



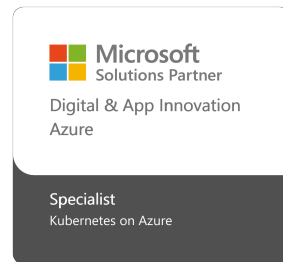
GCloud 14 - Service Definition

Company Overview

Appvia is dedicated to providing solutions that make public cloud delivery simple and secure. We empower organisations to confidently pursue cloud with solutions that make Kubernetes secure, cost-effective, and scalable.

We've led some of the largest migrations to the cloud within the private and public sectors (including the UK Home Office and the Bank of England).

We're an AWS Public Sector and a Microsoft Azure Solutions Partner, specialising in Cloud Native and Kubernetes.



Why use Appvia?

As your organisation matures in the cloud, it is vital to build a self-service developer experience, to speed up the delivery of products to market and reduce the operational overhead associated with software development. Appvia has worked with customers of all different shapes and sizes, across varying industries to ensure that their cloud journey is fit for purpose. Working with Appvia, will ensure you are left with a sustainable cloud platform based on best practice, governance and innovation to ensure your organisation can grow safely and securely.

Unique Value Proposition

Our deep expertise in building and running cloud platforms within the public and private sector, without being a “generalist” consulting partner, uniquely separates us from other organisations in this space. We differentiate ourselves in a plethora of other ways:

- We are a UK based SME, with more than 75% of our team SC cleared.
- We live and breathe agile, including how quickly and effectively we can deliver, and mobilise (within days)
- We over deliver, with small highly skilled teams, with a high focus on technical delivery, rather than ancillary delivery roles.
- Our deep knowledge of GDS, NCSC and CDDO principles and public cloud, ensures compliant, secure design and delivery.

Public Sector Case Studies



Home Office

Reducing hosting costs by 40% and cutting delivery times, whilst increasing developer productivity in a highly secure environment. Appvia provides the UK Home Office with a centralised, cloud native developer platform.

“Appvia have shown a drive to not just innovate within the service they provide but provide guidance and assistance to other parts of the organisation to promote both product and agile delivery.”

Matt Philpot | Home Office | Director, Enterprise Technology



BANK OF ENGLAND

Reducing the time analysis took to be completed from 20 days to just half an hour. Appvia assisted this organisation by implementing four key factors: a secure landing zone, an on-boarding mechanism for applications, containerisation and training.

“Appvia have helped us realise our cloud-first strategy with the excellent product solutions they have implemented at the Bank of England. The security, governance and peace of mind brought in by the cloud landing zone, and paired with the DevOps culture that they’ve brought in the Bank, we’ve dramatically accelerated our journey to cloud-native adoption.”

Peter Macchiocci | Bank of England | Head of Platform Engineering

Scope of our services

Appvia is made up entirely of cloud experts. Our Azure and AWS practices have deep business, technical and operational expertise. We help our clients with all aspects of their journey to the cloud and enable sustainable cloud delivery practices, with the phases highlighted below:

Assess

The first phase of a cloud migration begins with a discovery of your organisation's current state. These assessments will bring together the needs and requirements, existing organisational capabilities and identify tasks to close the gaps.

Typical outputs from an assessment in this phase are:



Cloud Landing Zone
Assessment Report



Well-Architected
Framework Review
Report



Detailed Business Case
for Cloud Migration



Total Cost of Ownership
Assessment Report



Migration Readiness
Assessment Report



Workload Rationalisation
(Against the 6 R's)
Assessment Report

Mobilise

The goal of the mobilisation phase is to build foundational capability both in the organisation and within the cloud environment. This phase typically involves delivering a cloud landing zone, all as code, automated with CI/CD pipelines and ensuring the various stakeholders understand their new responsibilities in the cloud operating model. Setting up a cloud centre of excellence to define engineering standards and principles, and advocating for cloud platform engineering practices and automation throughout the organisation, as well as migrating a small set of business applications using agile methodologies.

