

simplify

Service Description
G-Cloud 15



Version 1.0

We are...

the UK's leading, independent, privately owned ITAM,
FinOps, and GreenOps consultancy

£1bn
in cost savings
delivered globally

£300m+
savings across the
UK public sector

100s
successful client
engagements

80+
years combined
experience in
Public Sector

8+
awards won for
our services in
recent years

Synyega is the UK's leading independent, privately owned ITAM, FinOps, and GreenOps consultancy. We help our commercial and Public Sector clients to discover, optimise and manage their cloud and software investments to deliver tangible savings, outcomes, and a more sustainable future.

We have helped them save or avoid over £1 billion in costs to date.

We have a desire to make a real change in how the IT industry operates and believe that Public Sector organisations should receive independent, unbiased advice on software licensing and cloud services as a "standard practice" rather than the "exception". We believe that every Public Sector organisation should have access to impartial advice that is not governed or influenced by a Reseller, Software Vendor, or Cloud Service Provider, in order to deliver value for money to the taxpayer.

Our end-to-end converged ITAM, FinOps, and GreenOps professional and managed services are trusted and relied upon by a wide range of Public Sector institutions and contracting authorities across many sectors, from large Central and Local government bodies, to education, law enforcement, and Healthcare trusts. We have a strong heritage in supporting Public Sector organisations, helping these clients pay only for what they actually need and achieve the most favourable commercial and technical outcomes from their software and cloud providers.



Synyega are a special team of elite IT Asset Management specialists that support our organisation and have helped us many times with identifying our assets correctly and supporting us with difficult conversations with software vendors and service support organisations.

Software Director,
Central Government Department



Unique services, Unique approach

We always act in your best interests. Synyega is resolutely focused on delivering best value and defined outcomes to Public Sector organisations through the converged ITAM, FinOps and GreenOps services we provide, helping them to mitigate their software and cloud challenges and mature their operational capabilities.

Our Mission is...

To be the independent trusted advisor to our clients, empowering them to discover, optimise and manage their software and cloud investments, allowing them to make informed IT and procurement decisions.

Solving your challenges

Significantly reduce costs

Mitigate financial & compliance risk

Manage cloud & software expenditure

Reduce technical debt & complexity

Accelerate IT modernisation

Mature ITAM & FinOps capabilities

Improve operational efficiency

Effective Vendor Management

Meet sustainability requirements

For more than a decade, we have proudly served as a supplier to the UK Public Sector. We believe our values of independence, integrity, honesty and collaboration align perfectly with the goals and requirements of the Public Sector. Our team of certified ITAM, FinOps and GreenOps experts have an excellent track record of delivering significant software and cloud savings across the public sector, including...

- Joint winner with Crown Commercial Services for ITAM Review's Project of the Year Award
- Delivery of over £300m in NAO audited savings across the UK public sector
- Over £9m savings through FinOps within Home Office
- Key consultant on the creation of the first Pan Government Oracle Software Agreement
- Formed the negotiation team for the 2nd Pan Government Oracle Software Agreement
- Architect of Cabinet Offices; Software Licence Review programme reviewing and optimising software licences across DWP, HMRC, HO, MOD & MOJ
- Managed UK government's supplier relationships with tier 1 vendors on behalf of the Cabinet Office.



Synyega's work provided us with crystal clear insight into our software estate. With their expert help, we were able to take simple steps to reduce costs and optimise our existing agreements. They were professional, efficient and have provided our organisation with long term benefits when it comes to optimising our software licensing agreements. Managing our software licences will be so much easier.

IT Manager,
Public Sector Institution



Our services

The pace of technology change is accelerating. Software, cloud, and AI are transforming how organisations operate, creating new opportunities for efficiency, insight, and innovation – but also new complexity and risk. Legacy systems struggle to keep up, and without clear visibility and control, organisations can face overspend, compliance challenges, and missed opportunities to harness these technologies effectively. For the Public Sector, staying ahead means not just adopting new tools, but strategically managing them to deliver value, sustainability, and measurable outcomes.

