

G-Cloud 15:

Digital Product Management & Product Delivery Service

Jan 2026



Table of Contents

1. Who are Moorhouse Consulting	3
2. Overview of our AI, Data, and Digital Cloud services	5
3. Service Definition – Product Management and Product Delivery.....	9
4. Where we have done it before	12

1. Who are Moorhouse Consulting

Moorhouse is a specialist transformation consultancy firm, helping FTSE100 businesses and public sector organisations to turn their strategy into action, through exceptional delivery and a commitment to establishing a culture of change.

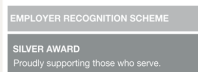
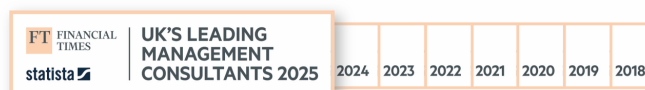
- We are **experts in AI, data, digital and cloud advisory**, including maturity assessments, developing operating models and helping our clients to design and implement 'future-proofed' digital, data and AI capabilities that help to deliver strategic goals.
- We bring **deep sector experience** in Government & Public Services, Education, Transport, Defence and other regulated sectors, working alongside clients such as:
 - HM Revenue and Customs
 - Ministry of Defence
 - The National Health Service
 - Cabinet Office
 - The Department for Work and Pensions
 - The Department for Environment, Food & Rural Affairs
 - The Department for Digital, Culture, Media & Sport
 - The Department for Education
 - Transport for London
 - Bank of England
 - Financial Conduct Authority
 - Ofgem
 - Ofwat
 - Office for National Statistics
 - Multiple Police Services
- Moorhouse have worked extensively across **Central Government Departments, Arm-Length-Bodies, and other public institutions** including implementing Agile delivery methodology for Health Departments, managing multiple 3rd party systems integrators and defining the impact of AI, Digital and Data strategy on the operating model.
- We have **specialist service line practices** below, working with organisations to design cloud services that meet the needs of all their stakeholders
 - AI, Digital and Data
 - Strategy and Operating Model
 - Organisational Design and Change Management
- We **tailor our methods** to our clients' needs, ensuring that we maximise the impact and efficiency of our support.
- We genuinely **live our values**, bringing a collaborative, facilitative way of working alongside client teams, leveraging our respective skills and experience.

Why Moorhouse

Working with Moorhouse is different. We're committed to your success, not only during a project but for the long term. We help drive the change, while designing and implementing many of the new processes and programmatic frameworks needed to underpin any transformation.

An overview of Moorhouse:

- **Transformation focused** - With a track record of helping the UK's most highly regarded organisations turn strategic ambition into reality.
- **Execution expertise** - With a clear focus on high quality and structured execution, we draw on the best consultants with strong transformation and change credentials.
- **Highest quality consultants** - We select and develop only the best consultants; our junior consultants and consultants have outstanding industry experience, and all of our consultants at the senior grade and above have at least three years of 'upper-quartile' experience gained in a global consulting firm or industry. We are over 200 (consulting staff) strong, with additional access to 200 associate SMEs that we draw on.
- **Different way of working** - Working in small teams integrated with your people ensures that we effectively deliver the results you want. We pride ourselves in leaving a legacy of increased capability in your organisation.
- **Agility** - Our pragmatic approach, coupled with an innovative way of thinking, enables us to flex to your needs.
- **Service Lines** - Business Transformation is underpinned through Service Line expertise in AI, Digital & Data, Customer & Strategy, Performance Improvement and People & Change.
- **Award winners** - Moorhouse has won an industry award in every year of existence. This includes Financial Time's UK's Leading Management Consultants, , the Management Consultancies Association amongst others.