Typical outputs from this phase are:



Cloud Landing Zone
CI pipelines



Cloud Operating
Model RACI



Reusable CI
Pipeline Fragments



Pilot workloads fully
migrated to cloud

Migrate and Modernise

The migration and modernisation phase of your cloud journey expands the patterns and practices used in the mobilise phase, to migrate applications at scale.

The ideal outcome for this phase is to create a migration factory, which is a blueprint for scaling implementation and operations through automation and agile delivery. We would typically deal with workloads that are marked for Rehost, Replatform/Rearchitect and Rebuild/Refactor in this phase.

Typical outputs from this phase include:



Migration Factory - code,
templates, user guides,
documentation



Migrated Workloads



Migration reports

Enable & Support

In this phase, we support and enable your organisation with everything from enterprise-level support for your platform and infrastructure to embedded resources

to upskill your internal resources through paired programming, knowledge transfer sessions, and training material.

We also enable efficient scaling through platform engineering practices by enabling developer self-service platforms, built as a product, with your organisation's unique requirements.

Typical outputs from this phase include:



**A self-service
platform with low
maintenance effort**



**A skilled internal
team to manage
your platform**

Our Services



Assess

- Cloud Platform Assessment
- Well-Architected Framework Review
- Migration and Workload Rationalisation



Mobilise

- Cloud Landing Zone
- Cloud Operating Model
- Cloud Centre of Excellence
- Platform Engineering
- Migrate Pilot Workloads



Migrate and Modernise

- Migration Factory
- CI/CD and Infrastructure as Code
- Application Landing Zones
- Monitoring and Alerting
- FinOps Foundations



Enable & Support

- Self-Service Developer Portals
- Cloud Platform support
- Enterprise Level Support
- Training Material and Planning
- Paired Programming and KT



AWS Landing Zone Assessment

We conduct review and assessment based on the AWS Well-Architected Framework, focusing on the technical and procedural requirements to execute a successful landing zone.

The outcome of the assessment is a report, documenting the findings and prioritised actionable recommendations to bring the estate in line with AWS design principles.

Service Features:

- **Comprehensive Assessment:** Thorough evaluation of AWS Landing Zone alignment.
- **Well-Architected Framework Compliance:** Ensuring adherence to AWS 6 pillars.
- **Tailored Delivered:** Customised assessment of landing zone architecture.
- **Risk Identification:** Highlighting potential vulnerabilities and mitigation strategies.
- **Security Review:** Assessing security measures and recommending improvements.
- **Scalability Assessment:** Evaluating infrastructure readiness for future growth.
- **Cost Optimisation Analysis:** Identifying opportunities for financial efficiency enhancements.
- **Actionable Insights:** Clear directives for enhancing landing zone effectiveness.
- **Continuous Improvement Roadmap:** Guiding towards sustained landing zone excellence.
- **Expert Guidance:** Proficient recommendations from AWS-certified professionals.

Service Benefits:

- **Accelerated Delivery:** Optimised landing zone designed for efficiency and scalability.
- **Mitigated Risks:** Proactively address security vulnerabilities
- **Compliance Assurance:** Align with regulatory requirements and industry standards seamlessly.
- **Cost Savings:** Identify opportunities to reduce AWS operational expenditure.
- **Expert Guidance:** Tap into AWS-certified professionals' knowledge for informed decisions.
- **Improved Performance:** Enhance system reliability and operational effectiveness.
- **Reduced complexity:** simplifies cloud migration and management for clients.
- **Reliability:** infrastructure setup lays a robust foundation for business growth.
- **Agility:** enables quick response to market changes and opportunities.
- **Scalability:** ensure architecture grows with business demands, ensuring future readiness.



Azure Landing Zone Assessment

Conduct a technical assessment based on the Microsoft Cloud Adoption Framework for Azure, focussing on the design areas and principles of a successful landing zone. The outcome of the assessment is a report, documenting the findings and prioritised actionable recommendations to bring the estate inline with best practice.