At Synyega, we help Public Sector organisations accelerate this journey while minimising wasted spend, compliance risks, and environmental impact. Our team of industry experts brings decades of experience delivering practical, best-practice solutions tailored to the unique challenges of Public Sector organisations. We enable clients to discover, optimise, and manage their software and cloud investments effectively.

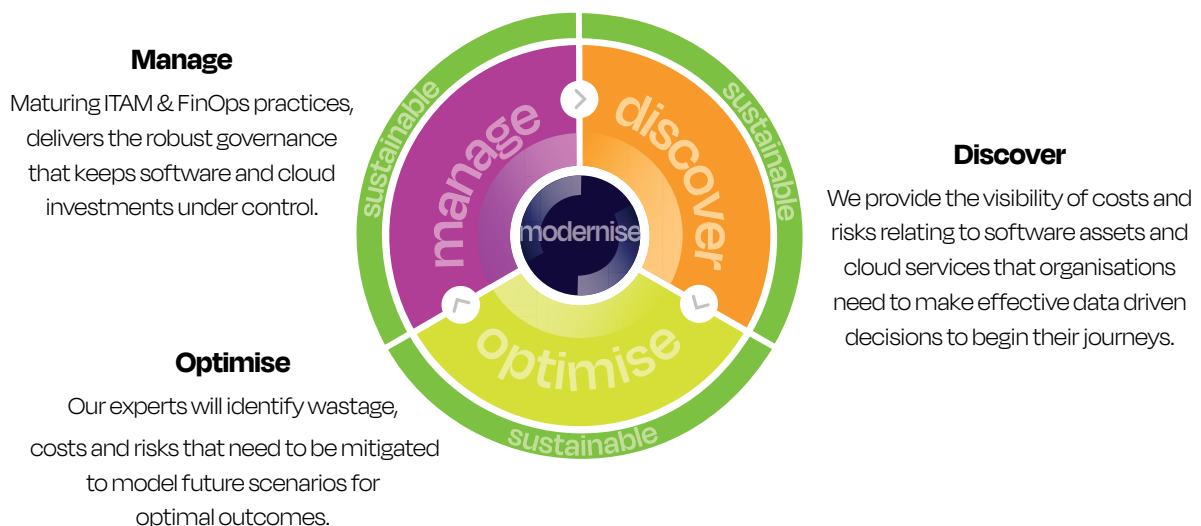
Through our work across the UK's public and private sectors, we see IT Asset Management (ITAM), FinOps, and GreenOps converging to unlock measurable efficiencies, cost savings, and sustainable outcomes. By harnessing this convergence, organisations can:

- Reduce technical debt and optimise legacy systems
- Maximise the value of software and cloud investments
- Drive digital transformation with confidence
- Align technology strategy with sustainability goals.

This convergence forms the foundation of our services, providing decision makers with the insight and capability needed to modernise IT strategically and sustainably.

Sustainable Modernisation

Once visibility and control have been established, a strategy and roadmap for modernisation can be developed to address the technical debt in legacy technology, thereby driving sustainability gains.



Our ITAM and FinOps services enable public sector organisations to optimise their IT investments by identifying opportunities to consolidate, standardise, and rationalise software assets and cloud services. This not only streamlines operations but also contributes to cost savings and enhances the overall delivery of citizen services. Our services have been designed to promote best practice, transparency, accountability, and efficiency in the public sector's IT operations.

ITAM

The provision of public services now relies heavily on technology within government agencies. Effective and robust ITAM practices have become essential for controlling IT costs, mitigating risks, and complying with regulatory requirements.

Without robust ITAM processes in place, public sector organisations are at risk of underutilised assets, redundant purchases, security breaches, and non-compliance with licensing agreements. Synyega is independent and will always act in your best interests. We do not resell licenses or act as a vendor auditor; therefore, the analysis and advice we offer can be trusted on both commercial and technical grounds.

Service features

Our range of ITAM services supports you throughout your asset lifecycle. No matter where you are on your maturity journey, we can help reduce risk, costs, and technical debt, establishing a foundation for future hybrid licence management and accelerating your IT modernisation.

