



STRATEGIC THINKING, SEAMLESS EXECUTION

G-CLOUD SERVICE OFFERING

Digital Strategy Services for Higher Education



What we do

Our G-Cloud services are designed to help you make informed cloud decisions, whether you are assessing readiness or planning next-generation deployments.

Maximising value from cloud

Flexible working models are the norm, and there's continued pressure to reduce IT spend and simplify complex estates. Cloud solutions make all of this easier, modernising operations, enabling innovation, and providing the flexibility to scale efficiently.

Cloud has evolved from a cost-saving alternative into a core platform for digital transformation. Today, most organisations run blended environments that combine on-premises systems with infrastructure as a service (IaaS), platform as a service (PaaS), and software as a service (SaaS) solutions, creating a more adaptable and resilient technology platform for the future.

But with a host of approaches available, working out how to make cloud deliver sustained value can be tricky. How do we maximise return while maintaining security and governance? How do we avoid complexity and control costs? Mason Advisory helps clients answer these questions by developing and delivering clear cloud strategies that align technology with business goals.

Who we've helped

- For a government agency, we managed a multi-year major cloud consolidation, migration and transformation programme.
- A large insurance company needed a more scalable, resilient CRM system. We supported the cloud migration strategy for Dynamics 365 and the associated data architecture.
- For a major retailer, we developed a cloud operating model for the service delivery function, helping establish an in-house capability for existing and new cloud-based solutions.

- We undertook a cloud transformation review for a fire & rescue service, assessing its options for transitioning mission-critical systems.
- A UK ambulance service needed to transform its IT environment to support critical operations. We led the programme, including migrating applications and services to a new private cloud hosting environment.
- We assisted a county council to develop a cloud-first contact centre and UC strategy. We then led the procurement and implementation that resulted in it being the first to adopt an Amazon Connect cloud contact centre for all frontline contact services.
- Our team advised and supported an acute trust on a three-phase ICT transformation, establishing a platform to support digital healthcare innovations.
- A large UK police force needed support with a major infrastructure programme. We provided strategic advice to the network, hosting and data centre towers, as well as operational support with a complex data centre migration including server virtualisation, and application rationalisation.
- Working with the NHS, we provided critical security architecture services to the Covid Pass App, a Microsoft Azure cloud-based platform. We provided security architecture services across the whole solution, and provided threat modelling and security incident support to help the team maintain a strong security posture.

Digital Strategy Services for Higher Education

We help higher education institutions, including universities and colleges, design and deliver digital strategies that enhance student experience, enable research excellence, and modernise campus services.

As an independent consultancy with sector experience, we provide impartial advice to align technology, governance, and investment with institutional priorities and wider education challenges.

Service features

- Independent advisory for higher education digital strategies
- Student experience platform design and integration
- Research IT and data strategy alignment
- Cloud adoption planning and governance
- Digital campus service transformation roadmaps
- Data governance and compliance frameworks
- Vendor-neutral technology sourcing and negotiation
- Cyber security strategy and resilience planning
- Digital operating model and skills assessment
- Stakeholder engagement and co-creation workshops

Service benefits

- Enhance student satisfaction and digital learning experience
- Support research infrastructure and academic collaboration
- Optimise investment in digital platforms and services
- Reduce duplication across faculties and departments
- Strengthen governance and compliance across data assets
- Improve cyber resilience across education systems
- Enable hybrid and digital-first learning environments
- Future-proof infrastructure for evolving education needs
- Increase institutional agility and scalability
- Build lasting capability for digital leadership

Our service approach

Our Digital Strategy Services for Higher Education offering provides a structured, evidence-led approach to help universities modernise their digital estate, enhance student and researcher experiences, and create sustainable, future-ready operating models.

We combine independent sector expertise with practical delivery experience to align technology, governance, and investment to institutional priorities while reducing risk and maximising value.

Discovery, insight & institutional alignment

Understand institutional priorities, digital maturity, and the needs of students, academics, and professional staff.