Service Features:

- **Comprehensive Assessment:** Thorough evaluation of Azure Landing Zone alignment.
- **Cloud Adoption Framework Compliance:** Ensuring adherence to Azure best practices.
- **Tailored Delivery:** Customised assessment of landing zone architecture.
- **Risk Identification:** Highlighting potential vulnerabilities and mitigation strategies.
- **Security Review:** Assessing security measures and recommending improvements.
- **Scalability Assessment:** Evaluating infrastructure readiness for future growth.
- **Cost Optimisation Analysis:** Identifying opportunities for financial efficiency enhancements.
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AWS Landing Zone

We deliver a fully automated AWS Landing Zone solution, based on the AWS Landing Zone Accelerator (LZA) project and aligned with AWS best practices. Our service delivers a fully-automated as code solution, ensuring robust infrastructure setup, governance, security and operational excellence, enabling seamless cloud adoption and scalability.

Service Features:

- Automated AWS Landing Zone setup following best practices.
- Adherence to AWS Well-Architected Framework and 6 Pillars.
- Infrastructure configured as code for consistent reliable deployment.
- Comprehensive governance framework implementation.
- Security controls baked-in aligning to CIS, NIST, NCSC frameworks.
- Leverages well-known tooling; Terraform, CloudFormation, Checkov, Infracost, TFSec.
- Builds upon the official AWS Landing Zone Accelerator project.
- Centralised cross-account networking, ingress & egress controls and DNS management.
- Centralised billing, cost optimisation and FinOps Cloud Intelligence dashboards.
- Fully documented, delivered through paired working and training.

Service Benefits:

- Compliance with CIS, NIST and other cloud security principles.
- Enable quick and secure onboarding to AWS for service teams.
- Enhanced security safeguards critical data and minimises risk exposure.
- Cost-optimised solution and minimised expenditure by removing manual processes.
- Accelerated cloud adoption reduces time to market for organisations.
- Govern multi-account, multi-tenant estates leveraging AWS best practices.
- Reduce operational burden with baked-in detective and preventative guardrails.
- Enable tenants to self-serve services within security guardrails.
- Constantly evolving offering to support the latest cloud native technology.
- Reduce risk by engaging an experienced delivery partner.



Azure Landing Zone

We deliver a fully automated Azure Landing Zone solution, based on the Azure Landing Zone Conceptual Architecture and aligned with Azure best practices. Our service delivers a fully-automated as code solution, ensuring robust infrastructure setup, governance, security and operational excellence, enabling seamless cloud adoption and scalability.

Service Features:

- Automated Azure Landing Zone setup following best practices.
- Aligned with Azure Landing Zone Conceptual Architecture.
- Infrastructure as code for consistent reliable deployment using Terraform
- Policy-driven governance and guardrails using Azure Policy
- Cost management using budgets and cost visibility
- Subscription democratisation delivered by Self-service vending
- Built upon the Azure Landing Zone Terraform module
- Customisable configurations tailored to client requirements.
- Fully documented, delivered through paired working and training.
- Alignment with Azure-native design and roadmaps

Service Benefits:

- Accelerated cloud adoption reduces time to market for organisations.
- Enhanced security safeguards critical data and minimises risk exposure.
- Improved operational efficiency through automated infrastructure management.
- Cost-effective solution minimises expenditure on manual processes.
- Scalable architecture grows with business demands, ensuring future readiness.
- Streamlined governance ensures compliance with industry regulations and standards.
- Increased agility enables quick response to market changes and opportunities.
- Expert guidance from Azure professionals ensures successful implementation.
- Reduced complexity simplifies cloud migration and management for clients.
- Reliable infrastructure setup lays a robust foundation for business growth.



Cloud Operating Model

Appvia has worked with some of the largest and oldest government departments, to modernise their operating model to take full advantage of the benefits of cloud and automation.

With our cloud operating model service, we help you define a product-centric blueprint for effective digital delivery.