- Full software licensing lifecycle support: including definition of requirements, procurement, negotiation, allocation, optimisation, management, re-use and retirement
- Proactive licensing compliance and defence against vendor audits
- Optimisation recommendations against licensing usage to drive financial benefits
- Scenario modelling improves planning, budgeting & decision making
- Matures ITAM practice through effective governance, aligning people, process and technology to deliver defined outcomes
- Point in time or regular reporting on current and future licensing positions, compliance, consumption and sustainability
- Design and delivery of services based on ITAM best practices and principles that drive the level of maturity within our clients' operations and the achievement of desired outcomes.

Synyega ITAM services

- *ITAM Discovery & Roadmap*
- *ITAM Optimised Licensing Position (OLP)*
- *ITAM Software Renewals Service*
- *ITAM Tooling*
- *ITAM Audit Management*
- *ITAM Managed Services*
- *ITAM Microsoft Licensing Training.*

Other features

- *Cyber Essentials PLUS*
- *Security cleared experts (further details on request)*
- *Aligned to ISO 19770 accreditation principles.*



ITAM services benefits

Our multi award-winning services help our public sector clients to pay only for what they actually need, achieving the most favourable commercial and technical outcomes from their software and cloud providers.



*Clarity of current
licensing position*



*Reduced waste,
cost & risk*



*Improved IT
governance*



*Improved vendor
management &
procurement*



*Improved
ITAM maturity*

Finops

As cloud adoption accelerates across the public sector, FinOps is becoming critical to demonstrating value for money, financial control, and accountability. Cloud costs often grow faster than anticipated, driven by rapid adoption, shared platforms, and limited cost ownership across teams. FinOps provides the structure needed to improve transparency, align technical and financial decision-making, and ensure cloud investments delivers measurable outcomes.

We help public sector organisations gain clear visibility and actionable insight to manage, optimise, and govern workloads across Amazon Web Services, Microsoft Azure, and Google Cloud Platform, including the complexities of cloud billing, reporting, and cost attribution.

Service features

Synyega helps public sector organisations assess their current FinOps maturity and establish a sustainable FinOps capability aligned to the FinOps Foundation framework. Our services are designed to build practical capability across people, processes, and tooling, enabling organisations to effectively govern, manage, and optimise cloud investment while meeting public sector expectations for value for money, transparency, and accountability.

We support organisations operating across hosted private cloud environments, public cloud services from leading hyperscalers, and hosted data centre services. Our approach enables clients to move from reactive cost management to a mature, repeatable FinOps operating model that supports informed decision making and long-term financial control. Our FinOps services enable our Public Sector clients to...

- Assess current FinOps maturity against the FinOps Foundation domains and capabilities, establishing a clear baseline and prioritised improvement roadmap
- Right-size their cloud services to optimise costs to meet budget expectations
- Implement effective showback and chargeback models, providing transparent attribution of cloud costs by function, service, and project
- Define and understand the unit economics of their cloud investments to support planning and budgeting
- Ensure FinOps tooling is integrated and configured correctly, so that dashboards, alerts and reports are complete and accurate and can be used for effective decision making

- Apply FinOps principles to AI workloads, including understanding the cost implications of model training, inference, data pipelines, and platform services, and embedding financial accountability into AI delivery
- Build internal capability through tailored, accredited training, enabling individuals and teams to achieve official FinOps Foundation certifications.

Synyega finOps services

- *FinOps Maturity Assessment*
- *FinOps Discovery & Roadmap*
- *FinOps Cloud Cost Assessment*
- *FinOps Roadmap Accelerator*
- *FinOps Tooling Advisory*
- *FinOps Optimisation Workshops & Certification*
- *FinOps Cloud Commitment Optimiser*
- *Embedded FinOps*
- *FinOps Certified Practitioner Training*
- *SaaS Discovery, Optimisation, and Management*



Synyega is accredited by the FinOps Foundation as a Service and Training Provider; our team of experts include members with Practitioner & Professional certifications.



FinOps services benefits

Our multi award-winning services help our public sector clients to only pay for what they actually need and achieving the most favourable commercial and technical outcomes from their software and cloud providers.



