



G-Cloud 15: Service Definition

Set Up and Migration

January 2026

About Pixel Group

Pixel Group is a specialist supplier of cloud projects and services across all sectors, with particular expertise within Government. Pixel has extensive experience supporting government departments through mission-critical cloud transformation programmes and services including legacy, inherited and heritage platform application replacements, remediations and modernisation and all related technology/digital supplier migration and transition initiatives.

We have successfully supported our customers in developing and delivering Cloud Adoption strategies aligned to their objectives across Hybrid Hosting and multi-cloud environments, leveraging a combination of the following:

- Multi Cloud Hyperscale Hosting models based on general-purpose, specialist or commodity cloud platforms
- Infrastructure as a Service (IaaS), Platform as a Service (PaaS) and/or Software as a Service (SaaS) as appropriate
- With on-premise and private Cloud where compliance, financial or operational needs require it

We are highly experienced in helping our customers select the most appropriate path for Cloud adoption based on an optimised approach, i.e. Rehost (Lift and Shift), Replatform, Refactor / Rearchitect, Repurchase, Retire or Retain.

Our track record has helped our customers achieve significant benefits ranging from:

- Increased flexibility, improved innovation, greater operational agility, reduced time-to-market
- Improved security posture and compliance
- Increased service availability, performance and enhanced system resilience
- Price-performance with lower and more flexible costs (i.e. capital expenditure cost – CDEL avoidance and operational – OPEX cost reduction in excess of £100m)
- Technical debt reduction
- Increase Workforce productivity
- Carbon and sustainability benefits

We provide highly experienced and capable practitioners to lead Cloud adoption planning, business analysis, service mobilisation, programme management, change management, technical set-up, delivery and migration activities, as well as commercial and procurement activities such as tender planning and execution, supplier negotiation and selection, and supplier relationship management structuring and delivery.

Our team has a proven track record of operating inclusively as part of multi-disciplinary teams to support complex Cloud transformation programmes and transactions, including service set-up, transition and migration. We balance commercial and risk objectives to ensure the solution implemented is enduring and value-adding throughout the solution lifecycle.

We are passionate about continuously evolving the Cloud adoption capability (technical, delivery, management and commercial) of the customer teams we support through knowledge transfer and coaching. We believe this is key to ensuring enduring, constructive and continuously improving supplier relationships.

Pixel Group has three areas of focus:

1. Mission-Critical Platform Replacement

We work alongside legacy platform replacement Programme and delivery teams to ensure platform setup, transition and migration activities and associated supply chain and procurement complexities are managed efficiently and effectively

2. Execution of Key Sourcing Programmes

We lead complex sourcing and procurement initiatives for you, working with your key stakeholders and suppliers to mobilise, transition and onboard services, achieving the outcome you need in the timescales you've committed

3. Capability Enablement

We provide on-demand change, programme and procurement professionals to fill interim gaps in your team, support service set up and transition, build your capability or support you when you need additional specialist expertise for a key initiative or strategic priority

Why Pixel is Different

Pixel differentiates itself through its ability to operate seamlessly at the intersection of technology, delivery, commercial and procurement disciplines and transformation management within complex public sector environments.

We do not provide generic Cloud advisory or delivery services; instead, we embed experienced practitioners who have led mission-critical cloud transformation programmes and services including legacy, inherited and heritage platform application replacements, remediations and modernisation and all related technology/digital supplier migration and transition initiatives.

Our teams combine deep hands-on experience of Multi Cloud Hyperscale Hosting models based on general-purpose, specialist or commodity cloud platforms, with strong commercial, financial and supplier-management expertise, enabling us to balance delivery pace, risk, compliance and value for money. This integrated approach allows us to help customers make informed, optimised Cloud adoption decisions, deliver sustainable outcomes, reduce technical and commercial risk, and build enduring in-house capability rather than long-term dependency on suppliers.

Our Overall Services

Pixel Group supports customer organisations with Cloud adoption through migration planning, set-up and migration delivery, and ongoing cloud support. Our service spectrum covers:

- Ongoing Support
- Cloud Migration Planning
- Set Up and Migration
- Cloud Financial Management Services
- Quality Assurance and Performance Testing
- Security Services
- Project, Programme and Portfolio Management
- Change Management
- Business Analysis
- Technical architecture, design, build and testing
- Independent verification testing (including business verification)
- Procurement and Commercial Services
- Contract Management Services
- Service Integration and Management

Setup & Migration Service

Service Description

- Provides transformation programme delivery, portfolio project management to plan and Cloud service set up, transition and mission-critical platform replacements, automation and Cloud migrations. With Hybrid, Hyperscale Public Cloud and On-Premise Data Centre knowhow, including mobilisation planning, stakeholder engagement, technical, commercial and procurement delivery, management of risks, costs, issues and benefits.

