



STRATEGIC THINKING, SEAMLESS EXECUTION

G-CLOUD SERVICE OFFERING

Cost Optimisation for Local Government



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.

Cost Optimisation for Local Government

We help local authorities achieve sustainable cost optimisation across IT and digital services, supporting better alignment with devolution priorities.

As an independent consultancy with proven public sector experience, we provide impartial advice on vendor negotiation, FinOps adoption, and operational efficiency to reduce spend and reinvest savings into frontline citizen services.

Service features

- Independent advisory for council IT cost optimisation
- In-depth IT and cloud cost analysis
- Vendor negotiation to optimise supply chain expenses
- Budget analysis to inform strategic initiatives
- FinOps frameworks for cost governance and transparency
- Licensing optimisation and consumption analysis
- Identification of underutilised services and waste
- Strategic sourcing for long-term cost efficiency
- IT cost trend insights and reporting
- Knowledge transfer to finance and IT teams

Service benefits

- Deliver savings aligned to devolution priorities
- Improve efficiency across IT and operations
- Strengthen financial accountability and governance
- Reinvest savings into frontline citizen services
- Reduce supplier lock-in and improve performance
- Lower financial risk through proactive management
- Support sustainable, long-term optimisation maturity
- Increase resilience by cutting inefficiencies
- Enhance service delivery outcomes for communities
- Build internal capability for ongoing optimisation

Our service approach

Our Cost Optimisation service provides a structured, evidence-driven methodology that enables local authorities to reduce digital and technology spend while maintaining service quality and supporting devolution priorities.

We combine independent financial, commercial, and technical expertise to uncover savings, strengthen governance, and build internal capability for sustainable optimisation.

Our phased approach reduces risk, maximises value, and ensures savings can be reinvested into frontline citizen service.

Baseline assessment & financial diagnostics

Build a clear, accurate picture of current IT and digital spending, contractual commitments, and optimisation opportunities.

- Review IT and digital budgets, consumption patterns, and service costs
- Analyse cloud, licensing, infrastructure, and support spend
- Assess supplier performance, value leakage, and commercial exposure
- Identify underutilised services, waste, and duplication
- Benchmark costs against public sector norms

Outputs: Baseline financial diagnostic, cost heatmap, initial savings hypotheses.

Commercial enablement

Develop a prioritised set of achievable cost optimisation interventions aligned to service, policy, and devolution needs.

- Model potential savings across cloud, licensing, operations, and sourcing
- Define FinOps governance, policies, and cost controls
- Assess contract renewal and negotiation opportunities
- Identify service redesign options to reduce demand and complexity
- Develop future-state cost governance and reporting model

Outputs: Prioritised opportunity register, FinOps governance design, future-state cost model.

Implementation support

Support the execution of agreed interventions to deliver measurable savings and improved performance.

- Support supplier negotiations and commercial restructuring
- Implement FinOps processes and cost optimisation tooling
- Deliver licensing optimisation and right-sizing activities
- Provide PMO support for cost-focused transformation initiatives
- Introduce dashboards, KPIs, and budget monitoring mechanisms

Outputs: Implemented savings actions, commercial improvements, active FinOps processes, reporting dashboards.

Sustainability, assurance & support

Embed long-term optimisation practices, build capability, and ensure savings are sustained.

- Track benefits and validate achieved savings
- Assess governance maturity and optimise controls
- Provide coaching and knowledge transfer to finance, IT, and commercial teams
- Establish continuous improvement processes and performance cycles
- Prepare long-term optimisation roadmap aligned to future pressures

Outputs: Benefits realisation report, capability uplift, governance enhancements, long-term optimisation plan.

Who we are

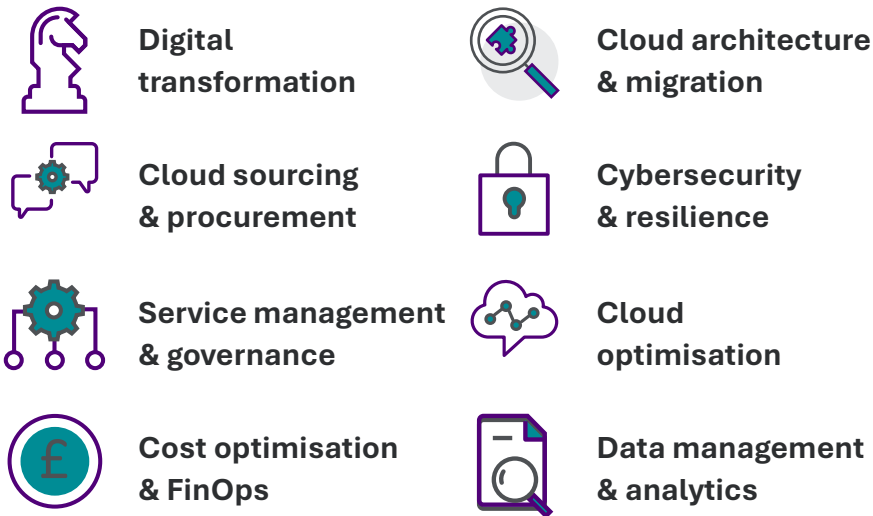
Inspiring people to work better, share ideas, and prosper through digital & technology change

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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