CreateFuture

G-Cloud 15

Service Definitions

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The CreateFuture difference

CreateFuture is an AI-native digital and technology consultancy. We work alongside your teams to design, build and run digital services and platforms. We're experienced in complex, regulated and policy-driven environments and understand what it takes to deliver inside them. We're AI native by design, using technology strategically and with intent to improve how work gets done.

Small enough to stay hands-on. Big enough to support complex, high-stakes work. Ready to move with you.

Certified Cloud Partners:

Did you know...

600+ specialists

Working across digital, strategy, design, data, cloud engineering and AI

UK based

Headquartered in Edinburgh, with offices in Manchester, Leeds and London

Nearshore delivery that works in practice

Established capability in Sofia, Bulgaria, integrated with UK teams

A people-first delivery culture

At CreateFuture, we build teams people want to be part of. This matters because engaged teams stay close to the work and see it through, from early delivery to live services and beyond.

Our culture is independently recognised. We're a certified Great Place to Work, based on direct feedback from our people about trust, inclusion and how work actually feels.

For public sector organisations, this shows up in steadier delivery and people who deeply understand your context and the work you do.

Our values in action -

We Care: We do what's right for the public, not what's convenient. We rise to the challenge to improve services for users.

We Collaborate: We work in the open, alongside your teams. Nothing hidden. Everyone involved.

We Challenge: We ask the hard questions and keep the work focused on what matters most for teams and users.

Our Awards:

Best Workplaces™ for Development – Great Place To Work. UK 2025

Best Workplaces™ in Tech – Great Place To Work. UK 2025

Best Workplaces™ for Wellbeing – Great Place To Work. UK 2025

Best Workplaces™ for Women – Great Place To Work. UK 2025

disability confident EMPLOYER

LIVING WAGE EMPLOYER

CreateFuture

“CreateFuture left its ego at the door, integrated into our business, and helped steer us on the right path to improving our digital channels. We’ve seen a fourfold increase in productivity in our teams, and that’s down to CreateFuture.”

Janice Barber, Digital Savings Channel Lead
Yorkshire Building Society

A delivery partner for the public sector

AI is a core part of how we work, not as a bolt-on, but as a practical tool to improve decision-making, delivery speed and service quality. We combine this with modern cloud, data and design practices to help organisations make progress safely, even in constrained environments.

We don't just deliver services, we build capability. Our teams work openly, share knowledge, and leave organisations better equipped to continue improving services long after we've stepped away.

How we work:

Our approach is grounded in industry best practice for modern digital delivery and shaped by the realities of public sector governance. Where appropriate, we align with frameworks such as the GDS Service Standard and the Technology Code of Practice, but we are not constrained by them.

In practice, this means we are:

Cloud-first and pragmatic
Designing for the cloud from day one, while working realistically with legacy systems and live services.

Secure and responsible by design
Embedding security, privacy, accessibility and assurance into delivery from the outset not retrofitting them later.

Focused on delivery that lasts
Building services and platforms that are maintainable, scalable, sustainable and easier to evolve over time.

Comfortable in complex governance
Experienced at working within assurance processes, funding controls and decision-making structures without letting them slow delivery unnecessarily.

Hands-on and outcome-driven
Small enough to move quickly, experienced enough to deliver safely, and focused on outcomes rather than outputs.

“CreateFuture’s insight has really helped us understand the ‘art of the possible’ when it comes to AI. They quickly aligned with our ambitious vision, while also understanding the key constraints we face. Their expertise has been crucial in getting us this far and given us confidence to push on with our project.”

Richard Bailey
AI Programme Lead
LGSCO

Supporting the public sector's biggest challenges

Progress in the public sector is built through partnership.

Delivery moves forward when teams have the right support at the points where work slows or confidence dips.

We work alongside public sector teams at those moments, helping them make steady, practical progress.

When legacy limits change

We modernise legacy systems without disrupting services.

Improving ageing systems and platforms while keeping essential public services running.

When services need to work for real people

We design services around users.

Creating accessible, user-centred services that work for citizens and your teams.

When poor data results in slow decisions

We help teams make intelligent decisions.

Enabling teams to access and trust their data, using AI to support clearer, faster decision-making.

When AI potential is high, but confidence is low

We embed AI responsibly into everyday delivery.

Helping teams apply AI safely and practically to reduce manual effort and improve services.

When cloud complexity slows delivery

We strengthen cloud platforms and ways of working.

Supporting secure, cloud-first architectures that are easier to run and improve over time.

When teams need to grow capability, not dependency

We partner with government teams.

Upskilling people as we deliver and continually sharing knowledge, we leave organisations better equipped, more confident, and in a stronger position than when we started.

Industry-recognised standards

Strong delivery is built on strong assurance. We manage risk through independently audited standards that are built into how we operate.

Assurance is at the centre of how we work. This means when you partner with us, you can expect:

- Independently audited controls
- Well-governed, repeatable delivery
- Clear accountability and escalation
- Reduced assurance burden

nqa. ISO 9001 QUALITY MANAGEMENT	**ISO 9001** Quality management	Ensuring consistent, well-governed delivery across teams and engagements.
nqa. ISO 27001 INFORMATION SECURITY MANAGEMENT	**ISO 27001** Information security	Protecting data through robust security controls, risk management and incident response.
nqa. ISO 20000-1 IT SERVICE MANAGEMENT	**ISO 20000-1** Service management	Supporting reliable, repeatable service delivery and operational resilience.
nqa. ISO 14001 ENVIRONMENTAL MANAGEMENT	**ISO 14001** Environmental management	Embedding continual improvement in environmental performance and sustainability.
CYBER ESSENTIALS CERTIFIED PLUS	**CE+**	Meeting recognised standards for secure and compliant delivery.

Our commitment: Good work, done well

We’re proud to support the communities we are a part of, and the people that make us who we are. Social value is built into our culture and shapes how we show up every day.

Fair work and wellbeing

We support flexible working, fair pay and mental wellbeing so people can do good work that supports their ability to live well.

Skills for growth

We invest in skills that create long-term opportunity, both within our teams, the wider tech community, and the communities we work in.

Tackling economic inequality

We reduce barriers into digital roles through skills-based recruitment and flexible routes into work.

Equal opportunity

We build deliberately diverse teams and focus on inclusive hiring and working practices.

Resilient and innovative supply chains

We work with SMEs and specialist partners to support innovation, resilience and local economic growth.

Responsible procurement

We take a considered approach to supplier selection, focusing on quality, sustainability and long-term value.

Environmental sustainability

We reduce environmental impact through ways of working and a dedicated carbon reduction plan.

Supporting local communities

We focus our efforts locally, supporting education, skills and community initiatives.

Aligned to the UK Government Social Value Model (PPN 002).

CreateFuture

We can get involved at any stage

Strategy and Design

- Digital Strategy and Transformation
- CX Strategy and Product Innovation

Delivery

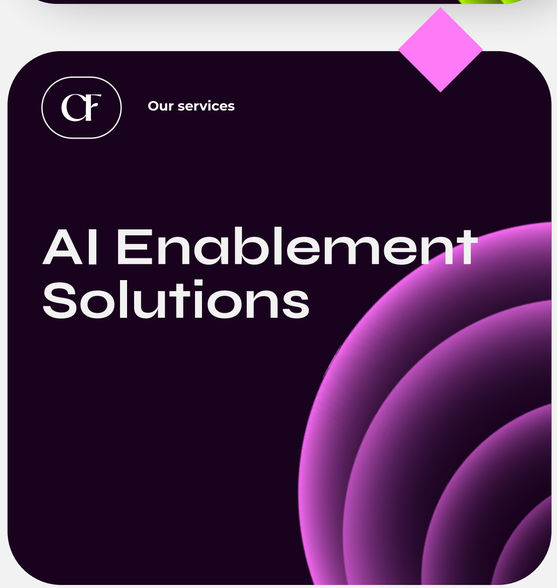
- Agile Software Delivery
- Data and Analytics Services
- AI Enablement Solutions

Live

- Cloud and Infrastructure Services

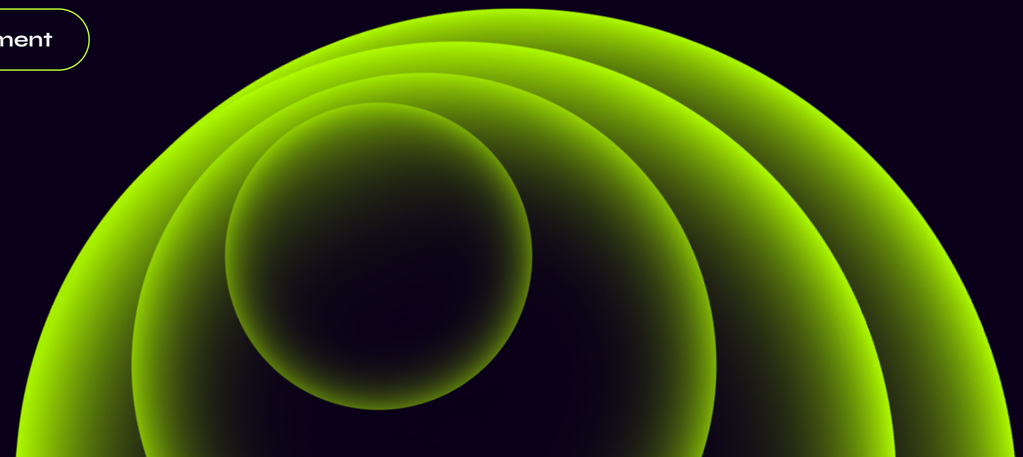
Our services

Our services support public sector teams wherever help is most useful. They can be used on their own or brought together to support delivery across a whole programme.



Digital Strategy and Transformation

- Digital Maturity Assessment
- Cloud Strategy
- Cloud and DevOps Maturity Assessment
- Cloud Readiness Assessment
- Data Maturity Assessment
- Cloud Strategy, Architecture and Migration Planning
- Content Strategy and Design
- Strategic Foresight



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Digital Strategy and Transformation

Digital Maturity Assessment

Delivery slows when organisational capability, governance and ways of working are unclear, reducing confidence in decisions. We assess using frameworks such as EPIQ (Evaluation of Practices, Infrastructure and Quality) across strategy, technology, ethics, skills and ways of working, providing an evidence-based view of capability and actions to support confident transformation.