Features

- Platform strategy, AI, setup planning, delivery enablement and migration delivery
- Technical & commercial platform treatment (legacy/inherited/heritage/black-box/specialist/AI)
- Delivery-Model-Assessment, Commercial analysis, Government Governance, 5-Case-Model-Business Cases
- Programme governance. Stakeholder Engagement, PMO, Budget-Management, RAID-Management, AI-Governance
- Cloud migration and support procurement specifications and detailed requirements development
- Procurement strategies, contract development, negotiation and execution with challenging suppliers
- Should-Cost Modelling, Future/Current cost-benefit analysis and Total Cost of Ownership
- Change management supporting transformation programmes and services (HR, Finance, WPM)
- Categories: Applications, Hosting, Networks, Desktop, Service Management, Complex Transactions, ERP
- Strategic supplier exit, service transition, solution migration and change management

Benefits

- On-demand cloud-technology, management, commercial and procurement professionals to embed capability
- Disaggregation of monolithic/inherited cloud structures into market-aligned services
- Supplier market expertise, outsourcing/insourcing routes, category and commercial strategies >£100m
- Knowhow, Platform Analysis, Asset-Management Blueprints, Engineering Maturity Models (DORA), AI
- Development of flexible, agile and adaptable cloud contracts and services
- Collaborative leadership, stakeholder relationship and direction for delivery at pace
- Greater agility, transparency and value for money optimisation (VFM)
- Rebalance cloud user/supplier risks and reduce vendor lock-in
- Range of methodologies including PRINCE2, Sprint, Scrum, Lean and Agile
- Reduces operational costs, delivering significant savings to drive embed outcomes

Service categories

- ✓ Data auditing and organising
- ✓ Data and information structure design
- ✓ Engagement and communication planning
- ✓ Project management and governance
- ✓ Service optimisation and right sizing
- ✓ Mobilisation coordination
- ✓ Strategy, architecture and operating model design
- ✓ Commercial, financial and procurement delivery (including FinOps)
- ✓ Transition, assurance and service readiness delivery
- ✓ Risk, dependency and benefits management

Delivering The Service

Our service delivery can be flexibly aligned to individual client requirements, including:

- Time and Material – Day Rate per resource against the SFIA matrix
- Fixed Price Work Package – based on outcome-based deliverables
- Hybrid approach based on individual requirements

The day rates for our services are based upon the SFIA framework and can be found in Pixel Group's G-cloud 15 Pricing Document.

Standards for Consultancy Day Rate cards

Normal Working Week	Monday to Friday excluding national holidays
Consultant's Working Day	8 hours exclusive of travel and lunch
Normal Office Hours	Monday to Friday from 09:00 – 17:00
Outside of Normal Working Week	Consultants can be provided to cover non-Working Week support based on the Standard Rate Card x 1.5
Outside of Normal Office Hours	Consultants can be provided to cover out of Out of Hours support based on the Standard Rate Card
Travel and Subsistence	Included in day rate within M25 and 30-mile radius from Manchester, Leeds and Birmingham. Payable at Buyer's standard T&S rates outside these locations.
Professional Indemnity Insurance	Included within day rate.

Service Levels and Support Model

A. During Normal Working hours / Working days

- Non-urgent response: Within 1 business day
- High-priority / time-critical queries: Within the business day and typically within 1 working hour

Both of above will aligns with delivery governance, decision cycles, and senior stakeholder availability.

B. Outside of Normal Working hours and Normal Working Days

- Non-urgent response: Next business day
- Urgent / critical issues: By prior agreement only (e.g. for delivery milestone, go-live, or cutover activity)

Out-of-hours support can be provided for agreed milestones, critical events, or live service transitions, subject to prior agreement.

C. Support Levels Provided

- Normal working service hours (Monday to Friday 9am-5pm, excluding public holidays), support is aligned to the service delivery: with non-urgent ad-hoc Buyer queries responded to within 1 business day, and high-priority / time-critical queries are responded to within 1 working hour
- Outside of working hour weekends, or non-working days, queries are responded to on the next business day and out-of-hours support can be provided by prior agreement for critical activities such as key milestones, go-live events, or transition periods.

D. Cost of Support Levels

- Standard support during working hours is included within the agreed project or service delivery fees.
- Enhanced or out-of-hours support is provided on a planned or exception basis and subject to prior agreement.
- Any additional costs are agreed in advance and documented through the relevant statement of work or change control.

