

CONFIDENTIAL



Service Definition
Service Design Consultancy

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



Our service design approach delivers cohesive, user-focused experiences that work across channels. We help you understand your services, identify improvements, and reduce complexity. By combining exploration, prototyping, and collaboration, we create solutions that maximise value for users and organisations, ensuring services are effective, inclusive, and aligned with strategic objectives.



Service features



- Designs the end-to-end user journey across all channels
- Designs front-to-back, including policy, people, software, processes
- Fully addresses users' needs to achieve their goal.
- Challenges assumptions and questions the nature of the service
- Maps user journeys and creates service blueprints for clarity
- Uncovers opportunities to reduce complexity and lower cost
- Employs a collaborative and iterative approach through co-creation
- Prototypes and tests ideas rapidly to maximise user value
- Aligns services to achieve business goals and government outcomes
- Shifts the current state to a defined preferred future state.



- **Delivers big-picture visibility across all services, products, and components**
- **Eliminates inefficient processes and backstage waste points, saving resources**
- **Decreases risk of building incorrectly or non-compliantly.**
- **Translates high-level policy into outcomes through well-designed services**
- **Provides the holistic roadmap needed for large-scale service change**
- **Identifies and implements solutions to address user needs and value.**
- **Ensures all service touchpoints and channels work seamlessly together**
- **Shows value to support change and obtain future funding**
- **Improves underlying support structures and the internal staff experience**
- **Fosters discussion and collaboration between different teams and departments**



Our certifications



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 Services



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.

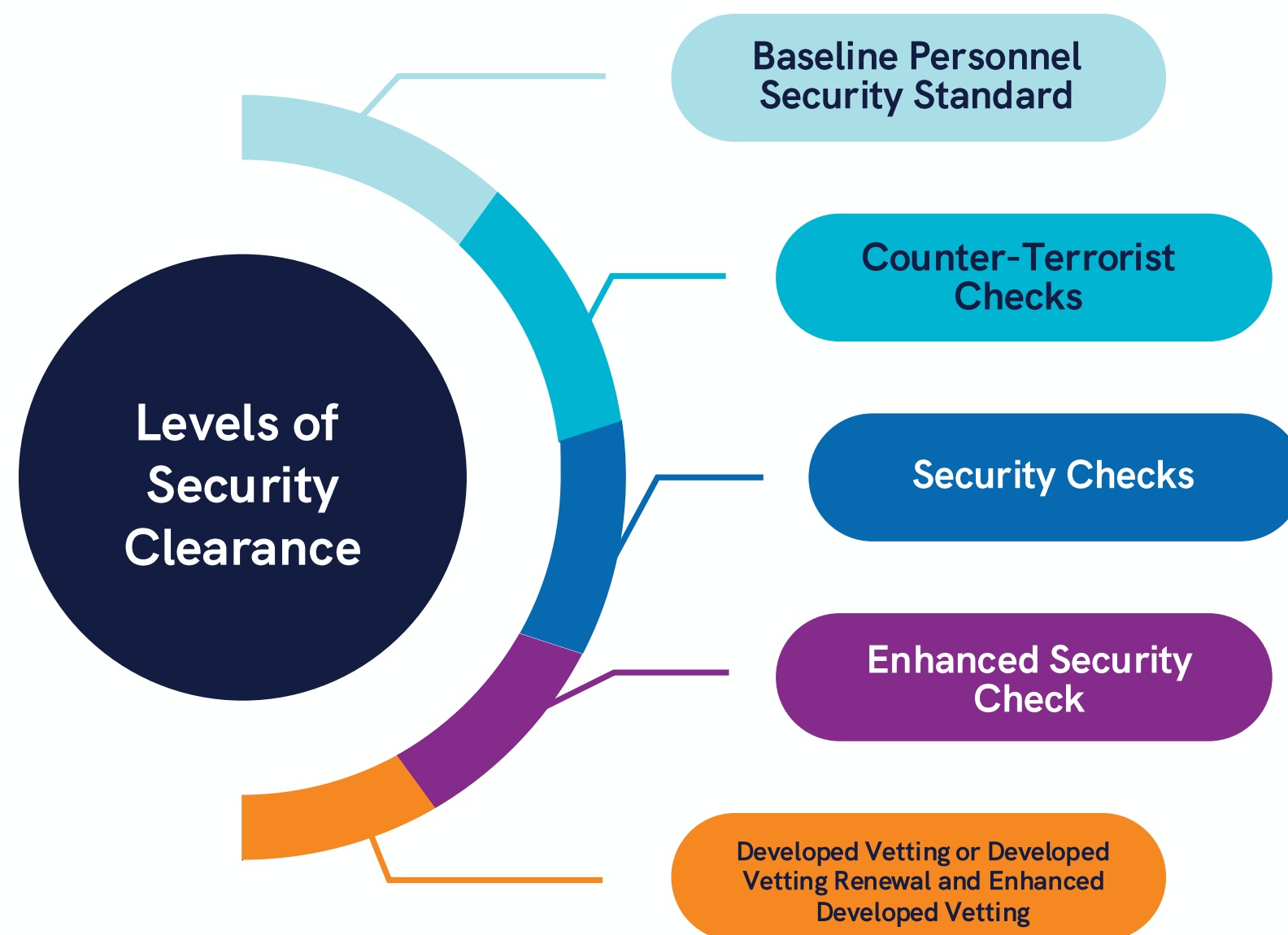
Software Development

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



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