CX Strategy and Product Innovation

Agile Software Delivery

Data and Analytics Services

AI Enablement Solutions

Cloud and Infrastructure Services

Features

- Digital maturity assessment using the EPIQ framework.
- Evaluation of strategy, delivery practices, and governance.
- Assessment of technology and architecture capability.
- Review of ethics, responsibility, and assurance practices.
- Assessment of skills, literacy, and organisational readiness.
- Review of ways of working and delivery methods.
- Stakeholder interviews and evidence-led assessment.
- Identification of delivery, investment, and capability risks.
- Benchmarking against public sector delivery practices.
- Prioritised roadmap for digital maturity improvement.

Benefits

- Improves confidence in digital delivery decisions.
- Provides a clear, evidence-based maturity baseline.
- Identifies root causes of delivery delays and failure.
- Reduces risk of poorly targeted digital investment.
- Supports prioritised and achievable improvement planning.
- Improves alignment between strategy, delivery, and capability.
- Strengthens governance, accountability, and assurance.
- Enables more effective use of digital teams and skills.
- Supports business cases and transformation decisions.
- Improves value for money from digital investment.

Digital Strategy and Transformation

Cloud Strategy

Cloud adoption is often inconsistent and risky when strategy, governance, and cost control are unclear, reducing investment decision confidence. We define evidence-based cloud strategies, operating models, governance, and FinOps-aligned economic cases, aligning technology with policy and user outcomes to enable secure, sustainable, cost-effective transformation aligned with government and industry standards.

CX Strategy and Product Innovation

Agile Software Delivery

Data and Analytics Services

AI Enablement Solutions

Cloud and Infrastructure Services

Features

- Assess readiness to expose hidden risks and adoption blockers.
- Design operating models to fix fragmented, inconsistent delivery structures.
- Establish governance frameworks to ensure evidence-based decision making.
- Model cloud economics to validate investment and prevent budget shock.
- Design FinOps capability to ensure long-term financial accountability.
- Define security posture to prevent late-stage compliance failures.
- Appraise vendors to mitigate supply-chain and lock-in risks.
- Define KPIs to track and prove realisable value.
- Prioritise roadmaps to align technology delivery with policy outcomes.
- Align stakeholders to unblock decision-making and restore confidence.

Benefits

- Aligns strategy directly with user and policy outcomes.
- De-risks cloud adoption through evidence-based readiness planning.
- Establishes governance to unblock stalled investment decisions.
- Prevents budget shock through economic modelling and FinOps.
- Ensures security compliance is strategic, not a retrospective fix.
- Accelerates delivery by defining agreed technical direction.
- Validates business cases to restore confidence in spending reviews.
- Unifies technical and non-technical stakeholders on strategic goals.
- Increases organisational maturity for sustainable, long-term cloud operations.
- Ensures operational sustainability and alignment with Greening Government commitments.

Digital Strategy and Transformation

Cloud and DevOps Maturity Assessment

Delivery slows and risk increases when cloud usage and DevOps capability are misunderstood, leading to fragile releases, security gaps, and supplier dependence. We benchmark people, processes, and technology against industry standards to expose blockers and risks, providing a roadmap to uplift internal capability and enable faster, safer, independent service delivery.

CX Strategy and Product Innovation

Agile Software Delivery

Data and Analytics Services

AI Enablement Solutions

Cloud and Infrastructure Services

Features

- Assess maturity to expose hidden capability gaps and blockers.
- Review delivery processes to fix slow, risky release cycles.
- Assess tooling to eliminate fragmentation and ineffective automation.
- Review DevSecOps to prevent late-stage security compliance failures.
- Evaluate operating models to fix siloed, disconnected delivery teams.
- FinOps cost efficiency review.
- Baseline metrics to replace opinion with evidence-based decision making.
- Analyse skills gaps to address over-reliance on external suppliers.
- Prioritise roadmap to fix highest-impact delivery risks first.
- Define reassessment approach to track continuous improvement progress.

Benefits

- Provides clear evidence of capability to restore stakeholder confidence.
- Accelerates improvement by targeting specific delivery bottlenecks.
- Improves service reliability, reducing user-impacting downtime.
- Reduces operational incidents through proactive process improvements.
- Reduces manual toil and error through targeted automation adoption.
- Strengthens governance to ensure safe, cost-optimised, compliant service operations.
- Ensures security is designed-in, avoiding retrospective fixes.
- Enables data-driven decisions through clear performance measurement.
- Upskills internal teams to reduce long-term supplier dependency.
- Ensures alignment with GDS Service Standards and best practice.

Digital Strategy and Transformation

Cloud Readiness Assessment

Cloud adoption is often delayed when legacy risks, security constraints, and costs are misunderstood, undermining confidence in delivery decisions. We assess applications, security, skills, governance, and costs against Industry standards, providing evidence to validate business cases, identify blockers, and support secure, sustainable, and cost-effective transitions to cloud services, avoiding rework.

CX Strategy and Product Innovation

Agile Software Delivery

Data and Analytics Services

AI Enablement Solutions

Cloud and Infrastructure Services

Features

- Review applications to expose hidden legacy risks and blockers.
- Assess data to prevent integration failures and migration delays.
- Identify security gaps to prevent late-stage compliance failures.
- Review governance to fix unclear operating models and accountability.
- Assess skills to identify and fix internal capability gaps.
- Baseline costs with FinOps review to prevent unpredictable future spend.
- Identify risks early to prevent stalled or failed migration.
- Score readiness to replace using evidence-based industry-standard 7-Rs.
- Prioritise recommendations to focus investment on highest-value areas.
- Define next steps to unblock stalled digital transformation programmes.

Benefits

- De-risks adoption by replacing uncertainty with evidence.
- Prevents costly rework by identifying technical blockers upfront.
- Validates business cases to restore confidence in investment decisions.
- Ensures security is designed-in, avoiding retrospective compliance fixes.
- Accelerates migration planning by clarifying the technical landscape.
- Reduces delivery risk through early identification of legacy debt.
- Aligns stakeholders on a single, evidence-based truth.
- Upskills teams to reduce long-term reliance on external suppliers.
- Ensures predictable FinOps forecasting to avoid budget shocks.
- Establishes solid foundations for sustainable, scalable cloud operations.

Digital Strategy and Transformation

Data Maturity Assessment

Data and analytics programmes often stall when capability maturity and governance are unclear, reducing confidence in investment decisions and increasing delivery and compliance risk. We assess data maturity across strategy, technology, governance, and skills, providing a clear baseline and prioritised roadmap to strengthen cloud-based data and analytics delivery.

CX Strategy and Product Innovation

Agile Software Delivery

Data and Analytics Services

AI Enablement Solutions

Cloud and Infrastructure Services

Features

- EPIQ-based data maturity assessment across key dimensions.
- Stakeholder workshops and structured interviews.
- Data governance, ownership and accountability review.
- Ethics, privacy and compliance risk assessment.
- Data platform, tooling and architecture review.
- Data quality, metadata and lineage assessment.
- Skills, roles and data literacy assessment.
- Current and target state definition and validation.
- Capability gap analysis with priority recommendations.
- Improvement roadmap, metrics and reassessment approach.

Benefits

- Establishes a clear baseline of current data maturity.
- Improves governance, accountability and compliance assurance.
- Reduces delivery risk through evidence-based prioritisation.
- Strengthens data quality and trust for reporting.
- Targets capability uplift where it delivers most value.
- Improves confidence in data investment decisions and funding.
- Accelerates progress with a prioritised improvement roadmap.
- Improves ROI by focusing effort on outcomes.
- Reduces reliance on contractors through skills planning.
- Strengthens foundations for AI, analytics and automation.

Digital Strategy and Transformation

Cloud Strategy, Architecture and Migration Planning

Technology strategies become disconnected from user outcomes when cloud, cost control, architecture, and AI are treated separately, increasing delivery and investment risk. We define Evergreen cloud strategies, target architectures, and migration roadmaps integrating AI adoption, FinOps, governance, and Secure by Design, balancing team autonomy with GDS Service Standard alignment.

CX Strategy and Product Innovation

Agile Software Delivery

Data and Analytics Services

AI Enablement Solutions

Cloud and Infrastructure Services

Features

- AI readiness assessments and ethical governance frameworks.
- FinOps strategy to control/forecast cloud spend.
- AI use case and workflow definition to accelerate product delivery.
- GreenOps strategy to measure/reduce IT carbon footprint.
- Data maturity assessment for National Data Library alignment.
- Legacy exit roadmaps (Strangler Fig/migration planning).
- Zero Trust security architecture definition.
- Enterprise architecture aligned to GDS Service Standards.
- Platform engineering strategy for developer productivity.
- Benefits realisation frameworks to measure technology impact and ROI.

Benefits

- De-risk generative AI adoption with ethical guardrails.
- Cost avoidance through proactive financial governance.
- Support Net Zero with sustainable technology choices.
- Unlock data value via interoperability strategies.
- Clear path to retire risky legacy infrastructure.
- Ensure compliance with government spend controls.
- Align IT investment with organisational policy goals.
- Boost productivity by automating repetitive tasks with generative AI.
- Secure supply chain strategy to reduce cyber risk.
- Upskill leadership in modern digital trends.

Digital Strategy and Transformation

Content Strategy and Design

Public services create confusion and avoidable contact when policy is translated into unclear, inaccessible, or inconsistently designed content. We deliver content strategy and design that bridges intent and user understanding, using user-centred design, inclusive information architecture, and scalable governance to reduce failure demand, meet accessibility requirements, and improve content efficiency.

CX Strategy and Product Innovation

Agile Software Delivery

Data and Analytics Services

AI Enablement Solutions

Cloud and Infrastructure Services

Features

- Content audits to identify redundant, outdated, and trivial content.
- User-centred content design including UX writing, microcopy, and SEO.
- Content strategy covering tone of voice, migration, lifecycle, and channels.
- Inclusive information architecture to improve findability and navigation.
- AI-augmented content analysis to support large-scale estates and migration.
- Evidence-based content decisions using user research and performance data.
- Co-design and testing with diverse, representative user groups.
- Scalable content governance covering roles, workflows, and standards.
- Multi-channel content consistency across digital service touchpoints.
- Knowledge transfer and upskilling to mature internal content capability.

Benefits

- Reduces failure demand by removing unclear or misleading content.
- Improves user understanding and trust in public services.
- Increases service completion rates for complex journeys.
- Ensures content meets WCAG accessibility and PSBAR requirements.
- Improves discoverability of services through structured, searchable content.
- Reduces publishing bottlenecks and operational overhead.
- Aligns policy intent with clear, user-facing guidance.
- Lowers migration and maintenance costs through smarter content decisions.
- Enables consistent content across Discovery, Alpha, Beta, and Live.
- Builds long-term organisational capability through embedded coaching.