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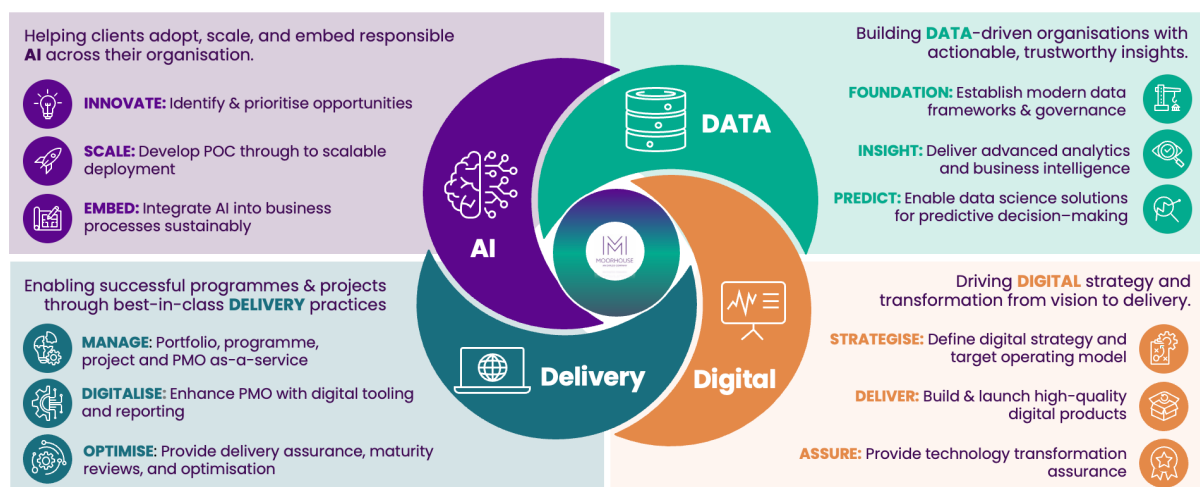
2. Overview of our AI, Data, and Digital Cloud services

Cloud enabled transformation requires a combination of designing a viable future operating model, orchestrating delivery and building capabilities across the organisation. This is all the more relevant when working with cloud-based technologies and services which help enable new delivery techniques, ways of working and agile design approaches.

At Moorhouse, we work across a large range of private and public sector organisations to help them understand and address their most pressing challenges:

- Digital change will **become constant** and it is hard to **rapidly implement** new technology
- The range of digital opportunities is **growing rapidly**, and it is critical to choose the **right technologies** to invest in
- **AI will fundamentally change** the way businesses operate

We are a trusted strategic advisor and delivery partner for digital transformation. We have **extensive expertise and knowledge** across the digital and cloud technologies underpinned by AI and data, operating model capabilities, and strategy. We bring cloud transformation, delivery and deep specialist implementation skills needed to help you execute each step of the journey. Our AI, Digital, Data and Delivery capabilities span the fundamentals of your transformation to the very cutting-edge of data and technology.



Our services	What does this entail
Artificial Intelligence (AI) Services	We help organisations Innovate, scale and embed AI to deliver measurable value, including assessing where cloud-based AI services can accelerate value. We work end-to-end from opportunity identification through to deployment and sustainable adoption, ensuring AI solutions are ethical, transparent and aligned to organisational goals. Our services include: • Cloud-based AI opportunity identification and prioritization • AI strategy, roadmap and business case development • Proof of concept (PoC) design and scaling to production incorporating cloud architecture principles • AI readiness and adoption planning • Responsible AI, governance and ethics • Integration of AI into business processes and operating models
Digital & Cloud Services	We support the definition and delivery of digital strategy and cloud transformation, from vision through to implementation. Our focus is on delivering high-quality, user-centred digital products and services that are cloud-first, scalable, secure and aligned to organisational outcomes. Our services include: • Digital strategy and target operating model design • Design, build and launch of digital products and services • Technology and platform optimisation and assurance • Cloud strategy, maturity assessment, adoption and roadmapping • Technology transformation and assurance

Our services	What does this entail
Data Services	We support organisations to become cloud-first and data-driven, treating data as a strategic asset that underpins decision-making, insight and innovation. Our services establish strong data foundations, improve trust and quality, and enable advanced analytics and data science. Our services include: • Data strategy and data-driven operating models • Modern data platforms and architecture design • Data governance, quality and management frameworks • Business intelligence, dashboards and reporting • Advanced analytics and insight generation • Development of Bespoke Products • Data science and predictive modelling to support decision-making
Delivery Services	We enable successful programmes and projects through best-in-class delivery and assurance practices. We help organisations manage complex cloud adoption transformation, improve delivery confidence and embed sustainable delivery capability. Our services include: • Portfolio, programme and project management (including PMO-as-a-Service) • Agile and hybrid delivery approaches • Digital tooling and reporting to enhance PMO capability • Delivery assurance, maturity assessments and reviews • Continuous optimisation of delivery performance

Cloud Vendor Relationships

Moorhouse is a technology-agnostic transformation consultancy with strong in-house expertise in advising on, designing, and delivering cloud solutions. We have extensive experience supporting organisations across major cloud service providers, including AWS, Microsoft Azure, Oracle Cloud, and Google Cloud Platform (GCP).