Service Features:

- Modernise your ways of working to benefit from cloud
- Understand the new roles and responsibilities of operating in cloud
- Gap analysis on your current operating model to target
- Create a balance between autonomous teams and governance
- Align your strategic business objectives with cloud operating model
- Ensure you have the right organisational design and internal capabilities
- Upskill staff and key stakeholders on the ways of working with cloud
- Vastly improve delivery against the well-architected pillars of cloud
- Modernise your service management for effective digital transformation
- RACI, Training Plan and blueprint operating model as outputs

Service Benefits:

- Security as an enabler with guardrails, instead of blocking
- Efficient operational expenditure, do more with less staff
- Reduce staff churn: Modernise ways of working and enable upskilling
- Reduce operational complexity: Know who is responsible for what
- Focus on higher value work, with more automation for repetitive tasks
- Maintenance Reduction: Reduce cost of maintenance by favouring SaaS/PaaS
- Reduce bottlenecks for cloud delivery: Enable teams with self-service
- Reduce lead time for changes: Get to production quickly
- Create an organisational structure for successful product-centric teams



Cloud Infra and Application Migration

Appvia's cloud migration service focuses on securely transitioning applications and operations to the cloud. We provide expert guidance on infrastructure setup, application deployment, and operational best practices. Our solutions emphasise scalability, efficiency, and robust security measures to ensure seamless and safe cloud integration, adhering to well-architected principles.

Service Features:

- Cloud Readiness Assessment: Assess existing landing zone practices
- Workload rationalisation: Streamlined process to rationalise against 6R's
- Mobilise: Build foundational cloud capability with Landing Zones
- Migration Factory: Create a migration factory for fast secure delivery
- Replatform / Rearchitect: Library of patterns and accelerators to minimise cost
- Rehost: Favour CI pipelines, but lift-and-shift through automation where necessary
- Cloud Operating Model: Modernise ways of working and upskill staff
- Cloud Centre of Excellence: Baseline quality engineering standards and principles
- Self-service developer platform: Enabling mass migration
- Modern Service Management and effective migration documentation outputs

Service Benefits:

- Enhanced Security: Robust protection measures safeguard sensitive business data.
- Cost Efficiency: Reduces operational costs by optimising resource utilisation.
- Improved Performance: Boosts system efficiency with modern cloud technologies.
- Disaster Recovery: Robust backup-solutions ensure data integrity, availability, and sovereignty.
- Compliance: Adheres to CIS, NIST, NCSC, CDDO, GDS standards
- Maintenance Reduction: Reduce cost of maintenance by favouring PaaS
- Automated Patching: Improve security by automated patching and QA process
- Reduce lead time for changes: Get to production quickly
- Improve reliability: Zero downtime deployments and failover
- Reduce deployment times: For faster successful deployed changes



Cloud Landing Zone Support

Appvia's Cloud Landing Zone Support provides a fully managed, secure foundation for your cloud environment on any public cloud provider. Our expert team designs, deploys, and supports your landing zone, ensuring optimal configuration for scalability, security, and operational efficiency.

Service Features:

- 24/7 Support and business hours provided.
- Access to support portal, wikis, video calls and screen sharing.
- Rapid incident response.
- Adherence to cloud best practices.
- Expert troubleshooting assistance by trained and certified professionals.
- Regular guidance and consultations.
- Deployment and troubleshooting of all Landing Zone components.
- AWS/Azure/GCP reference architecture all supported
- Flexible support processes to handle fluctuations in demand.
- Certified and highly skilled engineers available for support and advice.

Service Benefits:

- Enhances operational efficiency and system reliability.
- Streamlines cloud infrastructure management.
- Maximises ROI on cloud investments.
- Supports staff as they transition to new ways of working.
- Facilitates scalable and flexible cloud solutions.
- Offers timely resolution of technical issues.
- Guaranteed access to specialist AWS certified engineers and architects.
- Reduces risk to cloud migrations.

Appvia Design Principles and Standards

Principles



Secure by design:

Implement security measures aligned with an organisation's security profile to ensure systems and data confidentiality, integrity, and availability.



Minimise operational overhead:

Leverage cloud provider solutions where available, shifting the responsibility and burden of maintenance and updates away from the business.



Automate Everything:

Automation should be at the heart of everything. Things change over time, and automation gives us a reliable, consistent way of managing change, whilst giving us considerable cost and speed efficiencies.



Immutability as a practice:

Favour immutability to ensure consistency and reproducibility across environments, whilst reducing the chance of configuration errors and unauthorised changes.