Digital Strategy and Transformation

Strategic Foresight

Long-term plans become outdated when emerging technology, societal change, and policy uncertainty aren't anticipated, increasing delivery and investment risk. We use strategic foresight to explore plausible futures and assess impacts on services, legislation, and budgets, providing actionable strategies that help organisations remain resilient, adaptable, and prepared over five-to-ten-year horizons.

CX Strategy and Product Innovation

Agile Software Delivery

Data and Analytics Services

AI Enablement Solutions

Cloud and Infrastructure Services

Features

- Horizon scanning to identify emerging technology and policy drivers.
- Structured scenario planning to define and test plausible futures.
- Impact assessments evaluating long-term consequences of digital decisions.
- AI-augmented trend analysis to synthesise global market and societal data.
- Strategic storytelling helps to communicate future direction.
- Stakeholder co-design and collaboration to build a shared future vision.
- Risk and opportunity mapping against five-to-ten-year service delivery goals.
- Stress-testing strategies against disruptive technology and climate change scenarios.
- Design sprints to validate future service concepts and their feasibility.
- Organisational maturity assessments to evaluate readiness for future change.

Benefits

- Maximise ROI by future-proofing investments against technological disruption.
- Increased resilience to sudden legislative, societal, or economic changes.
- De-risked business cases through rigorous evidence-based future stress-testing.
- Strategic alignment ensures long-term goals meet evolving user needs.
- Improved efficiency by focusing on high growth innovation areas.
- Unbiased independent foresight removes internal blind spots and biases.
- Clear strategic roadmaps provide certainty for decision making.
- Enhanced organisational agility through embedded foresight and strategic thinking.
- Sustainable service growth by anticipating long-term environmental and social shifts.
- Unlock truly powerful and innovative ideas.

CX Strategy and Product Innovation

- Product Strategy
- Product Management
- Innovation Accelerator
- Design Sprints
- Discovery
- User-Centred Design (UCD)
- Service Design
- User Experience (UX) and Product Design
- User Research (UR)
- Design Systems
- Accessibility Audits and Accessibility Testing

CreateFuture

CX Strategy and Product Innovation

Product Strategy

Product delivery risk increases when requirements drift, policy intent is unclear, and decisions aren't grounded in user evidence. We define clear product strategies using user-centred research and AI-augmented insight, establishing value propositions and data-driven roadmaps that support evidence-based decisions, reduce risk, and enable successful end-to-end service delivery.

Digital Strategy and Transformation

Agile Software Delivery

Data and Analytics Services

AI Enablement Solutions

Cloud and Infrastructure Services

Features

- Facilitated stakeholder workshops to unify teams around a single vision.
- AI-powered market synthesis identifying emerging policy, regulatory, and market trends.
- Primary user research solving assumptive design through interviews and ethnography.
- Hybrid persona modelling using data and AI for inclusive insights.
- UCD proposition design aligning policy intent with user-desirability and service-feasibility.
- AI enabled design sprints prototype and test concepts with users.
- UX and GDS audits validating services against WCAG standards.
- Strategic narrative design communicating vision to secure buy-in and funding.
- AI-backed evidence supporting robust business case development and investment decisions.
- Data-driven roadmaps align delivery with GDS performance metrics and indicators.

Benefits

- Accelerated discovery outcomes identifying user needs through AI-augmented data synthesis.
- Product strategies engineered to pass GDS assessments first-time.
- Maximising ROI through data driven iterative user testing.
- Strategic policy alignment ensuring features deliver core organisational goals consistently.
- Inclusive service design delivering seamless, accessible experiences across digital touchpoints.
- Business case evidence supporting funding through quantitative and qualitative insights.
- Future-proofed technology integration ensuring long-term AI and digital integration.
- Continuous improvement through scalable, sustainable GDS aligned roadmaps.
- Unified stakeholder vision resolving organisational friction through shared, data-backed narratives.
- Market-leading Innovation identifying opportunities for service differentiation and policy impact.

CX Strategy and Product Innovation

Product Management

Delivery friction increases when stakeholder priorities conflict, policy intent is unclear, and product decisions lack evidence. We provide experienced product management to bridge policy intent and technical constraints, leading multidisciplinary teams through the delivery lifecycle to reduce feature creep, improve decision-making, and enable successful transition from Discovery through to Live.

Digital Strategy and Transformation

Agile Software Delivery

Data and Analytics Services

AI Enablement Solutions

Cloud and Infrastructure Services

Features

- Full lifecycle leadership from initial Discovery to Live operations.
- Maximising ROI by prioritising backlogs, minimising feature creep and delays.
- GDS-aligned roadmaps that support iterative delivery and assessment readiness.
- Managing stakeholders, navigating regulatory landscapes and departmental policy intent.
- Strategic leadership for GDS Alpha and Beta assessments.
- AI augmented data synthesis to drive evidence based product choices.
- Requirement engineering user stories and acceptance criteria for multidisciplinary teams.
- Benefit tracking against business cases and GDS metrics.
- Proactively resolving cross product risks and technical delivery blockers.
- User-centred service optimisation driven by user research and insights.

Benefits

- Expertise ensuring services pass Alpha/Beta GDS assessments first-time.
- Accelerated discovery phases validating user needs, reducing early-stage delivery risk.
- Maximised ROI, delivering high value features that align with budget goals.
- Improved stakeholder alignment unifying policy and technical teams behind roadmaps.
- Reduced technical debt through strategic oversight, minimising costs and system-drift.
- Accessible digital services ensuring products meet WCAG and legal requirements.
- Increased user adoption through validated user centric innovation.
- Enhanced user completion rates, optimising journeys that meet GDS metrics.
- Scalable agile delivery, building services that adapt to policy changes.
- Knowledge transfer, upskilling teams in modern GDS product management practices.

CX Strategy and Product Innovation

Innovation Accelerator

Policy and service innovation often stalls when future options are poorly understood, evidence is limited, and the risk of wasted investment is high. We use AI-supported research, experimentation, and rapid prototyping to explore and validate future-facing ideas, de-risking business cases, reducing delivery waste, and accelerating time-to-value for complex public services.

Digital Strategy and Transformation

Agile Software Delivery

Data and Analytics Services

AI Enablement Solutions

Cloud and Infrastructure Services

Features

- Innovation workshops and ideation sessions generate new, differentiated ideas.
- Cross-functional teams promote diverse perspectives and expertise.
- Rapid prototyping to validate policy outcomes and technical feasibility.
- A network of mentors and industry experts provides guidance/feedback.
- Deeply understand departmental strategy to ensure initiative alignment.
- User-centred exploration to validate and de-risk concepts.
- Tailored upskilling in AI, product management, and user-centred service delivery.
- Market research, customer validation, and user testing resources provided.
- Measured performance metrics to track innovation success and inform decisions.
- Strategic foresight identifying long-term drivers for public service innovation.

Benefits

- Improve policy outcomes through early-stage user and technical validation.
- Accelerate time-to-value for high-priority ministerial and departmental goals.
- Deeply understand departmental strategy to ensure initiative alignment.
- Minimise delivery waste by failing fast and pivoting early.
- Navigate hype cycles using our market, technology, and trend insights.
- Align multidisciplinary teams behind a compelling, unified strategic vision.
- Build evidence to de-risk business cases and secure budgets.
- Upskill teams and stakeholders in user-centred innovation.
- Reclaim value from unspent budget through targeted innovation sprints.
- Enhance organisational resilience by anticipating and addressing potential disruptions.

CX Strategy and Product Innovation

Design Sprints

Delivery risk increases when product assumptions go untested and decisions lack rapid user evidence, leading to wasted effort and rework. We use time-boxed design sprints to explore challenges early, test product and service ideas, and validate value propositions, enabling teams to make evidence-based decisions quickly for new/existing digital services.

Digital Strategy and Transformation

Agile Software Delivery

Data and Analytics Services

AI Enablement Solutions

Cloud and Infrastructure Services

Features

- Time-boxed GDS-aligned sprints for rapid problem-solving and innovation.
- Cross-functional collaboration includes experts from various disciplines.
- Flexible five-to-ten-day sprints tailored to your specific needs.
- Design-thinking methodologies to translate complex policy into creative solutions.
- Use design-thinking methods to generate creative solutions.
- Predefined daily activities include mapping, sketching, decision making, prototyping, testing.
- Facilitated by our team or co-facilitated with you.
- Integrated user research providing immediate feedback on prototype viability.
- Iterative sprint cycles deliver continual improvements based on usability testing.
- Identify and deliver clear sprint outcomes and artefacts.

Benefits

- Condense timelines for rapid ideation, prototyping, and testing.
- Address complex challenges with efficient problem-solving processes.
- Align cross-functional teams towards a common goal.
- Apply a user-centric approach to design and innovation.
- Validate ideas early through user feedback and testing.
- Reduce risks associated with long-term development cycles.
- Clarify project priorities and next steps with tangible outcomes.
- Collaborate and communicate easily with team members and stakeholders.
- Explore multiple solutions and iterate quickly.
- Validate ideas cost-effectively before investing in full development.

CX Strategy and Product Innovation

Discovery

Complex service problems are difficult to solve when user needs, technical constraints, and delivery risks are poorly understood, undermining confidence in investment decisions. We deliver GDS-aligned Discovery phases using user research and technical assessment, applying AI-accelerated analysis to generate evidence that informs progression to Alpha and strengthens business cases.

Digital Strategy and Transformation

Agile Software Delivery

Data and Analytics Services

AI Enablement Solutions

Cloud and Infrastructure Services

Features

- Define the problem, gathering evidence to validate genuine user needs.
- As-is service visualisation prioritises interventions and clarifies technical complexity.
- Trace impacts from people, technology, and processes to user outcomes.
- Research and co-design with diverse, representative populations.
- Methods: qual/quant, synthetic(AI)/traditional, moderated/unmoderated, generative/evaluative.
- Ethical AI-accelerated research analysis and scalable insight collation.
- Service visualisation across digital, offline, and physical touchpoints.
- Facilitated user and stakeholder collaboration to define Alpha Go/No-Go criteria.
- GDS-aligned delivery led by experienced UCD and research specialists.
- Knowledge sharing to scale design operations and AI literacy.

Benefits

- De-risk Alpha delivery through rigorous evidence and validated needs.
- Maximise ROI by preventing investment in wrong or unfeasible solutions.
- Clear visibility of technical, operational, and user-experience risks.
- Evidence design decisions to assure good user outcomes.
- Identify ways to improve products and services for users.
- Accelerate insight generation through AI-assisted data collation and synthesis.
- Flexible and scalable to fit your need and experience.
- Increase stakeholder buy-in through collaboration and co-creation.
- Ensure products/services meet GDS Service Standards, with guidance throughout assessment.
- Upskill teams in user-centred discoveries and AI for repeatable success.