- Review institutional strategy, digital plans, and operating context
- Assess current digital platforms, data assets, and research IT capability
- Map student experience journeys across academic and support services
- Conduct interviews with faculty, researchers, professional services, and students
- Identify key challenges, risks, and transformation drivers

Outputs: Digital maturity assessment, strategic insight pack, stakeholder map, baseline problem definition

Visioning, design & strategic roadmapping

Develop a future-state digital vision aligned to institutional strategy and HE sector demands.

- Co-design strategic digital priorities with leadership and faculty groups
- Create future-state service models for student experience, research, and campus operations
- Design data governance, cyber resilience, and cloud adoption frameworks
- Define digital operating model, roles, and capabilities
- Develop a multi-year digital strategy and investment roadmap

Outputs: Future-state digital vision, strategic roadmap, operating model design, governance recommendations.

Implementation planning & delivery support

Provide targeted support to accelerate delivery and reduce risk across major programmes.

- Create delivery plans, workstream structures, and risk frameworks
- Support sourcing, procurement, and vendor negotiations
- Provide assurance over technology choices, architecture, and integrations
- Guide implementation of student experience platforms and research systems
- Introduce change management and engagement approaches for adoption

Outputs: Delivery blueprint, procurement support, assurance outputs, change and adoption plans.

Optimisation, capability uplift & handover

Embed sustainable digital practices, measure impact, and build long-term institutional capability.

- Evaluate performance against student, staff, and research outcomes
- Review governance, KPIs, and delivery effectiveness
- Identify optimisation opportunities in platforms, processes, and data management
- Provide coaching and capability uplift for digital leadership and teams
- Support handover to permanent internal governance and BAU structures

Outputs: Benefits evaluation, optimisation recommendations, capability uplift materials, sustainability plan.

Who we are

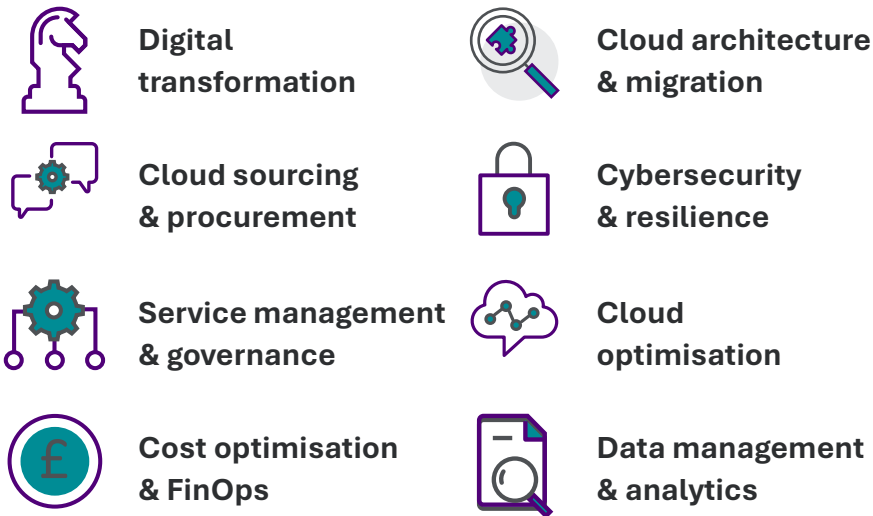
Inspiring people to work better, share ideas, and prosper through digital & technology change

Since launching in 2014, we have experienced huge growth in revenues and staff numbers, with offices in London and Manchester, working with clients of all sizes in the UK and beyond.

Mason Advisory is a digital & technology consultancy committed to making your life easier. Our people work with organisations of all sizes, across industry sectors including Financial Services & Insurance, Government, Corporate Clients, Public Safety and Professional Services.

Clients trust us to help set their strategy and then deliver on those decisions. We use our skills in operating model & organisational design, sourcing, architecture, service management, and cybersecurity to build, protect and support sustainably successful businesses.

Our G-Cloud services



Our culture creates consulting teams that stand out for their commitment to clients. Clients get exceptional performers at all levels in our teams; we don't take work where we can't make a difference; and we are emotionally invested in what happens to the people we help.

That's why, over

72%

of clients continue to work with us beyond the first engagement

Our industry-leading awards are underpinned by our ISO-certified management systems, offering clients confidence in the quality and security of our services.





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