Get clarity on current cloud position



Identify & mitigate waste



Create a culture of accountability



Develop your FinOps maturity



Delivers defined outcomes fast

GreenOps

Sustainability is an increasingly critical priority for public sector leadership, central government, and the taxpayer. As digital services expand, cloud infrastructure is becoming a significant and often poorly understood contributor to organisational carbon footprints. Cloud GreenOps provides a structured approach to measuring, managing, and reducing the environmental impact of cloud services while maintaining performance and value for money.

Synyega specialises in GreenOps cultural transformation and practical cloud carbon-reduction initiatives. We work with industry-leading tooling and established GreenOps practices to provide trusted carbon visibility, embed sustainability into decision making, and support organisations in making informed, evidence-based choices that align digital transformation with environmental objectives.

Service features

GreenOps helps public sector organisations reduce the environmental impact of their cloud operations by guiding decisions that balance cost, carbon, and performance, and by identifying the most sustainable locations for workloads.

Our services help:

- Provide clear visibility into the carbon footprint of software and cloud service consumption, enabling evidence-based decision making
- Model the potential environmental impact of new systems, projects, strategic initiatives, or change programmes before implementation
- Conduct regular benchmarking of carbon footprints to drive sustainable practices and demonstrate measurable improvements to central government and taxpayers
- Support clients in maximising social value for citizens, improving cost efficiency, and embedding responsible, sustainable practices across digital operations.

Synyega GreenOps services

- *GreenOps Discovery & Roadmap*
- *GreenOps Maturity Assessment*
- *GreenOps Cloud Carbon Benchmarking & Optimisation*
- *GreenOps Tooling Services*
- *GreenOps Embedded Advisory*
- *GreenOps Training (Individual or team).*



Synyega is an ethical business that is working with the Carbon Footprint Standard and follows their recommended calculations and audit processes to become Carbon Net Positive. We are achieving this through funding projects to offset our carbon, such as helping to decarbonise energy grids in other countries or funding reforestation initiatives.

GreenOps services benefits

Our Cloud GreenOps Services deliver considerable benefits to Public Sector organisations with large and complex cloud ecosystems who want to understand their environmental impact, reduce related carbon emissions, report their carbon footprint, and demonstrate improvement over time.



Get clarity on current carbon position



Identify & mitigate wastage



Reduce carbon footprint



Enhance Carbon Reporting



Raise level of skills & knowledge

Converge

As the Public Sector accelerates its digital modernisation, software and cloud environments must become more dynamic and interconnected. This transformation often introduces greater complexity and cost across hybrid and multi-cloud environments.

Traditional approaches to software and cloud management in the Public Sector often operate in silos. These fragmented functions struggle to keep pace with rapid change. They are unable to fully support modernisation objectives, deliver cost savings, optimise assets, or reduce carbon emissions -issues that are increasingly interlinked.

By integrating IT Asset Management (ITAM), FinOps, and GreenOps, Public Sector organisations can make smarter, data-driven decisions that maximise value while meeting financial, operational, and sustainability goals. Synyega's services bring these disciplines together, providing the insights and intelligence needed to accelerate IT modernisation across the Public Sector.

Service features

Ensuring ITAM, FinOps and GreenOps are aligned enables Public Sector organisations to gain maximum benefit from the knowledge share and adjoining environments. Decisions and recommendations can be made with full transparency, utilising modern FinOps and GreenOps practices while aligning with Licensing fundamentals

- Model Licensing and Cloud architecture in a future cloud environment.
- Rightsizing and aligning licensing knowledge to optimise cloud environments
- Utilising FinOps Capabilities to enhance ITAM and GreenOps services
- Gain visibility and control over software, cloud, and BYOL usage to reduce unnecessary spend and ensure investments deliver measurable outcomes
- Access insights across ITAM, FinOps, and GreenOps to make evidence-based choices on licensing, cloud strategy and architecture
- Ensure software and cloud consumption align with licensing obligations, regulatory requirements, and internal governance policies

- Track and optimise technology spend across organisational silos
- Integrate carbon-conscious practices into cloud architecture and operations, reducing environmental impact while supporting public sector sustainability goals
- Streamline discovery, optimisation, and advisory processes under a single converged framework, freeing teams to focus on strategic priorities.

