



STRATEGIC THINKING, SEAMLESS EXECUTION

G-CLOUD SERVICE OFFERING

Data, Analytics and AI Strategy 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.

Data, Analytics and AI Strategy for Transport

We help transport organisations unlock smarter, safer, more efficient, and sustainable networks through data-driven insights, advanced analytics, and AI-enabled decision-making.

As an independent consultancy, we provide impartial advice on data, analytics, and AI strategies that improve passenger experience, resilience, and long-term innovation while reducing emissions.

Service features

- Independent advisory on transport data and AI strategies
- Data governance and compliance frameworks
- Advanced analytics platform evaluation and design
- Predictive modelling for demand and passenger flows
- AI-enabled decision support for operations
- Machine learning for safety and efficiency insights
- Vendor-neutral technology sourcing and selection support
- Cloud-ready, scalable architecture recommendations
- Skills and capability development programmes
- Ongoing data maturity assessments and improvement plans

Service benefits

- Improve passenger safety through predictive insights
- Optimise network efficiency and capacity management
- Reduce emissions with smarter transport planning
- Enhance resilience with AI-enabled decision-making
- Deliver evidence-based, sustainable planning decisions
- Increase passenger satisfaction and trust
- Support innovation across transport networks
- Ensure compliance with data and AI standards
- Reduce costs through operational efficiencies
- Build internal data and AI capability

Our service approach

We help transport organisations define a clear, actionable strategy for how data, analytics and AI will enable safer operations, smarter planning, improved passenger experience and more sustainable transport networks.

Our approach focuses on strategic direction, governance, operating model, and capability, not technology for technology's sake.

As an independent advisor, we ensure choices are aligned to outcomes, compliant with standards, and deliver long-term value across the network.

Diagnose data maturity, opportunities & strategic drivers

Build a transparent picture of where the organisation is today and identify where data, analytics and AI can create the greatest impact.

- Assess current data maturity, governance, quality, architecture and analytics capability.
- Review strategic goals (efficiency, safety, sustainability, passenger experience).
- Identify high-value analytical and AI opportunities across operations and planning.
- Benchmark against sector best practice and regulatory expectations.

Outputs: A clear view of maturity, strategic priorities and the most valuable opportunities for data, analytics and AI.

Shape the target data, analytics & AI strategy

Define the organisation's ambition, strategic principles, target capabilities and governance required to maximise long-term value.

- Define strategic vision, principles and outcomes for data and AI.
- Develop the future data and analytics operating model (people, processes, governance).
- Set policies for data quality, compliance, ethics and responsible AI.
- Define target capabilities and enabling architecture (conceptual, not build-level).

Outputs: A coherent, future-ready data, analytics and AI strategy with defined capabilities, governance and principles to guide all future investment.

Build the roadmap, value case & capability plan

Convert the strategy into a practical, fundable plan that leaders can execute and scale over time.

- Prioritise use cases with quantified benefits, costs and implementation considerations.
- Develop a proportionate transformation roadmap across people, process, data and technology.
- Define the skills and capability uplift required across teams and leadership.
- Establish investment phasing, governance and success measurement approach.

Outputs: A costed, phased roadmap and value case enabling confident investment and sustained capability growth in data, analytics and AI.

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.

				
				
				
				



STRATEGIC THINKING, SEAMLESS EXECUTION

Mason Advisory Limited

Pall Mall

61 King Street

Manchester M2 4PD

Tel: +44 333 301 0093

www.masonadvisory.com

Registered in England No. 8990928

Confidentiality notice: this document and the information contained herein are strictly private and confidential, and are solely for the use of the named party on the cover sheet.

Copyright © 2026: The information contained herein is the property of Mason Advisory Limited and is provided on condition that it will not be reproduced, copied, lent or disclosed, directly or indirectly, nor used for any purpose other than that for which it was specifically furnished.