

CONFIDENTIAL



Service Definition  
Business Analysis Service

# About Goaco



*Goaco is a Global Consultancy working as a partner with the public and private sectors, delivering innovative solutions and experiences that align to the needs of people, places and planet.*



Founded in 2010: Headquartered in the UK.



100+ subject-matter-experts across offices in the UK, UAE & KSA.



Network of 16,000+ associate consultants through Goaco Group.

We are **Digital Transformation**, **Cyber Security** and **Managed Service** experts successfully delivering projects for business and government.

Our approach integrates leading-edge ideas with a focus on people, being true partners and ensuring our clients are central to every step of the process.

Our agile team swiftly adapts, enabling us to deliver optimal outcomes and solutions tailored to your requirements.



**Recognised as UK Government digital experts.**



# Your partner from **discovery** to **run**



## **go discover**

Discover, Define, and  
Validate Human-Centred  
Solutions.

## **go build**

Empower Your Data,  
Cloud Software and Cyber  
Security Evolution.

## **go live**

Manage and Secure your  
Digital Operations round  
the clock.



Watch our video: [Click Here](#)

# Service description

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We provide strategic insight using business analysis through our understanding of user and business needs. We analyse large amounts of complex information, and use it to produce insightful recommendations and approaches to a range of technology solutions. Our approach to business analysis leads to evidence-based outcomes, enabling a digital strategy.



- Create/advise on models required to support a business strategy.
- Undertake, plan and coordinate business process modelling.
- Provide insight into wider the digital economy and advances.
- Advise on and introduce new tools and methodologies.
- Influence and arbitrate to establish consensus on strategic direction.
- Provide evidence in the discovery of problems and opportunities.
- Ensure that recommendations fit with strategic business objectives.
- Create a compelling case for change and manage stakeholders.
- Identify, propose, initiate and lead the increase in efficiency.
- Specify and co-ordinate acceptance testing.



- A current versus to be gap analysis.
- A clear understating what stakeholder expectations and user needs.
- Development of future state target operating model and Blueprint design.
- Defined business processes with RACI and swim lanes.
- Compelling business case definition, with ROI, cost and options analysis.
- Business requirements aligned to strategy and spend approvals.
- Understanding of business readiness and change requirements.
- Business stakeholder engagement.
- Definition of business objectives, requirements, drivers and vision.
- Support delivery and product teams to interpret user stories.



# Our certifications

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Our certifications are recognised **globally**

Goaco are proudly certified to:  
**ISO 9001, ISO 4001, ISO 27001 & ISO 20000**

## IASME certifications



# Delivering **people-focused** outcomes through **innovation**



Goaco has delivered for the public and private sectors across the globe



Delivering excellence for over 15 years

# Our service



## UCD User-Centered Design

Our User-Centred Design approach starts by understanding the root problem and what users truly need. Through user research, service design, and clear content, we create journeys that feel natural and accessible. It's not about trends, it's about meaningful outcomes and experiences that genuinely help.

## Digital Delivery

As a delivery partner with your organisation, our service is primarily outcomes based, implementing products and services across portfolios & programmes in an iterative manner (Agile & Waterfall) with a focus on the benefits.

## Cyber Security

Goaco partner with public & private sector organisations, protecting them from the threat of known and unknown security threats. We help you to develop security maturity, become certified, conduct security/penetration testing and protect from cyber-attacks 24x7.

## Data

Goaco's Data Services span the full lifecycle from collection and management to advanced analytics and AI-driven insights. Ensuring accuracy, security, and scalability, we help businesses make smarter decisions, modernise operations, and drive growth.



## Cloud

Our service offerings involve transforming your organisation to use the Cloud across Google Cloud, MS Azure and AWS, embedding automation (infrastructure-as-code) for cost-saving, and monitoring and management of your infrastructure for efficiency.

## Artificial Intelligence

At Goaco we enable businesses to harness AI to transform how they operate, compete, and grow. Our AI Services span assessment, strategy, design, and implementation covering automation, predictive analytics, generative AI, and custom machine learning solutions.

## Managed Services

Goaco's ITIL aligned support team works around the clock to keep your IT running at peak performance levels, using industry leading tools to constantly improve and ensure you are in safe hands.