CX Strategy and Product Innovation

User-Centred Design (UCD)

Digital services fail to meet user needs or accessibility requirements when design decisions lack continuous user insight, increasing delivery and compliance risk. We embed user-centred design from Discovery to Live, applying GDS-aligned practices and WCAG standards to meet user needs, support policy intent, and reduce risk through iterative, evidence-led design.

Digital Strategy and Transformation

Agile Software Delivery

Data and Analytics Services

AI Enablement Solutions

Cloud and Infrastructure Services

Features

- AI-enhanced UCD research, exploring user needs at scale.
- Inclusive user-centred prototyping for rapid testing and iteration.
- User-centred accessibility audits against WCAG and GDS Service Standards.
- Understandable and accessible user-centred content design.
- Mapping user journeys end-to-end, on-and offline for user-centred service designs.
- Collaborative UCD workshops to co-design solutions with stakeholders.
- User-centred usability testing with diverse participants including assistive technology users.
- GOV.UK, NHS and public design system aligned user-centred interaction designs.
- Iterative user-centred design sprints for continuous improvement.
- Upskilling internal teams in user-centred design best practices.

Benefits

- UCD ensures services solve the right problem for users.
- Compliance with GDS Service Standards through rigorous UCD methodology.
- User-centred evidence supports decision making at Alpha and Beta assessments.
- Reduced development waste by validating user-centred prototypes early.
- UCD ensures services are inclusive and accessible to all users.
- Increased user satisfaction and uptake through user-centred design optimisation.
- User-centric approach de-risks complex digital transformation projects.
- Reduce service costs and failure demand with user-centred design.
- Seamless integration of UCD within Agile multidisciplinary delivery teams.
- User-centred iteration loops drive continuous value and service maturity.

CX Strategy and Product Innovation

Service Design

Services often fail to deliver intended outcomes when digital and non-digital channels are designed in isolation, creating fragmented user journeys and operational inefficiency. We apply GDS-aligned service design to address service problems, combining user research, service blueprints, and systems thinking to align channels, operations, and policy intent around user needs.

Digital Strategy and Transformation

Agile Software Delivery

Data and Analytics Services

AI Enablement Solutions

Cloud and Infrastructure Services

Features

- End-to-end GDS design from Discovery through to Live.
- Creation of service design end-to-end, front-to-back blueprints to visualise complexity.
- Service design alignment with GDS Service Standards and patterns.
- User-centred service design sprints to prototype and test solutions.
- Systems thinking for service design in complex regulatory/policy landscapes.
- Facilitated service design workshops for stakeholder and user-centred co-design.
- Accessible, assisted digital service designs rooted in inclusive user research.
- Cross-channel service design for digital, offline, and physical touchpoints.
- Strategic service design aligning business goals with user needs.
- Upskilling your teams in best service design practices and tools.

Benefits

- Robust service design ensures services meet real user needs.
- GDS compliant service design ensures successful service assessments.
- Bridge the ‘Policy-to-Delivery’ gap, ensuring service designs meet legislative intent.
- Reduced operational costs and failure demand through user-centred service design.
- Service design blueprints provide a shared understanding of your estate.
- De-risk delivery by validating assumptions through service design prototypes.
- Inclusive service design ensures accessibility for all diverse users.
- Service design delivers consistent experiences on and offline.
- Collaborative service design gets buy-in from internal stakeholders.
- Measure impact with data-driven Service Design metrics and outcomes.

CX Strategy and Product Innovation

User Experience (UX) and Product Design

Digital products underperform when user needs are misunderstood and design decisions aren't tested early, increasing delivery and accessibility risk. We deliver UX and product design across Discovery, Alpha, Beta, and Live, combining evidence-based research, inclusive design, and rapid prototyping to create accessible, GDS-aligned digital products that meet user needs.

Digital Strategy and Transformation

Agile Software Delivery

Data and Analytics Services

AI Enablement Solutions

Cloud and Infrastructure Services

Features

- UX research identifying user needs and pain points.
- AI-enhanced product design prototyping to test your riskiest assumptions.
- UX testing with diverse participants and accessibility needs.
- Iterative product design sprints produce developer-ready, testable prototypes.
- WCAG-compliant UX accessibility audits, meeting GDS Service Standards.
- Outcome-based product design roadmaps balancing user needs and policy goals.
- UX journey mapping, visualising whole problems for users.
- Product design systems, ensuring consistency across digital and offline channels.
- UX co-design workshops with stakeholders and service users.
- GDS assessments support from product design experts.

Benefits

- Meet real user needs with deep UX insight.
- Address whole user problems using iterative product design.
- Reduced risk before build through UX testing.
- Commercial and technical viability ensured through rigorous product design discovery.
- Collaborative UX design fosters stakeholder buy-in.
- Deliver value early in Alpha/Beta with rapid product design prototypes.
- UX research ensures accessible product designs for all users.
- Evidence your product design decisions using robust research data.
- Upskill internal teams in UX and product design.
- GDS-compliant UX and product design assures successful service assessments.

CX Strategy and Product Innovation

User Research (UR)

Services risk failing to meet user needs and GDS Service Standards when decisions are made without representative user evidence. We plan, run, and analyse qualitative and quantitative user research with diverse user groups, supporting continuous insight across delivery phases and enabling user-centred products and services that meet GDS Service Standards.

Digital Strategy and Transformation

Agile Software Delivery

Data and Analytics Services

AI Enablement Solutions

Cloud and Infrastructure Services

Features

- Research and co-design with diverse, representative populations.
- Plan user research and recruit users, even from hard-to-reach groups.
- Research methods: qual/quant, moderated/unmoderated, inductive/deductive, generative/evaluative.
- Extend usability and field studies with competitor and technology analysis.
- Persona development, audience segmentation, and user needs/pain point mapping.
- Upskill your teams in user research.
- Delivered by UCD experts and aligned to GDS Service Standards.
- As-is service blueprints and experience maps connect insights to experience.
- Lean approach supports continuous improvement within multidisciplinary squads.
- AI-assisted analysis of large-scale qualitative data for rapid discovery.

Benefits

- Actionable understanding of real needs, whole problems, and opportunities.
- Understand and empathise with users as real people.
- Evidence design decisions to assure good user outcomes.
- De-risk development with cost-efficient ‘Just-Enough’ research approach.
- Reduced ‘Time-to-Insight’ using AI-augmented user research analysis.
- Upskill teams and stakeholders in user research for repeatable success.
- Ensure products/services meet GDS Service Standards and accessibility/inclusivity requirements.
- Integrate into existing squads to create multidisciplinary teams for Discovery/Alpha/Beta/Live.
- Build consensus and empathy through research with users and stakeholders.
- Mould bespoke research approaches to your organisation‘s shape and challenge.

CX Strategy and Product Innovation

Design Systems

Digital products become inconsistent and costly when design and code patterns are duplicated or misgoverned, slowing delivery and increasing usability risk. We design and implement modular design systems with reusable components, documentation, and design-to-code workflows, enabling teams to iterate faster, maintain consistency, and extend or integrate with GDS design systems.

Digital Strategy and Transformation

Agile Software Delivery

Data and Analytics Services

AI Enablement Solutions

Cloud and Infrastructure Services

Features

- Develop your brand and apply it across your digital estate.
- Content modelling and workshops to establish content patterns.
- Implement GOV.UK, NHS, Apple iOS, and Google Material design systems.
- Create WCAG compliant design systems, pattern libraries, and UI kits.
- Create a single source of truth for design, code, documentation.
- Tailor atomic UI design (components, templates, flows) to your content.
- Create, test, and improve UX/UI designs and prototypes.
- Define governance models, workflows, and tooling for your teams.
- User-centred approach focuses on experimentation, collaboration, iteration.
- Knowledge and practice-sharing help mature and scale your operations.

Benefits

- Create accessible, inclusive products that conform with WCAG standards.
- Minimise design debt and design at scale with guaranteed consistency.
- Create faster, more maintainable products out of reusable patterns.
- Seamlessly integrate your branding with native (iOS/Android) design languages.
- Accelerate development and prototyping time, while increasing code quality.
- Integrate into CMS page builders to enable no-code content publishing.
- Upskill your teams in design-system management for repeatable success.
- Bespoke design system governance approaches fit your size and scale.
- Robust governance ensures long-term system adoption and prevents design drift.
- Innovate more, with design systems freeing teams from repetitive work.

CX Strategy and Product Innovation

Accessibility Audits and Accessibility Testing

Accessibility and inclusion risks increase when digital services aren't designed and tested with users who have access needs, leading to non-compliance and poor user outcomes. We audit and test digital services against WCAG standards, working with users with accessibility needs to identify issues, address barriers, and define compliant, inclusive strategies.

Digital Strategy and Transformation

Agile Software Delivery

Data and Analytics Services

AI Enablement Solutions

Cloud and Infrastructure Services

Features

- Accessibility audit and testing at any service lifecycle phase.
- Use manual, automated and AI monitoring to identify accessibility issues.
- Comprehensive testing, using an 'empathy lab' approach simulating accessibility needs.
- Aligned to GDS Service Standards and WCAG compliance.
- Research and co-design with users with accessibility needs.
- Integrate accessibility testing and audits into or alongside existing teams/processes.
- Build an inclusivity mindset in your team, supported by playbooks.
- Create accessible journeys service-wide and implement reasonable adjustments.
- Write accessibility statements.
- Create accessibility roadmaps and plan for going 'beyond compliance'.

Benefits

- Understand your users and create simple, inclusive, accessible solutions.
- Receive accessibility audit reports with actionable recommendations in plain language.
- Create inclusive services across digital and offline channels.
- Readiness for accessibility and assisted digital considerations at service assessment.
- Build buy-in and empathy by co-designing with users and stakeholders.
- Increase service adoption by reaching marginalised communities with accessibility needs.
- Catch accessibility issues sooner and reduce costly rework.
- Upskill in accessibility testing and audits for repeatable success.
- Meet and exceed GDS Service Standard and WCAG accessibility requirements.
- Ensure conformance with Public Sector Bodies Accessibility Regulations 2018.