Using our domain expertise, we provide a comprehensive range of cloud advisory and implementation services, including:

- Cloud readiness and feasibility assessments
- Cloud architecture design and deployment
- Migration planning and execution
- Scalable, on-demand cloud-based test environments
- Independent cloud assurance and quality checks

Through our parent organisation, Expleo, we also benefit from access to an expanded network of cloud specialists and partner accreditations. Expleo is a Microsoft Gold Partner and holds Google Cloud Platform Premium Partner status, which enhances our overall capability to support complex cloud programmes and multi-cloud environments. This gives clients the advantage of Moorhouse's independent advisory strength, complemented by additional technical depth where appropriate.

This model ensures clients receive independent, unbiased consulting from Moorhouse, enhanced by specialist cloud engineering expertise when required, offering access to more, not reliance on a single source.

3. Service Definition – Product Management and Product Delivery

Service

Moorhouse provides end to end product management capability, from initial product vision through to phased product deployments. We have wide ranging product management experience across a number of different sectors and clients and can utilise this experience to embed product management capabilities across organisations. With experience in the development and delivery of digital products for our clients and advising on how to improve product management delivery, Moorhouse brings a breadth of experience to our clients at all stages of the product management journey.

Benefits and value add outcomes

- Helping organisations define product vision and cloud product roadmaps and align these to broader organisational objectives
- Oversee and advise on product delivery, either through assessing current cloud development capabilities or providing interim leadership in product management and product owner roles
- Alignment of cloud products to customer and user needs, as well as market trends
- Ensure organisations have the functions, processes and right technologies in place so that they have the ability to develop and deploy cloud products and have the necessary organisational agility to be responsive to customer demand and user trends
- Advise on how to set up and continue to develop incremental product outputs at a high velocity through embedding DevOps capabilities across technology and wider organisation functions.

Features

- Define and deliver cloud product vision and roadmaps
- Lead product delivery – in partnership with our parent company Expleo we can deliver products from MVP through to OVP. Moorhouse have the capability to manage all stages of the product journey from capturing and prioritisation of requirements based on user requirements, through to the iterative design, test and launch new products
- Assess current cloud product development and management capabilities, benchmarking against best practice delivery approaches and using our experience across the product lifecycle to suggest and embed improvements to delivery
- Review current tooling and tech stacks that are being used to deliver products (across workflow, analytics, prototyping and DevOps)
- Review how product development is tracked across an organisation and ensuring that measurable insight mechanisms are in place, as well as

ensuring agreement and alignment on measurable goals (e.g. KPIs and OKRs).

Moorhouse approach to Product Management

Our product management approach is split into 4 different phases; Discover, Define & Design, Develop and Deliver.

Phase 1: Discover

Exploring the opportunities that a future product will address. We suggest applying a service design approach to create an experience that meets the needs of your users:

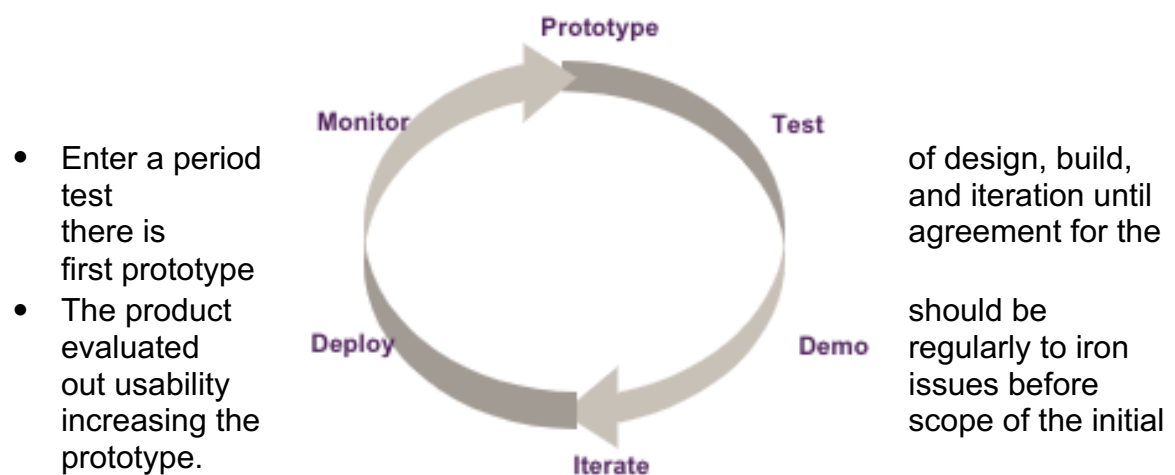
- Visualise the existing experience, highlight gaps and explore pain points
- Define user personas and understand where their needs are met along the product journey
- Gather ideas on how to enhance the future product and services
- Visualise the future-state product journey and create a roadmap of incremental design and development.

