never perform audits on behalf of software vendors
- not gain financially from the sale of any software product or cloud service
- remain free from the ownership & influence of vendors, resellers and auditors

Crown
Commercial
Service
Supplier

social value

Synyega's leadership team takes a holistic approach to social value in order to make a contribution to well-being of current and future generations through three key areas: Social, Economic, and Environmental. Our activities support individual and community welfare, promotes development of local economies benefit the communities we operate in, and we adopt sustainable practices for a viable future.

tackling economic inequality

Synyega is based in the north of England and has been approved for Northern Powerhouse funding by the Department of International trade to expand into international markets. We are also one of the very first businesses selected to take part in the Liverpool City Region Fair Employment Charter helping to drive the local economy and create more opportunities for the local community.



We approached Synyega as we needed specialist help to extract us from the onerous ULAs we were trapped into. They helped us to identify the next steps to save money ongoing with our software by advising us on what we needed and more importantly didn't need.

Head of IT,
Central Government Department





equal opportunity

We are committed to providing employment regardless of background, age, gender, disability, religion or other. Recruitment is advertised widely with no preconceived requirements for a candidate's lifestyle or similar. Our remote and full/part time working practices encourage the promotion of equality. Synyega is an accredited member of the Living Wage Foundation and have related policies as a business to ensure fairness is achieved in our business.

wellbeing

We ensure excellent and considerate working practice and project management enabling employees and clients to plan their working hours aligned to their business and personal needs. In turn, this supports a structured and productive environment. Synyega encourages employees to use their full annual leave allowance regularly over the course of the working year, we were also one of the first businesses taking part in the Fair Employment Charter, helping to make our region one of the healthiest and most equitable places in the country to work.

pandemic recovery

Synyega has operated without significant disruption since March 2020, it took steps to ensure its employees were provided with support and flexibility required individually and still do to this day. Examples include:

- provided with suitable IT equipment for home working
- encouraged to work normal working hours and to take breaks during their work days
- encouraged to treat clients with similar respect and recognise constraints they may have
- an office is available (but attendance not mandatory)

charitable work

Synyega is passionate about making a positive contribution to our local area and provide long-term monthly financial support to a number of communities led initiatives, including Willowbrook Hospice and Teardrops who are an independent non-profit charity supporting the homeless and vulnerable.



fighting climate change

As well as promoting sustainable IT within our client's businesses through our GreenOps services, we have also made a commitment to ensure that as Synyega continues to grow, that we operate as sustainably as possible and positively contribute to the communities we operate in. We also work with a number of local charities to help initiatives that empower people at a grass roots level, whether that's refugees, vulnerable people or dealing with end of life care.



We went from being sufficiently licensed to efficiently licenced, saving millions of pounds.

Head of Licensing,
Government Financial Institution

shared values

Our team share set of values that ensure our clients, quality of service and social value are at the centre of everything we do, we hold each other accountable for these as they define what we should expect from each other to consistently deliver award-winning services to our clients.



independent

We pride ourselves on being truly independent, which allows us to be trusted, unbiased & agnostic, our decisions & actions are guided solely by integrity & impartiality. Our independence allows us to act in the best interests of our client and their stakeholders.



client centric

Our people strive for excellence in every interaction, offering unwavering support & unparalleled expertise to ensure our global clients feel respected, valued & achieve their desired outcomes. Our team ensures that we are easy to do business with.



integrity

Our team conduct ourselves professionally & take ownership of our actions, doing the right thing every time. We are open, honest & trustworthy, holding ourselves accountable, taking responsibility for our decisions, actions & promises



leadership

Synyega thrives on disruption & innovation. With our expertise, enthusiasm, and a track record of award-winning solutions, we push boundaries & set new standards in our industry. We harness our collective experience, skills & knowledge to lead the way.



social responsibility

We believe in creating a rewarding & happy environment for our people, championing charitable causes & operating as sustainably as possible to protect future generations. We are dedicated to fostering a responsible culture to make a positive impact.

award-winning services

As well as holding many accreditations and certification, Synyega's team have been recognised by the industry and its peers in recent years winning several prestigious awards for its ITAM and FinOps services, including...



ITAM Review Partner of the Year – 2022 & 2023

*ITAM Review Implementation & project of the year
Synyega & Crown Commercial Services – Winner*

ITAM Review Professional of the Year – Winner

SDC Awards Managed Service of the Year – Winner

ITEuropa Managed Services Project of the Year



The Synyega team have provided us with an invaluable service here at the Trust. Not only have they highlighted significant savings on our licenses, but they spent time with us to ensure we fully understood what we're paying for, and how to use our licenses to their full potential. Synyega were always at the other end of the phone, and put everything license-related into laymen's terms for us. They've been a fantastic partner for us.

IT Manager,
Local NHS Trust





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