

PRODUCT MANAGEMENT CONSULTANCY

G-Cloud 15

January 2026

Overview

The Product Management Consultancy service ensure that across the entire development team there is a common understanding of the product including the reasons for the development, the requirements of the users and the aims and objectives.

Description of the Service

In developing digital products and services and promoting alignment with GDS/CDDO standards, product management is an essential discipline to coordinate and focus all development efforts across user researchers, technical architects, analysts, user interface and content designers, product owners, Delivery Managers and developers.

Within this service we can provide a range of supporting services including:

- understanding the context and problem space with key stakeholders and with input from user researchers;
- developing the solution roadmap;
- creating Epics and User Stories to document the requirements into manageable sections with clear testing and acceptance criteria;
- managing the backlog of work required to deliver the solution.

We work with your team to understand your internal capability to support your transformation project and to identify gaps in capability or capacity. This allows us to create a bespoke work package of consultancy services across the various disciplines to complement your team delivering against clear requirements and/or deliverables.

We will ensure that our team possess the appropriate skills and qualifications to deliver the work and have experience of working in your sector or equivalent transferable skills.

We will seek to transfer knowledge and skills to your internal teams both to allow smooth transition to business as usual and to reduce your ongoing need for consultancy to optimise value for money.

Our Delivery Approach

We run an associate based consultancy model, where we supplement our internal capability with specialist external associates to ensure we can provide a team who are ideally matched to your specific requirements. When we agree the work with you, where required we will identify suitable associates from our specialist pool who will be engaged by us on demand for as long as the engagement lasts. We will take responsibility for any work delivered by these associates.

How to Order

Under G-Cloud, the first step in ordering any service is to develop a statement of requirements and conduct appropriate searches on the Digital Marketplace, assessing the matching services to determine which one best meets your needs.

Following this, you should contact us by telephone or email to discuss your requirements and ensure we are able to assist. We will discuss the requirements and scope out the work and the size and composition of the team, and agree the expected duration of the work and the pricing.

You can then send us a G-Cloud Order Form which formally instructs us to commence service provision. We are happy to help draft this is required. As soon as the order form is signed by both parties, we will commence with resourcing and onboarding the team.

Initiation and Onboarding

After receipt of the signed Order Form, we will allocate a delivery team which may include permanent consultants and specialist associates. We will aim to deploy a team within a week of receipt of the Order Form. Prior to the engagement, our team will be briefed on the requirements, scope and expected deliverables. From the start of the engagement our team will work with you to identify key stakeholders and agree the work plan.

Resource Changes and Termination

We recognise that during assignments there may be changes to the requirements and that we may need to adjust the resourcing to ensure we adapt to these changes. Similarly, there may be a requirement to terminate the engagement or reduce the scope due to changing priorities. We will always aim to be flexible in ramping down resources. Our standard terms for termination for convenience are five working days.

Customer Responsibilities

We will seek to work alongside your team as far as possible to facilitate knowledge sharing. You will need to provide appropriate contacts to liaise with our team including facilitating contacts with parts of your organisation and any third parties. We will also verification from you of satisfactory delivery of service on a regular basis.

We will ensure that all team members supplied to you are vetted in line with BPSS. In the event that you require higher level of clearance, we will identify suitably cleared consultants but will expect you to hold their clearances. We will also look to you to sponsor SC clearance and above where this is required.

ALLEN LANE LIMITED

33 KING STREET, ST JAMES'S, LONDON SW1Y 6RJ

Registered in England and Wales

Company Number 05115229 Registered Address 33 King Street, St James's, London, England, SW1Y 6RJ