Agile Software Delivery

- Alpha
- Beta
- Continuous Integration and Delivery
- API Development and Integration
- Application Development
- Quality Assurance and Testing
- Website Development and Composable Architecture
- Mobile Application Development
- Business and Systems Analysis

CreateFuture

Agile Software Delivery

Alpha

Delivery risk remains high when proposed solutions are untested and assumptions about users, technology, and operations haven't been validated. We deliver GDS-compliant Alpha phases to prototype and test the riskiest assumptions, providing evidence to support confident decisions on whether to proceed to Beta and a plan for next steps.

Digital Strategy and Transformation

CX Strategy and Product Innovation

Data and Analytics Services

AI Enablement Solutions

Cloud and Infrastructure Services

Features

- Alpha phase delivery aligned to GDS Service Standard.
- Multidisciplinary teams including design, engineering, and delivery.
- Technical feasibility and architecture validation.
- Rapid prototyping and proof-of-concept development.
- User research and service concept testing.
- Integration and data flow exploration.
- Security, accessibility, and operational risk identification.
- Cost, effort, and delivery option comparison.
- Evidence gathering for Alpha assessment and assurance.
- Recommendations for progression to Beta delivery.

Benefits

- Reduces risk before committing to Beta delivery.
- Improves confidence in proposed technical solutions.
- Identifies delivery, cost, and operational risks early.
- Supports GDS Alpha assessment readiness.
- Avoids wasted spend on unviable solutions.
- Improves decision making through tested evidence.
- Validates approaches for security and accessibility.
- Accelerates transition from Alpha to Beta.
- Aligns stakeholders around a proven delivery approach.
- Improves value for money through informed investment decisions.

Agile Software Delivery

Beta

De-risk high-stakes GDS assessments by delivering private and public Beta phases with multidisciplinary teams. We deliver private and public Beta phases with multidisciplinary teams, ensuring GDS compliance, Secure by Design delivery, and WCAG accessibility, while preparing services for scalable, sustainable, and cost-effective Live operation.

Digital Strategy and Transformation

CX Strategy and Product Innovation

Data and Analytics Services

AI Enablement Solutions

Cloud and Infrastructure Services

Features

- Private and public Beta delivery using multidisciplinary agile teams.
- GDS assessment preparation and evidence support.
- Secure by Design implementation and security assurance testing.
- WCAG accessibility auditing and assisted digital validation.
- Performance and scalability testing for Live readiness.
- Continuous integration and delivery pipeline refinement.
- User research and iterative service improvement.
- FinOps validation of operational costs before Live.
- Sustainability and GreenOps baselining for Live services.
- Knowledge transfer and transition to Live operation.

Benefits

- Reduces risk of failing high-stakes GDS assessments.
- Improves confidence in readiness for Live service operation.
- Ensures accessibility and inclusion for all users.
- Reduces security and resilience risks before Live.
- Controls long-term running costs through early validation.
- Improves service performance under real-world demand.
- Accelerates progression from Beta to Live.
- Builds internal delivery capability through knowledge transfer.
- Improves user satisfaction through continuous iteration.
- Supports sustainable and cost-effective Live services.

Agile Software Delivery

Continuous Integration and Delivery

Release cycles slow and risk increases when delivery pipelines are inconsistent, poorly governed, or lack automation. We design and implement secure, sustainable CI/CD pipelines using platform engineering, integrating FinOps and GreenOps to standardise environments, reduce technical debt, and enable frequent, safe releases aligned with GDS Service Standard and NCSC guidance.

Digital Strategy and Transformation

CX Strategy and Product Innovation

Data and Analytics Services

AI Enablement Solutions

Cloud and Infrastructure Services

Features

- Secure, GreenOps pipelines to measure/reduce carbon footprint.
- FinOps integration for real-time cloud cost visibility per deployment.
- Automated SBOM generation for secure supply chain assurance.
- Platform engineering approach to standardise developer tooling/ environments.
- Rapid feedback loops ensure continuous improvement and quality.
- Automated security scanning (SAST/DAST) within the pipeline.
- Seamless integration of new code into AWS, Azure, or GCP.
- Blue/green and canary deployment strategies to minimise risk.
- Integration with AI-coding assistants to accelerate development.
- Collaboration-focused tooling to enhance DevSecOps culture.

Benefits

- Support net zero goals through energy-efficient pipeline logic.
- Maximise budget efficiency with real-time cloud cost visibility.
- Mitigate supply chain attacks via Secure by Design principles.
- Reduce technical debt through automated code quality gates.
- Accelerate time-to-market for critical digital services.
- Upskilling for your teams in modern DevSecOps practices.
- Ensure consistent environments from development to production.
- Enable rapid rollback to maintain service availability.
- Scalable architecture to handle varying public sector workloads.
- Compliance with NCSC cloud security principles.

Agile Software Delivery

API Development and Integration

Overcome fragmented data and blocked integration by delivering secure API solutions for interoperability and AI adoption. We build Zero Trust architectures that connect monolithic legacy systems to modern microservices, ensuring secure, standard-based data exchange across government departments.

Digital Strategy and Transformation

CX Strategy and Product Innovation

Data and Analytics Services

AI Enablement Solutions

Cloud and Infrastructure Services

Features

- AI Gateway implementation to securely connect LLMs to data.
- Zero Trust security architecture (OAuth 2.1, mTLS enforcement).
- Smart data standards for cross-government interoperability.
- Microservices architecture for scalable, independent deployment.
- API management (Apigee/Kong) for governance and throttling.
- Tailored solutions using SOAP, REST, and GraphQL standards.
- OpenAPI/Swagger documentation for improved developer experience.
- Legacy integration patterns (Strangler Fig) to unlock siloed data.
- Real-time event streaming (Kafka, Event Hubs, Kinesis) for responsive services.
- Automated contract testing to prevent breaking changes.

Benefits

- Enable generative AI pilots with secure, governed data feeds.
- Prevent data breaches through Zero Trust identity enforcement.
- Accelerate interoperability and data sharing between departments.
- Unlock value from legacy systems without risky “big bang” replacement.
- Reduce integration costs via reusable API catalogues.
- Support One Login and digital identity standards.
- Scale services elastically to meet user demand.
- Accelerate consumer onboarding with automated, self-service OpenAPI documentation.
- Reduce vendor lock-in through open standards adoption.
- Upskill internal teams in secure API design and maintenance.

Agile Software Delivery

Application Development

Digital services struggle to scale, remain secure, or operate cost-effectively when applications are not designed for cloud environments from the outset. We design and build cloud-native applications, and evolve existing services, to improve resilience, security, sustainability, and cost control while supporting Cloud First compliance and safe operation of Live services.

Digital Strategy and Transformation

CX Strategy and Product Innovation

Data and Analytics Services

AI Enablement Solutions

Cloud and Infrastructure Services

Features

- Cloud-native application design for new and existing services.
- Modernisation of existing applications using cloud-native patterns.
- Secure by Design development aligned to NCSC guidance.
- Scalable architectures for variable public service demand.
- API-first development supporting interoperability and integration.
- Automated testing and CI/CD for safe, frequent releases.
- Built-in observability, monitoring, and operational insight.
- FinOps-aware architecture for cost-efficient service operation.
- GreenOps considerations for sustainable application delivery.
- Knowledge transfer and modern engineering capability uplift.

Benefits

- Enables delivery of new cloud-native digital services.
- Reduces risk when modernising existing applications.
- Improves security, resilience, and compliance confidence.
- Supports Cloud First and Technology Code of Practice compliance.
- Improves scalability and performance of public services.
- Controls long-term application operating costs.
- Improves sustainability of application estates.
- Enables safe transition of services into Live operation.
- Reduces reliance on legacy application patterns.
- Builds internal capability for modern cloud delivery.

Agile Software Delivery

Quality Assurance and Testing

Delivery and assessment risk increases when quality, accessibility, and emerging technology risks aren't tested systematically. We provide comprehensive quality assurance using an automated-first approach, including AI assurance, Green Software testing, and WCAG auditing, to mitigate unmanaged risk, support GDS assessments, and ensure secure, performant services under real-world demand.

Digital Strategy and Transformation

CX Strategy and Product Innovation

Data and Analytics Services

AI Enablement Solutions

Cloud and Infrastructure Services

Features

- AI assurance testing for bias, fairness, and hallucinations.
- Green software testing to measure energy consumption of code.
- WCAG accessibility auditing for full digital inclusion.
- Comprehensive functional and regression testing coverage.
- Security testing (DAST/SAST) integrated into CI/CD.
- Automated regression testing using TDD/BDD to accelerate velocity.
- Contract/PACT testing for reliable microservices integration.
- Exploratory testing for user-centric edge cases.
- Data integrity testing for migration and AI projects.
- Cross-browser/device testing for universal access.

Benefits

- Deploy trustworthy AI with confidence and regulatory compliance.
- Lower hosting costs by identifying energy-inefficient code.
- Ensure digital inclusion for all users (WCAG).
- Prevent service outages during peak traffic events.
- Reduce cyber risk with "shift-left" security testing.
- Accelerate release cycles through high levels of automation.
- Protect reputation by preventing defective releases.
- Ensure compliance with GDS Service Standards.
- Detailed reporting for informed "Go/No-Go" decisions.
- Reduce long-term maintenance costs via high-quality code.

Agile Software Delivery

Website Development and Composable Architecture

User journeys fragment and performance suffers when websites are tightly coupled, hard to evolve, and poorly integrated. We design and build user-centred websites using composable architectures and headless CMS, integrating sustainable web design, AI-enabled search, and GOV.UK One Login to deliver high-performance, WCAG-accessible services aligned to GDS Service Standards.

Digital Strategy and Transformation

CX Strategy and Product Innovation

Data and Analytics Services

AI Enablement Solutions

Cloud and Infrastructure Services

Features

- Composable architecture using Headless CMS (Contentful/Strapi).
- Sustainable web design to lower page-weight and carbon.
- AI-search integration for improved content discoverability.
- WCAG compliance by default for inclusivity.
- Technology-agnostic development for redesigned or new services.
- GOV.UK One Login integration for user identity.
- React/Next.js/Vue frontends for high-performance UX.
- Automated content migration from legacy platforms.
- Omni-channel delivery (web, mobile, smart devices).
- Analytics integration for user-needs driven iteration.

Benefits

- Lower carbon footprint of digital estate (Green Website).
- Improve user engagement via AI-driven interfaces.
- Ensure services are accessible to all (Assistive Tech friendly).
- Future-proof content for voice and IoT channels.
- Faster page loads improve user satisfaction and SEO.
- Secure, seamless user access via One Login.
- Reduce hosting costs through static site generation.
- Rapid content updates during policy changes/emergencies.
- Support through Discovery, Alpha, Beta, and Live GDS assessments.
- Flexible architecture avoids monolithic vendor lock-in.