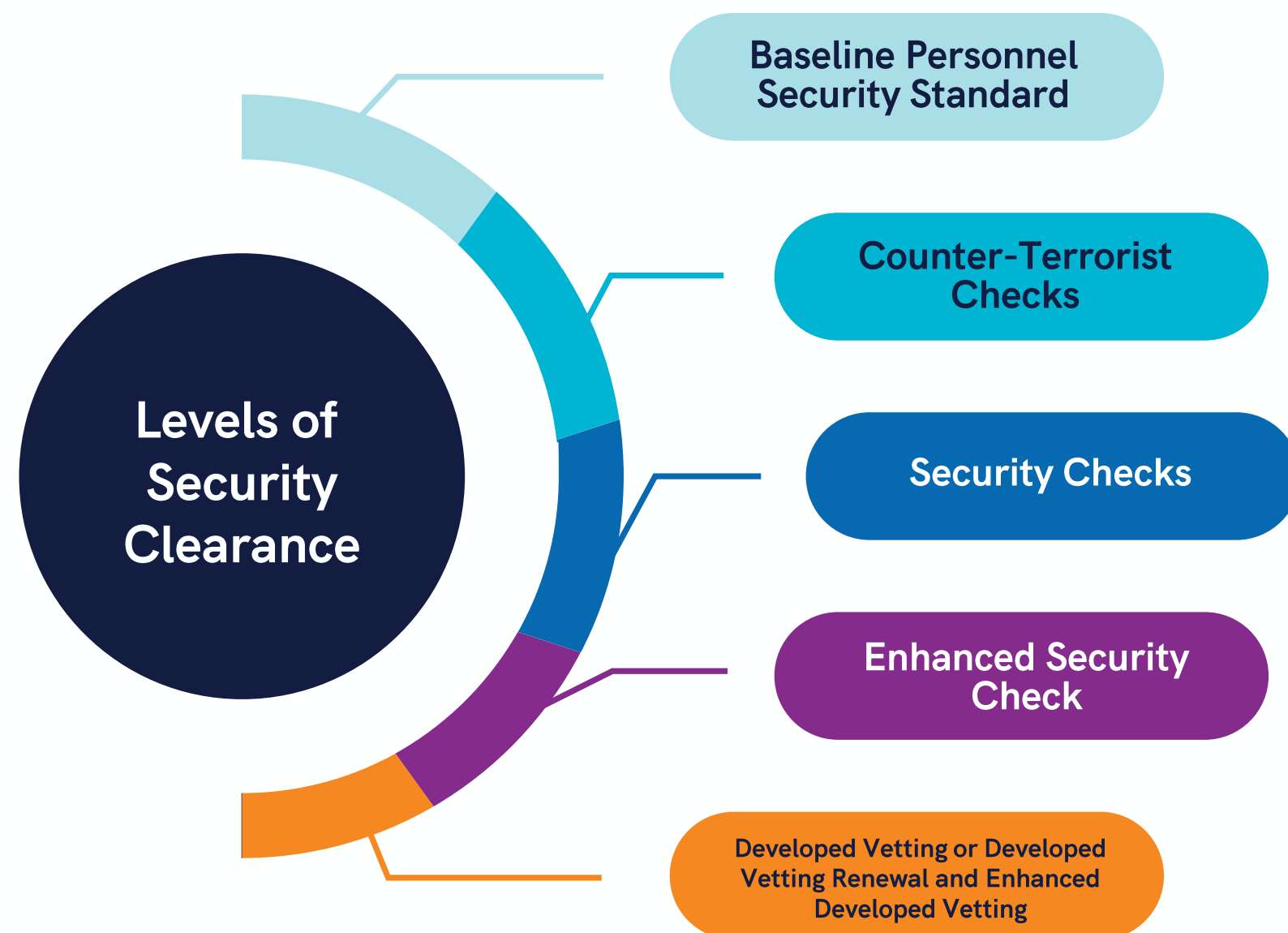
## Software Development

Goaco provide you with tech-agnostic custom, Web, App (mobile) and Low/No code (DynamicsCRM/PowerApps) development from design, build, launch & management. We embed as a development partner providing you the value of leveraging our experience.

# Personnel clearance levels (UK)



At a minimum, our UK personnel hold a Government approved BPSS clearance.



Our Penetration Testers and Cyber Security consultants hold a minimum of Security Clearance vetted with the Ministry of Defence (UK Government). For SECRET, personnel with DV Clearance are available, which is the highest level across the UK Government.

**International branches** are covered by the same principles as BPSS, including identity verification, references and criminal record checks.

**This is the value we bring to other regions and countries, with the assurance of personnel accessing sensitive data.**

# Our partnerships





# Our values

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## Equality

We continually review our **promotion** of inclusivity, **diversity** and lifelong **learning**.



## Integrity

**Honesty** and **integrity** have built a culture of trust and openness within the Goaco network.



## Unity

We **recognise** the **power** of **diversity** and difference in a **team** to learn and grow as individuals and an organisation.



## Respect

Respecting others **boundaries**, opinions and **skill sets** is **important** to us at the core of our **company culture**.



## Excellence

We take pride in delivering **excellence** in everything we do and **expect** the same **passion** and drive from our colleagues.



# Our culture



Behind every success story, innovation and milestone achieved, there are dedicated individuals who go above and beyond to make it happen.



One Team



Company Socials



Creating Opportunities



Valuing Diversity



Generating Solutions



Giving Back



[www.goaco.com](http://www.goaco.com)