Well-architected:

Reduce the complexity of delivery and provide a solution that is fit for purpose and maintainable by the client post-engagement, using best practices and recommendations from the cloud vendor.

Delivery Standards



Cross-functional collaboration to define new principles, standards and approaches around modern software delivery for cloud-native applications.



Open pairing sessions with existing team members to limit the need for post-delivery knowledge transfer.



Best Practices are to be followed at all times for code changes to Git repositories, branching and mandatory code review processes, protected branches, descriptive commit messages, a tagging strategy for release points, and documentation covering usage and contribution instructions.



Continuous integration and delivery pipelines will be defined and used to validate pull requests and deployment activities.

Delivery Governance

Appvia will manage and execute the project using an Agile Kanban-based delivery model and focus on delivering iterative value as quickly as possible. Work items will be created and managed within the agreed tool, managed by the customer. Slack (or equivalent) will be used for communication between Appvia and the customer throughout the engagement.

Reporting

Throughout the delivery, we will share regular reporting as described in the table below:

Deliverable	Info	When
Progress Report	<ul style="list-style-type: none">• Delivery Update• Issues, risks or blockers identified• Agreed Decisions	Weekly
Final Report	<ul style="list-style-type: none">• Summary of Delivery• All Delivery artefacts shared (Diagrams, documentation)• Follow up actions	Delivery Completion

Escalation

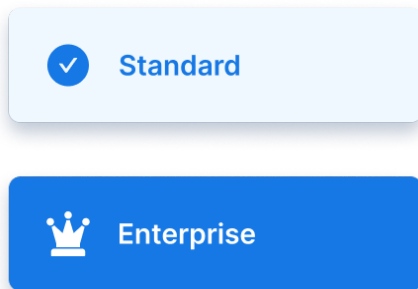
Any issues that arise during the engagement which could block activities or negatively impact the delivery timeline will be highlighted immediately in an email to the person named, following the escalation level route.

Name	Role	Contact Details	Escalation Level
Account Manager	Account Manager	sales@appvia.io	1

Tom Lawmon	Head of Delivery	tom.lawmon@appvia.io	2
Jay Keshur	COO	jay.keshur@appvia.io	3

Service Levels

Appvia offers two subscription plans for its products:



Customers must have an active subscription to one of these plans to be able to access any support services provided by Appvia.

Appvia has defined 4 priority levels for which support tickets can be filed under which are described below:

Priority Level	Description
P1: Production System Unavailable	This relates to an error in, or failure of, the service provided, that results in a complete loss of service.
P2: Production System Critically Impaired	This relates to an error in, or failure of, the service provided for which a work-around exists.
P3: System Impaired	This relates to an isolated or minor error in service provided that: <ul style="list-style-type: none">- Does not significantly affect functionality- May disable only certain non-essential functions- Does not materially impact the Customer's business

P4: General Issue	This includes questions around use of the service provided, feature requests and general technical support.
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SLA Definitions

Term	Description
Initial Response	The time interval from when a customer raises a new issue, to when an Appvia support agent acknowledges the request and starts work on it
Normal Business Hours	9am - 5pm local UK time, Monday to Friday excluding UK Bank Holidays
Enhanced Support Hours	24 hours a day, 7 days a week, including UK Bank Holidays

Subscription plans

The following are response times and business hours for the Standard and Enterprise subscription plans. See Definitions and Priority levels above for more details.

Standard Plan

The following are response times and business hours for the Standard subscription plan.

Priority Level	Initial Response	Business Hour Definition
P1	4 hours	Normal Business Hours

P2	1 day	Normal Business Hours
P3	2 days	Normal Business Hours
P4	5 days	Normal Business Hours

Enterprise Plan

The following are response times and business hours for the Enterprise subscription plan.

