

Your IT partner in a changing world

## **Citrix to AVD, AWS, Google Cloud or Droplet Virtualisation Technologies**

G-Cloud | Service Definition Document



Crown  
Commercial  
Service  
*Supplier*

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Gold Windows and Devices  
Gold Cloud Platform  
Silver Application Development



## Service Overview

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Our Citrix to Azure Virtual Desktop (AVD), AWS, Google Cloud or Droplet Migration Service supports large public sector organisations to safely and efficiently transition from existing Citrix-based virtual desktop environments to Alternative Virtualisation technologies.

This service is typically implemented against rapid timescales, driven by Citrix Licensing renewal costings, and a organisations desire to move to a more cost effective virtualisation technology.

The service is designed for complex, business-critical estates and focuses on minimising risk, maintaining service continuity, and enabling long-term cost optimisation and scalability.

## What the Service Does

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We provide an end-to-end service to assess, design, and migrate Citrix environments to alternative virtualisation technologies, ensuring the target solution meets user, security, performance, and operational requirements.

The service covers:

- Current State Assessment – review of Citrix architecture, workloads, applications, profiles, policies, and user personas
- Target Architecture Design – secure, scalable design aligned with Microsoft, AWS, Google Cloud and Droplet, meeting public sector best practice
- Migration Planning – phased migration approach to reduce disruption and support parallel running
- Build & Configuration – implementation of virtualisation environments, including identity, networking, security, and management tooling
- Workload & User Migration – migration of applications, user profiles, and desktops
- Testing & Validation – functional, performance, and user acceptance testing
- Knowledge Transfer & Handover – operational readiness and documentation

## How the Service Is Delivered

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The service is delivered using a structured, phased approach, typically over 8 to 20+ weeks, depending on estate size and complexity.

1. Discovery & Assessment
  - Estate analysis (users, apps, images, integrations)
  - Technical and operational risk identification
  - Cost and licensing considerations
2. Design

- Target virtualisation architecture and landing zone alignment
  - Identity, access, and security design
  - High availability, resilience, and scalability planning
  - 3. Pilot & Proof of Capability
    - Representative user and application migration
    - Validation of performance and user experience
  - 4. Migration & Transition
    - Phased migration of users and workloads
    - Coexistence with Citrix where required
    - Decommissioning planning
  - 5. Operational Readiness
    - Runbooks and support model alignment
    - Knowledge transfer to in-house or third-party teams
- Delivery can be remote, onsite, or hybrid.

## Features

Buyers typically receive:

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- Citrix estate assessment report
  - Virtualisation target architecture and migration plan
  - Risk, dependency, and mitigation log
  - Pilot and migration outcomes report
  - Operational documentation and handover materials
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## Benefits

The service is designed to help organisations:

- Reduced licensing and infrastructure costs
  - Improved scalability and flexibility
  - Alignment with cloud-first and Zero Trust strategies
  - Improved security and compliance posture
  - Simplified desktop and application management
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## Service Constraints

The service focuses on migration and transition, not long-term managed service support.  
End-user hardware refresh is out of scope.

Ongoing optimisation and support services can be procured separately.

Migration Services pricing excludes the cost of virtualisation software and hosting charges.

## Pricing

Pricing is available on a Time & Materials or Fixed-Scope basis. The appropriate model will be selected based on project complexity, workload, and customer requirements.

### Day Rates

- Virtualisation Migration Consultant: £950 day

### Durations

Migration project durations will be agreed in advance via a solutions workshop, undertaken at no cost. All rates comply with the G-Cloud 15 pricing transparency requirements.

### Pricing Assumptions

- Travel is excluded unless explicitly required.
- Any changes to scope will be handled through formal change control.
- Customer must provide required access and information.
- This migration Service does not include licensing, hosting or subscription costs

Other service roles based on SIFA table as below. Maximum G-Cloud day-rates are shown, specific services may use lower rates due to economies of scale, service discounts or locations

|                             | Strategy and Architecture | Business Change | Solutions Development and Implementation | Service management | Procurement and Management Support | Client Interface |
|-----------------------------|---------------------------|-----------------|------------------------------------------|--------------------|------------------------------------|------------------|
| 1. Follow                   | £450                      | £450            | £450                                     | £400               | £450                               | £450             |
| 2. Assist                   | £600                      | £600            | £600                                     | £550               | £600                               | £600             |
| 3. Apply                    | £725                      | £725            | £725                                     | £675               | £725                               | £725             |
| 4. Enable                   | £800                      | £800            | £800                                     | £725               | £800                               | £800             |
| 5. Ensure / Advise          | £950                      | £950            | £950                                     | £800               | £950                               | £950             |
| 6. Initiate/ Influence      | £1,100                    | £1,100          | £1,100                                   | £900               | £1,100                             | £1,100           |
| 7. Set Strategy and Inspire | £1,250                    | £1,250          | £1,250                                   | £1,000             | £1,250                             | £1,250           |

## Service Onboarding and Offboarding

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### Onboarding

- Introductory session to confirm scope, timelines, risks, and prerequisites.
- Environment verification and access provisioning.
- Agreement on communication and project-management processes.

### Offboarding

- Handover of documentation and configuration details.
- Knowledge transfer to operational teams.
- Closure report summarising completed activities.

## Exit Costs

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Provided that the services terminate at the end of an agreed term, in line with the terms and conditions, there are no specific exit costs.

## Contact Details

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Questions related to minimum order values, design and implementation costs and other technical questions related to the Service should be addressed to:

[operations@apptechology.co.uk](mailto:operations@apptechology.co.uk)

Or alternatively contact Martin Sweeney at: 28th Floor, the Gherkin 30 St Mary Axe City of London EC3A 8BF Tel: +44 207 469 4053



## About APPtechnology

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APPtechnology is a leader in digital transformation services, covering project and BAU delivery for large organisations in the UK, Europe and Globally.

We supply flexible teams specialising in Modern Workspace delivery, covering Endpoint Management, Security, Data protection, End User Experience management and technology migrations. We also provide and support delivery of technology solutions covering Legacy application management, and Compliance automation for NIS, ISO, CIMA, DORA and HIPPA Frameworks.



Entirely managed from the UK, we bring experienced governance to all statement of work based delivery, incorporating measurable performance metrics and results analysis in our regular reporting. Where qualified resource supply only is requested we provide models for inside and outside of IR35 payroll, as appropriate to the role and delivery method.

We supply G-Cloud services to the largest (96,000 users) and the smallest local and central government departments and NHS accounts.