Agile Software Delivery

Mobile Application Development

Access to public services is limited when mobile applications are unreliable, inaccessible, or poorly integrated, increasing user frustration and delivery risk. We design and build secure, accessible mobile applications for iOS and Android, integrating with existing services to improve performance, reliability, and inclusion, supporting GDS Service Standards and Live operation.

Digital Strategy and Transformation

CX Strategy and Product Innovation

Data and Analytics Services

AI Enablement Solutions

Cloud and Infrastructure Services

Features

- Native and cross-platform mobile application development.
- Secure by Design mobile architectures aligned to NCSC guidance.
- iOS and Android delivery using modern mobile frameworks.
- Integration with existing digital services and APIs.
- Identity and authentication integration including GOV.UK One Login.
- Accessibility-ready mobile delivery aligned to WCAG.
- Performance, reliability, and offline capability design.
- CI/CD pipelines for mobile build, test, and release.
- App store readiness, compliance, and release management.
- Knowledge transfer and mobile capability uplift.

Benefits

- Improves access to services through mobile-first channels.
- Reduces risk when launching mobile public services.
- Ensures accessibility and inclusion for mobile users.
- Strengthens security and trust in mobile applications.
- Improves performance and reliability on mobile devices.
- Enables safe integration with existing digital services.
- Supports GDS Service Standard and Cloud First compliance.
- Accelerates delivery of mobile digital services.
- Improves user satisfaction and service completion rates.
- Builds internal capability for mobile service delivery.

Agile Software Delivery

Business and Systems Analysis

Delivery risk increases when requirements are unclear, systems are complex, and technology decisions aren't aligned, leading to rework and delayed outcomes. We provide business and systems analysis to define user, service, and technical requirements clearly and early, aligning solutions with GDS expectations and enabling faster, safer delivery with confidence.

Digital Strategy and Transformation

CX Strategy and Product Innovation

Data and Analytics Services

AI Enablement Solutions

Cloud and Infrastructure Services

Features

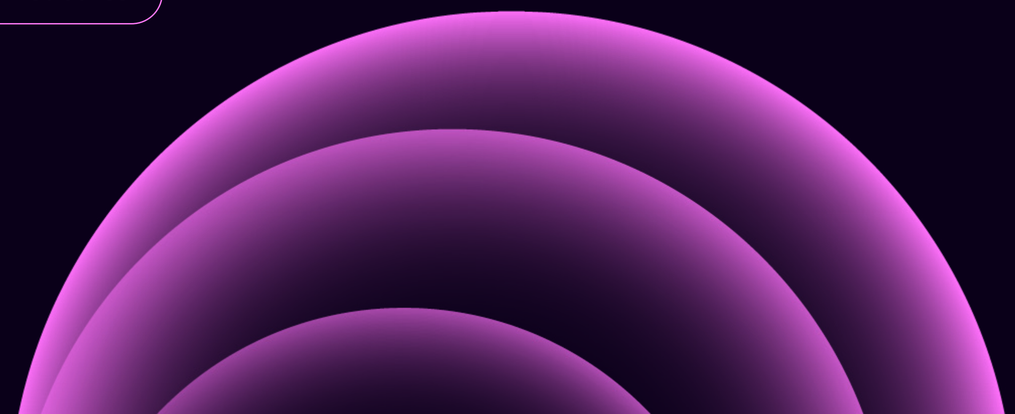
- Expert-led workshops uncover complex stakeholder needs and strategic opportunities.
- Digital audits provide comprehensive analysis of processes and legacy architecture.
- Gap analysis defines transitions from legacy to future-state systems.
- Mapping complex data flows ensures integrity across the digital ecosystem.
- SDD provides a structured single source of truth.
- High-fidelity technical specifications guide AI agents and multidisciplinary teams.
- Defining rigorous standards ensures performance, security, and system availability.
- AI-powered ticket writing generates consistent user stories and technical tasks.
- AI-enhanced BDD drafting accelerates development cycles via automated acceptance criteria.
- Internal communities of practice build and scale sustainable analysis expertise.

Benefits

- Reduces delivery risk caused by unclear requirements.
- Accelerates mobilisation and delivery start-up.
- Improves confidence in technology and design decisions.
- Supports GDS assessment readiness.
- Reduces rework and cost overruns.
- Improves alignment between policy, service, and technology.
- Enables faster and safer delivery through clearer backlogs.
- Improves integration outcomes across platforms and services.
- Provides auditable, traceable delivery artefacts.
- Improves value for money through right-first-time delivery.

Data and Analytics Services

- Cloud Data Platform Design
- Enterprise Data Architecture
- Cloud Data Lake
- Data Pipeline Engineering
- Analytics Enablement and BI Guidance



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Data and Analytics Services

Cloud Data Platform Design

Data platforms are often underused when design decisions, governance, and operating responsibilities are unclear, increasing delivery risk and cost.
We define secure, scalable cloud data platform blueprints and roadmaps that embed governance, control cost drivers, and prepare teams for sustainable Live operation.

Digital Strategy and Transformation

CX Strategy and Product Innovation

Agile Software Delivery

AI Enablement Solutions

Cloud and Infrastructure Services

Features

- Cloud data platform architecture (Snowflake, Databricks and hyperscaler services).
- Lake, warehouse and lakehouse options.
- Ingestion and processing patterns.
- Security and access design.
- Data governance framework.
- Cost and usage modelling.
- Tooling options assessment.
- AI-ready data patterns.
- Observability considerations.
- Roadmap and implementation plan.

Benefits

- Accelerate delivery of trusted, usable data products.
- Define Secure by Design platform controls and access models.
- Create a clear, phased roadmap from discovery to delivery.
- Improve cost transparency through FinOps-informed design decisions.
- Build scalable foundations for growing data volumes and users.
- Embed governance, ownership, and quality expectations from day one.
- Enable advanced analytics and AI-ready data capabilities.
- Reduce duplication through reusable patterns and shared components.
- Improve operational reliability with monitoring and support patterns.
- Align stakeholders with measurable outcomes and decision points.

Data and Analytics Services

Enterprise Data Architecture

Data sharing and reporting become risky and inconsistent when enterprise data architecture is absent, leading to fragile integrations, duplication, and supplier lock-in. We establish enterprise data standards, reference architectures, and governance that improve interoperability across systems, reduce duplication and dependency on suppliers, and strengthen security and assurance.

Digital Strategy and Transformation

CX Strategy and Product Innovation

Agile Software Delivery

AI Enablement Solutions

Cloud and Infrastructure Services

Features

- Current and target state modelling.
- Cloud-native data architecture patterns (Snowflake, Databricks and hyperscaler services).
- Domain and data modelling guidance.
- Interoperability and open standards focus.
- Data governance and ownership design.
- Security architecture for data access.
- Integration and data sharing patterns.
- AI-ready architecture guidance.
- Transition roadmap definition.
- Stakeholder alignment workshops.

Benefits

- Reduce fragmentation with a unified enterprise data blueprint.
- Improve interoperability using standard models and integration patterns.
- Increase data trust through consistent definitions and lineage.
- Accelerate delivery using reusable architecture guardrails and templates.
- Strengthen governance with clear ownership and decision processes.
- Improve security and compliance through embedded architectural controls.
- Enable modernisation while supporting existing legacy constraints.
- Reduce delivery risk with validated reference architectures and patterns.
- Improve stakeholder alignment through shared principles and standards.
- Support future scalability across platforms, domains, and suppliers.

Data and Analytics Services

Cloud Data Lake

Analytics slow and risk increases when data is fragmented, poorly governed, and difficult to trust, causing duplication and inconsistency. We design and implement governed cloud data lakes using cloud-native platforms (Databricks, Snowflake) and cloud-native storage services, improving data discoverability, security, and auditability while providing scalable foundations for analytics and AI.

Digital Strategy and Transformation

CX Strategy and Product Innovation

Agile Software Delivery

AI Enablement Solutions

Cloud and Infrastructure Services

Features

- Cloud data lake and lakehouse implementation (Hyperscaler, Databricks, Snowflake).
- Ingestion patterns and pipelines.
- Security and access controls.
- Data governance and cataloguing.
- Cost and lifecycle management.
- Analytics and BI integration.
- Data residency considerations.
- Monitoring and operational controls.
- Documentation, runbooks and operating procedures.
- Evolution roadmap to lakehouse.

Benefits

- Centralise secure storage for structured and unstructured data.
- Accelerate analytics with fast, reliable access to datasets.
- Improve governance using cataloguing, lineage, and classification tools.
- Reduce duplication by consolidating datasets into shared products.
- Enable self-service discovery through metadata and documentation.
- Strengthen security with role-based controls and auditing.
- Improve data quality through automated validation and monitoring.
- Support scalable growth in data volume and usage patterns.
- Reduce costs with lifecycle policies and storage optimisation.
- Prepare data foundations for AI and advanced analytics.

Data and Analytics Services

Data Pipeline Engineering

Analytics become unreliable and operational risk increases when data pipelines are fragile, manual, or lack validation and monitoring. We design and deliver automated, resilient data pipelines with built-in validation and observability, improving data quality, reducing failure risk, and supporting sustainable Live operation of analytics and data services.

Digital Strategy and Transformation

CX Strategy and Product Innovation

Agile Software Delivery

AI Enablement Solutions

Cloud and Infrastructure Services

Features

- Batch and streaming pipeline patterns.
- Data transformation and modelling patterns.
- Orchestration approach and automation guidance.
- Data quality validation controls.
- Security for data movement.
- Monitoring and alerting setup.
- Reusable ingestion templates.
- Performance and cost optimisation.
- Documentation and handover.
- Capability uplift coaching.

Benefits

- Deliver reliable pipelines for timely, trusted data availability.
- Reduce manual effort through automated ingestion and transformation.
- Improve data quality with validation checks and error handling.
- Increase resilience using retries, alerting, and monitoring patterns.
- Accelerate delivery with reusable pipeline components and templates.
- Improve scalability through optimised processing and orchestration design.
- Strengthen security with controlled access and encrypted movement.
- Reduce costs by optimising compute usage and scheduling.
- Improve maintainability with documentation, testing, and standards.
- Enable analytics and AI with consistent, curated datasets.

Data and Analytics Services

Analytics Enablement and BI Guidance

Analytics are often slow or unreliable when BI tools, governance, and operating responsibilities are unclear, increasing compliance and delivery risk. We define secure cloud analytics architectures, governance, and operating models, enabling dashboards and reporting while improving cost visibility and supporting transition to cloud-based analytics platforms.