Synyega Converged services

- *Software, BYOL & Cloud Discovery*
- *Cloud Licensing Assessment*
- *AWS Optimisation & Licensing Assessment (OLA)*
- *Cloud & Carbon Conscious Architecture*
- *Software & Cloud Cost Optimisation*
- *Cloud Commitment & Cloud Marketplace Advisory*
- *Converged Managed Services.*

Converged services benefits

Our Converged Services deliver considerable benefits to Public Sector organisations, by providing the crucial insights across ITAM, FinOps and GreenOps to produce aligned recommendations and optimisations.



*Holistic approach
& visibility*



*Significant cost risk
& carbon reduction*



*Simplifies complexity
& management*



*Operational
efficiency & agility*



*Accelerates IT
Modernisation*

About

Onboarding and offboarding

Our onboarding process is a straightforward series of steps designed to understand your goals and capture the necessary data. This enables us to provide independent advice and future modelling, allowing you to make informed decisions with a clear understanding of the real-world consequences of implementation. Throughout your transformation journey, you'll always have a clear view of your current position and next steps.

As part of our broader managed services, we proactively develop offboarding plans well in advance of service end dates. This ensures our clients extract maximum long-term value from our engagements and positions Synyega as a trusted partner for any future needs.

Our pricing models

Synyega is a trusted supplier to the public sector and has advised on the largest software agreements within the UK Government. With this extensive experience, we primarily price on the following basis:

- Fixed Price/Defined Benefit
- Flexible Resourcing
- Managed Service.

Building a long-term relationship is central to the Synyega ethos, and as such, longer-term, multi-year contracts may provide the best opportunities to discuss discounts.

Client support

Building a collaborative relationship is a central part of the Synyega approach; as such, each client is allocated a dedicated account lead who is available to resolve issues and answer questions. Support is available Monday to Friday, 9:00 am to 5:30 pm.

Service assumptions & dependencies

Central to the Synyega ethos is building a collaborative and long-term relationship with each of our clients. As such, Synyega's pricing is based on the assumption that the client and its third parties will work closely and collaboratively with Synyega and provide all necessary data and documentation required by our consultants to support the Service engagement fully; these can include, but are not limited to:

- Service designs for the proposed cloud migrations
- Physical server hardware and virtualised environment configuration data
- Details of the product or application usage information as requested
- Contractual data for the licence entitlement, such as contractual agreements and contract amendments
- Deployment data for all physical and virtual installations of in-scope data centre/cloud software
- Any other required documentation needed to support the successful delivery of the service from the client, its out sources, or third parties
- Access to or visibility of Cloud usage data & any cloud management tooling in place.

Service constraints

The Synyega approach is to have the industry's best talent provide unbiased, unconflicted advice to our clients. As such, we tend to work on a prioritised list of the most complex and highest value software and cloud contracts, which form the scope of our engagement; therefore, our service is often defined by a scope of work that constrains the service to a specified selection of software products/ applications/ cloud providers.

Ordering & invoicing process

Ordering and invoicing will comply with the terms set out in the G-Cloud 15 contract. Generally, services are invoiced monthly in arrears with a 30-day payment term.

Buyer or supplier termination

Synyega works extensively with the UK Public Sector, and whilst it has never experienced a termination of contract, should the need arise and both parties mutually agree to terminate their contract, it will be terminated in accordance with the G-Cloud 15 Framework contract terms and conditions.

Why work with synyega

Our promise

Put our clients first, every time

Remain independent & tool agnostic

Act with Integrity, transparency & honesty

Hire the best people without compromise

Promote best practice & lead by example

Operate responsibly, ethically & sustainably



*We went from being sufficiently
licensed to efficiently licensed,
saving millions of pounds.*

Head of Licensing,
Government Financial Institution



Why work with synyega

As a Crown Commercial Services Supplier, we will always act in our Public Sector clients' best interests, serving as their trusted advisor for ITAM, FinOps, Sustainability, and Modernisation. Unlike many of our peers, we will remain truly independent and never compromise our objectivity or impartiality. We undertake to...

- never perform audits on behalf of software vendors
- not gain financially from the sale of any software product or cloud service
- remain free from the ownership & influence of vendors, resellers and auditors.

