



STRATEGIC THINKING, SEAMLESS EXECUTION

G-CLOUD SERVICE OFFERING

Transport Data Hub & Analytics Platform Services

Commercial in confidence



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.

Transport Data Hub & Analytics Platform Services

We help transport organisations and their supply chains design and implement centralised data hubs integrating timetables, ticketing, passenger flows, and IoT feeds.

As an independent consultancy, we provide impartial advice on strategy, architecture, and delivery, enabling secure, interoperable platforms that support smarter operations, passenger insights, and future transport innovation.

Service features

- Independent advisory on transport data hub strategy
- Centralised platform design for transport data integration
- Timetable and ticketing system data consolidation
- Passenger flow analytics and modelling
- IoT device and sensor data integration
- Data governance and compliance frameworks
- Scalable, cloud-ready architecture recommendations
- Vendor-neutral technology sourcing and selection
- Real-time reporting and visualisation enablement
- Knowledge transfer to transport authority teams

Service benefits

- Improve transport planning and passenger experience
- Enable evidence-based decision-making across authorities
- Increase efficiency in operations and services
- Gain real-time visibility of passenger flows
- Support multi-modal transport integration
- Enhance resilience through data-driven insights
- Ensure compliance with data and security standards
- Reduce silos with interoperable, shared data platforms
- Optimise investment through vendor-neutral advice
- Future-proof transport systems for innovation and growth

Our service approach

We deliver an independent, end-to-end service that helps transport authorities and operators design, implement and embed centralised data hubs integrating timetables, ticketing, passenger flow, and IoT data.

Our method combines strategic clarity, robust data architecture, and pragmatic delivery oversight to ensure secure, interoperable and high-value platforms.

Our approach is grounded in the realities of transport operations: fragmented systems, legacy constraints, and complex supplier ecosystems.

By remaining supplier-neutral and outcome-led, we ensure our clients build future-proof platforms that unlock real-time insights, improve passenger experience and enable data-driven decision-making across modes and regions.

Understand & define

Establish the baseline, define priority use cases, and set the target vision.

- Assess current systems, data flows, quality and governance.
- Identify operational and analytical needs across the organisation.
- Define target outcomes, KPIs and priority use cases.
- Develop the conceptual target data hub architecture and design principles.

Outputs: Agreed vision, prioritised use cases, and high-level target architecture.

Design & plan

Translate the vision into a delivery-ready design and roadmap.

- Produce detailed data, integration and platform designs.
- Evaluate technology/supplier options (supplier -neutral).
- Define security, interoperability and governance frameworks
- Build a phase implementation roadmap with costs, risks and dependencies.

Outputs: Detailed data hub design and a costed, sequenced delivery roadmap.

Mobilise, deliver & embed

Support implementation, supplier orchestration, and capability build to ensure sustainable value.

- Support procurement, supplier evaluation and mobilisation.
- Provide design assurance and integration oversight across delivery partners.
- Activate data pipelines, dashboards and priority analytics use cases.
- Embed governance, knowledge transfer, training and continuous improvement.

Outputs: Operationalised platform, validated use cases, and an embedded capability model.

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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Registered in England No. 8990928

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