



STRATEGIC THINKING, SEAMLESS EXECUTION

G-CLOUD SERVICE OFFERING

Passenger Experience Platforms for Transport



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.

Passenger Experience Platforms for Transport

We help transport organisations design and implement passenger experience platforms, including real-time travel information, journey planning apps, and feedback tools.

As an independent consultancy, we provide impartial advice on strategy, supplier selection, and integration, enabling authorities to deliver seamless, accessible, and data-driven passenger services.

Service features

- Independent advisory on passenger experience strategies
- Real-time travel information platform design
- Journey planning app evaluation and integration
- Passenger feedback and engagement tool implementation
- Mobility-as-a-Service (MaaS) enablement advisory
- Cloud-ready, scalable platform recommendations
- Accessibility and inclusion compliance frameworks
- Integration with ticketing and transport systems
- Vendor-neutral sourcing and contract negotiation
- Knowledge transfer to transport authority teams

Service benefits

- Improve passenger satisfaction and trust
- Enable seamless multimodal journey planning
- Deliver real-time, accurate travel information
- Strengthen accessibility and inclusion in transport services
- Increase passenger engagement through digital feedback
- Support MaaS and future transport innovation
- Reduce service complaints and disruptions
- Build resilience with data-driven insights
- Optimise investment through vendor-neutral advice
- Enhance reputation of transport authorities and operators

Our service approach

We support transport authorities to design and implement modern passenger experience platforms that deliver real-time information, seamless journey planning, and effective digital engagement.

Through independent strategy, design, and delivery assurance, we enable accessible, consistent, data-driven services that enhance satisfaction, reduce disruption impacts, and build long-term trust in public transport.

Understand passenger needs & define the experience vision

Establish what passengers truly need, what the authority wants to achieve, and the strategic foundations of the platform.

- Assess current passenger touchpoints, digital channels, data accuracy, and pain points.
- Conduct user and stakeholder research to understand expectations across modes and demographics.
- Define the target passenger experience vision, KPIs, and priority use cases (e.g., real-time disruption alerts, integrated journey planning).
- Shape guiding design principles for accessibility, consistency, and interoperability.

Outputs: A defined passenger experience vision with prioritised use cases and measurable success criteria.

Design the platform & plan the transformation

Translate the vision into a coherent platform design and a costed, deliverable roadmap.

- Produce platform and data architecture for real-time info, journey planning and feedback tools.
- Evaluate technology and supplier options (supplier -neutral).
- Define integration requirements across ticketing, timetabling and operational systems.
- Build a phased plan with risks, dependencies and required capabilities.

Outputs: A fully specified platform design and a sequenced roadmap enabling confident investment and delivery.

Mobilise, deliver & embed

Implement the passenger experience platform to deliver high-quality passenger experiences

- Support procurement, supplier evaluation and mobilisation.
- Provide design assurance and oversee integration across delivery partners.
- Oversee development, testing and rollout of digital passenger tools.
- Embed governance, training and continuous improvement practices.

Outputs: A live, integrated passenger experience platform with uplifted passenger satisfaction and an empowered internal team.

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

	Digital transformation		Cloud architecture & migration
	Cloud sourcing & procurement		Cybersecurity & resilience
	Service management & governance		Cloud optimisation
	Cost optimisation & FinOps		Data management & analytics

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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