Crown
Commercial
Service
Supplier

Social value

Synyega's leadership team takes a holistic approach to social value, contributing to the well-being of current and future generations through three key areas: Social, Economic, and Environmental. Our activities support individual and community welfare, promote the development of local economies, and benefit the communities we operate in, and we adopt sustainable practices for a viable future.

Tackling economic inequality

Synyega is based in the north of England and has been approved by the Department for International Trade for Northern Powerhouse funding to expand into international markets. We are also one of the very first businesses selected to take part in the Liverpool City Region Fair Employment Charter, helping to drive the local economy and create more opportunities for the local community.

Equal opportunity

We are committed to providing employment regardless of background, age, gender, disability, religion, or other factors. Recruitment is advertised widely, with no preconceived requirements for a candidate's lifestyle or similar characteristics. Our remote, full- and part-time working practices promote equality. Synyega is an accredited member of the Living Wage Foundation and has related policies to ensure fairness in our business.

Wellbeing

We ensure excellent, considerate working practices and project management, enabling employees and clients to plan their working hours in line with their business and personal needs. In turn, this supports a structured and productive environment. Synyega encourages employees to use their full annual leave allowance regularly throughout the working year. We were among the first businesses to sign the Fair Employment Charter, helping make our region one of the healthiest and most equitable places in the country to work.

Charitable work

Synyega is passionate about making a positive contribution to our local area and providing long-term monthly financial support to several community-led initiatives, including Willowbrook Hospice and Teardrops, which is an independent non-profit charity supporting the homeless and vulnerable.



Fighting climate change

As well as promoting sustainable IT within our clients' businesses through our GreenOps services, we have also committed to ensuring that, as Synyega continues to grow, we operate as sustainably as possible and contribute positively to the communities we serve. We also work with several local charities to support grassroots initiatives that empower people, whether they're refugees, vulnerable people, or those in end-of-life care.



We approached Synyega as we needed specialist help to extract us from the onerous ULAs we were trapped in. They helped us to identify the next steps to save money on our software by advising us on what we needed and, more importantly, didn't need.

Head of IT,
Central Government Department



Shared values

Our team shares a set of values that ensure our clients, quality of service and social value are at the centre of everything we do. We hold each other accountable for these, as they define what we should expect from one another to deliver award-winning services to our clients consistently.



Independent

We pride ourselves on being truly independent, which allows us to be trusted, unbiased and agnostic.

Our decisions and actions are guided solely by Integrity and impartiality. Our independence allows us to act in the best interests of our client and their stakeholders.



Client centric

Our people strive for excellence in every interaction, offering unwavering support and unparalleled expertise to ensure our global clients feel respected and valued, and achieve their desired outcomes. Our team ensures we are easy to do business with.



Integrity

Our team conducts itself professionally and takes ownership of our actions, doing the right thing every time. We are open, honest and trustworthy, holding ourselves accountable, taking responsibility for our decisions, actions and promises.



Leadership

Synyega thrives on disruption and innovation. With our expertise, enthusiasm, and a track record of award-winning solutions, we push boundaries and set new standards in our industry. We harness our collective experience, skills and knowledge to lead the way.



Social responsibility

We believe in creating a rewarding and happy environment for our people, championing charitable causes and operating as sustainably as possible to protect future generations. We are dedicated to fostering a responsible culture to make a positive impact.

Award-winning services

As well as holding many accreditations and certifications, Synyega's team has been recognised by the industry and its peers in recent years, winning several prestigious awards for its ITAM and FinOps services, including...



ITAM Review Partner of the Year – 2022 & 2023

*ITAM Review Implementation & project of the year
Synyega & Crown Commercial Services – Winner*

ITAM Review Professional of the Year – Winner

SDC Awards Managed Service of the Year – Winner

ITEuropa Managed Services Project of the Year



The Synyega team has provided us with an invaluable service here at the Trust. Not only have they highlighted significant savings on our licenses, but they have also spent time with us to ensure we fully understand what we're paying for and how to use our licenses to their full potential. Synyega were always at the other end of the phone and put everything license-related into laymen's terms for us. They've been a fantastic partner for us.

IT Manager,
Local NHS Trust





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