Digital Strategy and Transformation

CX Strategy and Product Innovation

Agile Software Delivery

AI Enablement Solutions

Cloud and Infrastructure Services

Features

- Analytics and reporting needs assessment.
- BI tool and platform options guidance.
- Secure cloud analytics architecture definition.
- Data access, privacy and governance design.
- Dashboard, reporting and semantic layer patterns.
- Data quality, assurance and validation approach.
- Cost modelling and usage optimisation guidance.
- Analytics operating model and ownership definition.
- Integration with cloud data platforms and sources.
- Documentation, knowledge transfer and upskilling of your teams.

Benefits

- Faster access to trusted, decision-ready insights.
- Reduces risk of inconsistent or unreliable reporting.
- Improves confidence in data security and access controls.
- Clarifies ownership and accountability for analytics services.
- Accelerates delivery of dashboards and reporting outcomes.
- Improves cost visibility and control of analytics usage.
- Strengthens governance, auditability and compliance assurance.
- Reduces dependency on specialists through upskilling of your team.
- Enables scalable cloud analytics and self-service reporting.
- Supports sustainable Live analytics operations and maintenance.

AI Enablement Solutions

- AI Maturity Assessment
- AI Impact Measurement Strategy
- AI Discovery
- AI Build
- AI SDLC

CreateFuture

AI Enablement Solutions

AI Maturity Assessment

AI delivery and adoption risk increases when technology, governance, and operational practices aren't consistently controlled, reducing confidence in security, performance, and compliance. We assess AI maturity across technology, security, testing, deployment, and monitoring, providing recommendations to strengthen governance, streamline delivery practices, and improve the safe operation of AI-enabled services.

Digital Strategy and Transformation

CX Strategy and Product Innovation

Agile Software Delivery

Data and Analytics Services

Cloud and Infrastructure Services

Features

- Assessment of AI technology stacks and tooling.
- Review of data pipelines and AI data dependencies.
- Evaluation of AI security and access controls.
- Review of model testing, validation, and evaluation practices.
- Assessment of deployment and release management approaches.
- Review of monitoring, logging, and model performance controls.
- Assessment of governance and responsible AI practices.
- Identification of operational and delivery risks.
- Benchmarking against recognised public sector practices.
- Prioritised recommendations for maturity uplift.

Benefits

- Improves confidence in safety and reliability of AI systems.
- Identifies security, compliance, and operational risks early.
- Reduces likelihood of AI-related service failure.
- Clarifies gaps in AI delivery and assurance practices.
- Supports responsible and ethical AI adoption.
- Improves readiness for scaling AI-enabled services.
- Enables evidence-based decisions on AI investment.
- Reduces dependency on unmanaged or opaque AI solutions.
- Strengthens assurance for senior and audit stakeholders.
- Provides a clear baseline for future AI improvement.

AI Enablement Solutions

AI Impact Measurement Strategy

AI initiatives lose momentum when organisations can't clearly measure impact against outcomes, leading to confused prioritisation and reduced stakeholder confidence. We define AI impact measurement strategies aligned to organisational objectives, establishing clear metrics and feedback loops that demonstrate value, support evidence-based decisions, and strengthen confidence in AI investment.

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Features

- Definition of AI outcomes aligned to organisational objectives.
- Identification of value, risk, and productivity indicators.
- Mapping AI use cases to measurable service and delivery outcomes.
- Design of AI performance and impact metrics.
- Baseline assessment for pre and post AI comparison.
- Measurement frameworks for operational and decision impact.
- Governance models for ongoing AI impact tracking.
- Integration of measurement into delivery and operational cycles.
- Reporting and dashboard design for stakeholders.
- Recommendations to improve prioritisation and value realisation.

Benefits

- Improves confidence in AI investment decisions.
- Demonstrates clear value from AI initiatives.
- Supports evidence-based prioritisation of AI use cases.
- Reduces risk of unproven or low-value AI adoption.
- Improves stakeholder buy-in and accountability.
- Aligns AI delivery with organisational outcomes.
- Enables continuous improvement of AI-enabled services.
- Strengthens assurance for senior and audit stakeholders.
- Improves transparency of AI performance and impact.
- Supports value-for-money assessments for AI spend.

AI Enablement Solutions

AI Discovery

AI initiatives stall when use cases are poorly defined, user needs are unclear, and feasibility, risk, and value aren't evidenced early. We explore and define AI use cases by uncovering user and service needs, assessing feasibility and risk, and testing options through rapid experimentation, providing evidence-based recommendations to inform decisions.

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Features

- Identification of AI opportunities aligned to service and policy needs.
- User and service needs analysis to validate AI applicability.
- Feasibility assessment across data, technology, and delivery constraints.
- Rapid experimentation and proof-of-concept development.
- Assessment of AI risks including bias, security, and ethics.
- Data readiness and quality assessment for AI use cases.
- Evaluation of build, buy, and reuse options.
- Prioritisation of AI use cases based on value and risk.
- Definition of target AI architectures and integration approaches.
- Clear recommendations and next-step options for decision-makers.

Benefits

- Reduces risk of investing in inappropriate AI solutions.
- Improves confidence in AI-related investment decisions.
- Clarifies where AI will deliver genuine service value.
- Avoids wasted spend on unviable AI experiments.
- Surfaces risks early before delivery commitments.
- Accelerates progression to build-ready AI initiatives.
- Supports responsible and ethical AI adoption.
- Improves alignment between AI use cases and user needs.
- Enables evidence-based prioritisation of AI opportunities.
- Provides a clear foundation for AI build or assurance phases.

AI Enablement Solutions

AI Build

AI initiatives fail to deliver value when solutions can’t be deployed safely, integrated reliably, or operated at scale within Live services. We design and build secure, production-ready AI solutions, including generative AI using large language models, integrating them into existing platforms to ensure reliable performance, effective operation, and responsible use.

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Features

- Design and build production-ready AI solutions.
- Development of generative AI using large language models.
- Secure integration with existing platforms and services.
- AI model selection, configuration, and optimisation.
- Data pipeline integration for AI training and inference.
- Implementation of security, access, and usage controls.
- Performance, scalability, and reliability engineering.
- Monitoring and observability for AI-enabled services.
- Testing and validation of AI behaviour and outputs.
- Knowledge transfer and operational readiness support.

Benefits

- Enables safe deployment of AI into live services.
- Reduces risk of AI solutions failing in production.
- Improves reliability and performance of AI-enabled services.
- Supports responsible use of generative AI technologies.
- Accelerates delivery of AI capabilities that deliver value.
- Improves integration between AI and existing systems.
- Reduces operational risk through monitored AI behaviour.
- Supports scaling of AI solutions with confidence.
- Improves assurance for senior and audit stakeholders.
- Builds internal capability to operate AI solutions.

AI Enablement Solutions

AI SDLC

AI-driven productivity gains are difficult to realise when development practices, quality controls, and legacy codebases aren't prepared for agentic engineering. We assess software delivery practices and codebases to define how agentic engineering can be safely adopted, providing tooling, quality gates, and ways of working guidance that enable controlled, scalable delivery.

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Cloud and Infrastructure Services

Features

- Assessment of software delivery lifecycle readiness for AI.
- Review of legacy codebases for agentic engineering suitability.
- Evaluation of testing, quality gates, and assurance controls.
- Identification of agentic engineering opportunities and constraints.
- Guidance on AI-assisted development tooling and workflows.
- Definition of quality, security, and review guardrails for agents.
- Integration of agentic practices into existing SDLC processes.
- Alignment with team skills, technology stack, and delivery models.
- Recommendations for scaling AI-assisted development safely.
- Roadmap for adoption of agentic engineering practices.

Benefits

- Reduces risk when introducing AI into software delivery.
- Improves confidence in adopting agentic engineering practices.
- Prevents quality degradation in legacy and complex systems.
- Enables productivity gains without compromising assurance.
- Improves scalability of multidisciplinary delivery teams.
- Strengthens control over AI-assisted code changes.
- Supports faster delivery across broader project scopes.
- Improves consistency of development and review practices.
- Aligns AI-assisted delivery with existing governance.
- Provides a safe foundation for scaling AI-enabled delivery.

Cloud and Infrastructure Services

- Platform Modernisation
- Cloud Migration
- Cloud Platform Development
- Cloud Cost Optimisation
- Cloud Solution Architecture
- DevOps Enablement
- AI for Cloud Support and Insights
- Cloud Performance Benchmarking and Optimisation

Cloud and Infrastructure Services

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AI Enablement Solutions

Platform Modernisation

Legacy platforms increase cost, fragility, and security risk when they are no longer fit for cloud hosting or modern software delivery. We assess technical debt, modernisation options, and target architectures, producing clear roadmaps that improve resilience, security, sustainability, and cost control while supporting alignment with GDS Service Standards.

Features

- Assessment of legacy applications, infrastructure, and technology stack.
- Appraisal of modernisation options including re-host, re-platform, re-architect.
- Definition of target architecture(s) and strategic modernisation roadmap.
- Strategic support for cloud migration planning and execution phases.
- Structured planning to identify, prioritise, and reduce technical debt.
- Assessment of security risks and regulatory compliance requirements.
- Modelling of current cost baselines versus future target costs.
- Analysis of required operating model changes for cloud adoption.
- Definition of agile delivery approach and robust governance frameworks.
- Upskill internal teams to reduce supplier reliance and lock-in.

Benefits

- Stabilises fragile legacy services reducing risk of critical failure.
- De-risks cloud adoption through evidence-based migration planning.
- Aligns technology strategy directly with policy and user outcomes.
- Accelerates release cycles by removing legacy infrastructure blockers.
- Ensures security compliance is secured-by-design, not bolted-on late.
- Delivers predictable cloud costs through rigorous baseline modelling.
- Reduces long-term supplier dependency by building internal capability.
- Establishes clear governance to unblock delivery decision-making.
- Unlocks data value by modernising brittle legacy integrations.
- Ensures alignment with GDS Service Standards and sustainability goals.

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Cloud and Infrastructure Services

Cloud Migration

Legacy technology increases operational risk and cost when systems are difficult to maintain, scale, or secure, delaying progress toward cloud adoption. We plan and deliver secure, resilient cloud migrations aligned to the Cloud First policy, reducing operational risk, controlling costs, and preparing teams for sustainable Live service operation.