Priority Level	Initial Response	Business Hour Definition
P1	1 hour	Enhanced Support Hours
P2	4 hours	Enhanced Support Hours
P3	1 day	Normal Business Hours
P4	2 days	Normal Business Hours

Data Protection

Standards and assurance

Within the public sector, Appvia have built platforms for OFFICIAL-SENSITIVE and above, and so information assurance is of the utmost importance to us. As such, Appvia maintains multiple certifications to prove to our customers that we are competent in handling data and following best practices, including:

- ISO 27001:2022
- Cyber Essentials
- Certified B Corp



Social Value

Fighting Climate Change

- Appvia's core purpose is to aid organisations in migrating to the Cloud, a more environmentally friendly and sustainable alternative to data centres by up to 93%.
- Appvia holds itself accountable to active action by its commitment to become Net Zero by 2050 through means of reducing carbon emissions by:
 - prioritising partnerships with suppliers that have a sustainability focus
 - use of the company's cycle-to-work scheme
 - use of the company's electric car salary sacrifice scheme with a B Corp company
 - having hybrid working
- Appvia has achieved B Corp certification. Businesses that hold this certification have been externally validated as operating at the highest levels of ethical, social and sustainability standards. It communicates Appvia's ongoing dedication to creating a positive impact as a business.

Covid-19 Recovery

- To support the physical and mental well-being of its employees Appvia offers private healthcare as a benefit with mental health support included. Private healthcare is advantageous to health and care services by reducing the demand put on it, as well as ensuring access to quality treatment for individuals.
- Appvia hosts regular social events that encourage collaboration and teamwork and support confidence when it comes to socialising. The mix of events provides inclusivity to those who are vulnerable and shielding at home.
- Appvia began partnering with the University of Wales in 2023 to offer students hands-on experience learning with DevOps. The engineers taught subject matter such as Cloud computing and explained the technical challenges they face and how they overcome them.

Tackling Economic Inequality

- Appvia has an Academy programme which focuses on hiring people who have completed training through the AWS re/Start scheme and upskilling them internally. Individuals can access the AWS re/Start scheme for free providing them with core AWS training without prior experience. The Academy means that talented and dedicated individuals are given job opportunities without barriers such as university fees preventing them from doing so.
- Appvia requests that its suppliers adhere to the following practices:

- Prompt Payment Code, a code of practice for businesses to encourage supplier payment in 30 to 60 days. This allows businesses to budget effectively and can be especially helpful for start-ups and small businesses.
- Better Act, a coalition to change the law meaning businesses will have to consider the social and environmental impact of decisions, rather than just profits

Equal Opportunity

- Appvia works with the charity Codebar to empower minorities in the tech space by organising free workshops for them to attend where they can strengthen their coding skills. These workshops provide a space to help disadvantaged groups, including women, feel more confident in their abilities thus reducing barriers to progression.
- Appvia is a signatory of Tech Talent Charter, agreeing to annually provide anonymised diversity data enabling companies to understand diversity in the tech space. Having market statistics means that Appvia can benchmark itself accordingly and see where improvements can be made.
- To help reduce the disability employment gap, Appvia introduced remote-only contracts for people unable to travel to the office due to their disability

Wellbeing

- Appvia has multiple measures in place to ensure the optimal health and wellbeing of its employees such as:
 - private healthcare
 - access to an Employee Assistance Programme (EAP)
 - ongoing counselling
 - short-term counselling
 - a cycle to work scheme
 - flexible working
 - access to the Headspace app
 - access to trained Mental Health First Aiders
- Appvia hosts quarterly Meetups for Cloud Platform Engineering London to strengthen the engineering community in London. These events help to educate people who want to learn about cloud, infrastructure and Kubernetes. They are free to attend to facilitate knowledge-sharing amongst peers and create easy access to information in the tech space.

Contact

Please send your requirements to sales@appvia.io. Alternatively, if you wish to discuss your requirements in more detail, please send us the following information and we will be happy to get in touch with you:

1. Your organisation
2. Your name and contact details
3. The name of the service you are interested in
4. A brief description of your business situation
5. Your preferred timescales for starting the work

Invoicing and Pricing

Our fees are invoiced monthly in arrears. Payment terms are 30 days after receipt of the invoice.

Pricing is dependent on the service being procured. Assessments and Landing Zone delivery are fixed-priced (see pricing document for details). All other services are subject to our SFIA rate card.