Phase 2: Define & Design

Translating the product strategy into action, creating a **roadmap of goals and outcomes**, in three horizons: in '**Now**' (3 month), '**Near**' (6 month), '**Next**' (12+ month), where the further horizon the greater the uncertainty.

- The product roadmap is a living document that grows and is constantly refined.
- In the near term (i.e. 'Now') the roadmap is more detailed and translated to specific requirements in a backlog, made-up of user stories
- Create wireframes, the skeleton of a future prototype for early feedback from developers and users

Phase 3: Develop



Phase 4: Deliver

Launching the product in a scalable and resilient way to a small group of users first, to learn from and grow. Just because the first prototype is out doesn't mean it ends here, future design, development and testing is an ongoing and iterative process.

- Launch the product to a small group of users
- Monitor the launch and collect feedback
- Apply analytics tools to surface insight
- Run A/B testing of different features and monitor the outcome of changes
- The launch will need to be service ready, with a support model behind it and the help of marketing, sales, comms, etc.

4. Where we have done it before

Moorhouse have significant experience in turning cloud and digital strategy into action in Government and Public Services and the Private sector. What this shows is that Moorhouse are best placed to support you on the digital and technology journey.

	Context and what we did	The value we delivered
Pharmaceutical Company	The client were looking for guidance in defining a product roadmap for their CRM. Moorhouse collaborated with the client to develop a product roadmap and collaborated with business and technology teams to balance demand against supply and create a pragmatic delivery plan for the CRM vision.	Moorhouse delivered an articulated CRM vision, providing the team with a delivery focused strategy against an endorsed product roadmap and plan. We transitioned operational management of new ideas and features to offshore project management resources that provided the CRM team with regular rigour to meet the ambitions of the roadmap.
Telecoms Provider	The client were launching a new digital product and needed buy in and inputs from a wide range of stakeholders across their organisation. Moorhouse provided full-lifecycle product development and project management for the delivery of this service. This included overall responsibility for delivery of the product, stakeholder management up to executive levels, and oversight and management of all technical and business change. We worked through the product lifecycle from idea and product strategy through to delivery and oversight of all go-to-market plans.	Moorhouse launched the product successfully. The product had met expectations in terms of revenue benefits, with sales in line with forecasted numbers.
Financial Services Client	The client had chosen to launch two new digital products, requiring a partner to support, advise and deliver across the entire product	In collaboration with our client, two new digital channels were successfully launched which increased the

	journey. Moorhouse advised across product vision and roadmap, customer personas and user story creation, oversight of iterative design and testing and supporting with an initial go live and then ongoing phased deployments based on user and customer feedback.	number of cases being processed from operatives due to more intuitive and improved user interface. By ensuring necessary metrics and tracking were in place, customer experience and outcomes also improved.
Healthcare Client	The client supports patients from injury to recovery through dealing with trauma victims on scene. Technology was not working for the client as well as it could be, barriers included a lack of real-time data access, limited electronic audit tracking procedure, poor utilisation of downtime through manual, paper-based recording of disparate information. We developed a digital transformation strategy by completing a robust as-is assessment, innovative future visioning, requirements capture, and prioritisation for new digital products.	Our work enabled the client to assess the most appropriate way forward to achieve their digital ambitions and secure funding for the digital product implementation.
Healthcare Client	The client requested our support to manage the agile development of a cloud-based Patient Relationship Manager (PRM) digital solution to improve caller experience and support clinical decision-making. Moorhouse supported the Discovery, Alpha, Beta and Live phases of the PRM implementation using agile scrum techniques to ensure the design, configuration and iterative development of the system reflected NHS requirements and emerging priorities	Our work enabled the successful launch of the solution across all London boroughs providing the client with real-time performance monitoring to support proactive operational resiliency and a platform which has enabled further digital integration to support meeting strategic digital ambitions and policy objectives.
Pharma Client	The Client were investigating digital solutions for Medical Affairs training.	Our work Improved engagement of medical staff,

We partnered with the technology team and led on product support services during the design, development and rollout of the digital product. Moorhouse also Established ways of working with the tech team (for the application development) and managed the process to select technology vendors.

increased effectiveness in preparation for speaker meetings with instant feedback on audience engagement.