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AI Enablement Solutions

Features

- Cloud-first aligned legacy and workload migration planning.
- Application, data, and identity readiness assessment.
- Secure landing zone and identity integration support.
- Migration strategy selection (rehost, replatform, refactor).
- Cutover, rollback, and service continuity planning.
- Security, resilience, and compliance validation.
- Cost modelling, FinOps baselining, and forecasting.
- Migration governance, reporting, and assurance.
- Knowledge transfer and operational readiness.

Benefits

- Reduces risk when exiting legacy and red-rated systems.
- Improves confidence in Cloud First compliance decisions.
- Avoids service disruption during migration.
- Improves security and resilience of Live services.
- Delivers predictable migration costs and budgets.
- Accelerates time to Live cloud services.
- Improves audit and assurance confidence.
- Builds internal cloud capability.
- Reduces long-term operational costs.
- Enables sustainable, scalable cloud operations.

Cloud and Infrastructure Services

Cloud Platform Development

Cloud environments become hard to manage and risky when platforms lack standardisation, automated governance, and clear operational controls. We design and build secure cloud platforms using landing zones and Infrastructure-as-Code, establishing automated security guardrails, governance, and cost controls that enable scalable, compliant, and reliable operations internal teams can confidently maintain.

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AI Enablement Solutions

Features

- Design secure landing zones to fix inconsistent environment management.
- Standardise Infrastructure-as-Code patterns to eliminate duplication and inconsistency.
- Establish identity baselines to prevent unauthorised access risks.
- Implement logging baselines to ensure observability and incident response.
- Automate security guardrails to prevent non-compliant deployments.
- Automate provisioning to fix slow, risky release cycles.
- Create runbooks to reduce reliance on external supplier knowledge.
- Embed cost guardrails to prevent unpredictable cloud overspend.
- Enable CI/CD pipelines to mature DevOps and speed delivery.
- Structured handover to build sustainable internal platform capability.

Benefits

- Accelerates delivery by providing ready-to-use, secure platform foundations.
- Ensures security compliance is automated and effectively unavoidable.
- Reduces manual errors and toil through infrastructure automation.
- Simplifies compliance evidence gathering with automated audit trails.
- Improves service resilience and uptime through standardised architectures.
- Prevents budget shock with automated cost management controls.
- Onboards teams faster with standardised, documented delivery patterns.
- Reduces operational overheads through consistent environment management.
- Eliminates duplication by sharing proven government delivery patterns.
- Reduces supplier dependency by establishing sustainable internal operations.

Cloud and Infrastructure Services

Cloud Cost Optimisation

Cloud spend becomes unpredictable and difficult to control when cost drivers, usage patterns, and ownership are unclear, reducing value-for-money and budget confidence. We analyse cloud spend and implement FinOps and GreenOps practices to eliminate waste, improve forecasting accuracy, strengthen financial accountability, and reduce environmental impact while supporting sustainable cloud operations.

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Data and Analytics Services

AI Enablement Solutions

Features

- Analyse spend to expose waste and hidden cost drivers.
- Assess FinOps maturity to identify gaps in financial control.
- Prioritise optimisation actions to immediately reduce unnecessary cloud spend.
- Improve forecasting accuracy to prevent budget overruns and shocks.
- Implement tagging strategies to clarify ownership and cost allocation.
- Analyse commitment options to maximise long-term savings potential.
- Measure and reduce carbon impact via GreenOps efficiency actions.
- Deploy dashboards to restore stakeholder confidence in financial management.
- Implement guardrails to prevent accidental or unmanaged budget spikes.
- Upskill teams to reduce reliance on external commercial support.

Benefits

- Eliminates waste to maximise value from public sector budgets.
- Delivers total visibility of spend to restore financial trust.
- Clarifies ownership so teams become accountable for their spend.
- Ensures predictable forecasting to support confident investment decisions.
- Unlocks immediate savings to reinvest in frontline service delivery.
- Quantifies and reduces the carbon footprint of cloud services.
- Establishes governance to stop costs spiralling out of control.
- Provides evidence to support business cases and spending reviews.
- Demonstrates tangible value-for-money to key stakeholders.
- Builds sustainable internal FinOps capability reducing external supplier reliance.

Cloud and Infrastructure Services

Cloud Solution Architecture

Fragile services and costly rework arise when intent is not translated into secure, resilient technical designs, increasing delivery and assessment risk. We translate policy and service needs into cloud solution architectures, fixing brittle integrations and embedding cost controls to support evidence-based decisions and reduce delivery risk and assessment failure.

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AI Enablement Solutions

Features

- Translate policy intent into clear, deliverable technical requirements.
- Design target architectures to replace fragile, red-rated legacy systems.
- Align designs with GDS Service Standards to prevent assessment failures.
- Embed Secure by Design principles to prevent late-stage risks.
- Plan high-availability architectures to fix weak service resilience.
- Design cost-aware patterns to prevent unpredictable cloud spend.
- Define API strategies to fix brittle, undocumented integration points.
- Document architecture decision records to evidence delivery decisions.
- Governance support to restore stakeholder confidence in technical plans.
- Guide technical transition to mitigate migration and cutover risks.

Benefits

- De-risks investment decisions through evidence-based architectural definition.
- Eliminates single points of failure in fragile legacy systems.
- Ensures security compliance is baked in, not bolted on.
- Avoids budget shock by designing for cost efficiency upfront.
- Connects high-level technology strategy directly to user outcomes.
- Accelerates delivery by using proven, reusable government patterns.
- Unlocks data value by fixing brittle, siloed legacy integrations.
- Prevents costly rework by aligning early with GDS Service Standards.
- Aligns technical and non-technical stakeholders on delivery goals.
- Ensures end-to-end service quality and operational maintainability.

Cloud and Infrastructure Services

DevOps Enablement

Release cycles become slow and risky when DevOps practices are immature and security is introduced too late, increasing operational risk and supplier dependence. We embed DevOps enablement through automation, CI/CD, DORA metrics, and hands-on coaching to upskill teams, strengthen security by design, and enable faster, safer service delivery.

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AI Enablement Solutions

Features

- Assess DevOps maturity to expose capability gaps and delivery blockers.
- Design operating models to fix siloed, fragmented delivery teams.
- Automate CI/CD pipelines to fix slow, risky deployment cycles.
- Adopt Infrastructure-as-Code to eliminate inconsistent, fragile environment configurations.
- Embed DevSecOps to prevent late-stage security compliance failures.
- Implement observability to detect issues before users are impacted.
- Improve incident management to speed up recovery and restoration.
- Baseline DORA metrics to evidence delivery velocity and stability.
- Embed coaching to reduce long-term reliance on external suppliers.
- Create playbooks to prevent knowledge loss and ensure sustainability.

Benefits

- Accelerates release cycles, reducing time to reach production.
- Improves service resilience, reducing downtime and user frustration.
- Reduces change failure rates through automated testing and validation.
- Accelerates incident recovery times (MTTR) when service outages occur.
- Ensures security is designed-in, avoiding late compliance blockers.
- Reduces manual toil, freeing staff for high-value work.
- Provides delivery visibility to restore stakeholder confidence in plans.
- Upskills engineers to own and run services independently.
- Reduces contractor spend by building sustainable internal capability.
- Aligns technical delivery directly with user and policy outcomes.

Cloud and Infrastructure Services

AI for Cloud Support and Insights

Cloud operations become inefficient and risky when data-driven insight, automation, and governance are insufficient to support effective decision-making and optimisation. We assess opportunities to apply AI across cloud operations, defining architectures and governance that enable responsible AI-driven insight, automation, and optimisation while supporting secure, compliant transition to AI-enabled cloud services.

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AI Enablement Solutions

Features

- AI opportunity assessment for cloud services.
- Responsible AI and governance guidance.
- AI-enabled analytics and insight patterns.
- Automation use case identification.
- Data readiness and quality assessment.
- Security, ethics and compliance considerations.
- Cloud AI service options guidance.
- Operating model and ownership definition.
- Performance and value measurement approach.
- Capability uplift and knowledge transfer.

Benefits

- Improves reliability and resilience of cloud services.
- Reduces operational effort and manual cloud management.
- Improves visibility of service performance and emerging risks.
- Supports responsible and compliant use of AI in operations.
- Reduces cloud operating costs through intelligent optimisation.
- Improves decision making using data-driven operational insights.
- De-risks adoption of AI in live cloud environments.
- Accelerates response to incidents and service degradation.
- Increases confidence in AI-enabled cloud services.
- Builds sustainable internal capability for AI-assisted operations.

Cloud and Infrastructure Services

Cloud Performance Benchmarking and Optimisation

Cloud services underperform and costs increase when performance, resilience, and efficiency aren’t measured consistently or optimised against clear benchmarks. We assess cloud performance, define target benchmarks and optimisation actions, providing governance and operating guidance that improves efficiency, resilience, and cost control while supporting ongoing operation and transition of cloud services.

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AI Enablement Solutions

Features

- Baseline assessment of cloud performance, resilience, and cost.
- Definition of target performance and availability benchmarks.
- Cost and usage analysis aligned to FinOps principles.
- Identification of performance, reliability, and scaling constraints.
- Optimisation actions for compute, storage, and network services.
- Resilience and disaster recovery benchmarking against service needs.
- Governance and operating model recommendations for optimisation.
- Performance monitoring and KPI framework design.
- Support for transition to optimised Live cloud operation.
- Knowledge transfer and optimisation capability uplift.

Benefits

- Improves reliability and performance of cloud services.
- Reduces cloud operating costs and waste.
- Improves confidence in service resilience and availability.
- Enables value for money through evidence-based optimisation.
- Reduces risk of service degradation and outages.
- Improves visibility of performance and cost drivers.
- Supports sustainable and scalable Live cloud services.
- Enables informed investment and capacity planning decisions.
- Strengthens governance of cloud performance and cost.
- Builds internal capability to manage cloud services effectively.

Working with CreateFuture

Outcomes before outputs

We focus delivery on the outcomes that matter for users and organisations, using evidence and feedback to guide priorities.

Cloud-first, constraint-aware

We design for the cloud from day one, while working pragmatically with legacy platforms, policy constraints and existing operating models.

Security and assurance built in

Aligned to industry best practices, we embed security, privacy, and compliance into all aspects of delivery.

Incremental and evidence-led

We deliver in small, testable increments, learning early and often, and using data to continuously improve services over time.

Capability grown through delivery

We strengthen capability as the work progresses, through close collaboration, shared ownership and practical knowledge transfer, leaving teams better placed to run and evolve services themselves.

Sustainable teams and services

We design services that are maintainable, operable and resilient, supporting long-term ownership over short-term delivery.

CreateFuture

Create Tomorrow, Together, Today

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