E. Support Roles Provided

- A Technical Account Manager is provided as part of the project or service delivery for coordination, stakeholder management and commercial oversight, these cost of this role is included in the project or service costs as agreed between the parties based on the rate card as set out in Pixel G15 Pricing Document.
- A Cloud Support Engineer is provided where hands-on technical support is required to support specific phases of delivery. The provision of this role is determined by the customer need and service scope, and is confirmed as part of the agreed engagement in accordance with the Pixel G-Cloud 15 rate card.

Pixel Delivery Enablement and Embedding Capability Approach

Planning

Pixel works with programme teams to ensure complex cloud setup, mobilisation, delivery and migration supply chain, commercial and procurement initiatives are managed efficiently and effectively within the confines of controlled project structure. We provide cloud technology and digital industry expertise combined with strong leadership and direction. We work with your key stakeholders and suppliers to achieve the outcome you need, in the timescales you've committed.

Our Delivery Enablement Management Leads and commercial leads act as the central coordinating function, linking your procurement and commercial teams with other critical internal stakeholders through service set up and transition, including technology/digital, commercial, finance, legal and human resources. We see this coordination as fundamental to ensuring controlled, simplified delivery and minimising disruption to business operations.

We provide on-demand programme, project or portfolio professionals to fill interim gaps in your team, support service mobilisation and transition, build your capability or provide additional specialist expertise for a particular programme. We oversee requirements documentation and benefits, project definition, stakeholder engagement and alignment, project team management, project risk articulation and management, planning and scheduling, managing costs and budgets, benefit articulation and project closure.

In addition, Pixel can support assessing and developing project proposals, preparing project documentation and reviewing project, programme, portfolio analysis and recommendations.

Mobilisation

Pixel manages projects or initiatives that concern cloud solutions. We work with clients to construct a comprehensive delivery path, leveraging our end-to-end programme expertise and covering everything from scoping, planning, onboarding, governance, risk management, benefits articulation and capture, and exit.

Our Delivery Enablement Management and commercial leads bring deep Industry and technology experience across all disciplines (including Private, Public and Hyperscale cloud, application services, on premise hosting and related data centre decommissioning delivery management, desktop, software, network, telephony and security) to ensure a robust setup and migration approach. Our approach is to be inclusive of all key stakeholders and plainly communicate between Procurement, Human Resources, Technology/Digital, Commercial, Finance and Legal.

We can achieve initial and ongoing 'buy-in' by early involvement at strategy phase with buyer technology/digital and commercial teams to support service set up and migration. Our consultants are highly experienced in transformational delivery at pace and provide the experience to influence migration programme delivery and challenge to assure the programme outcomes and to deliver under challenging time frames.

We have deep experience in programme Health check and Step-in activity, where we assess Progress and Step in to correct the project trajectory and implement routes to green initiatives as appropriate. We provide full post phase and programme closure reviews and reporting with lessons learned implementation throughout.

Training

We offer comprehensive programme management training to support service set up, transition and migration, covering all aspects of private and hyperscale cloud-based programme management within complex transformation programmes.

We provide industry practitioners with key technology/ digital, commercial, sourcing, experience to support customer teams during service set up and migration in major private and hyperscale cloud transformations, covering the following:

- Platform as a Service (PaaS)
- Infrastructure as a Service (IaaS)
- Software as a Service (SaaS)
- Function as a Service (FaaS)

We specialise in creating multifunctional programme teams, moving away from transactional delivery models and creating transformational programme delivery teams.

We create short term capacity during demand peaks in programme activity, where our skilled practitioners, with the relevant leadership and training experience, fill in programme management gaps.

Rapid Validation and Fail-Fast Approach

Pixel adopts a pragmatic, fail-fast approach when delivering our transformation services, enabling customers to validate assumptions quickly, reduce delivery and commercial risk, and accelerate decision-making through structured early-stage validation activities. We apply a suite of progressive validation techniques Proof of Value (PoV), Proof of Technology (PoT), Proof of Concept (PoC) and Path Finder, to support informed investment decisions and controlled scaling:

- **Proof of Value (PoV)** - Pixel uses PoV activities to test and evidence the expected business, operational, financial and service outcomes of a proposed Cloud solution. We work with stakeholders to define success measures, value hypotheses and benefits, and assess whether the proposed approach delivers tangible value aligned to customer objectives. This includes benefits articulation, cost modelling, risk assessment and alignment to wider programme and portfolio priorities, enabling early go/no-go decisions.
- **Proof of Technology (PoT)** - Through PoT engagements, Pixel validates that selected technologies, platforms or services are technically viable within the customer's existing or target architecture. We assess compatibility, performance, security, integration and operational considerations across private, public and hyperscale cloud environments. This ensures technology choices are robust, compliant and capable of supporting future scale before committing to wider implementation.
- **Proof of Concept (PoC)** - Pixel delivers PoCs to demonstrate that a proposed Cloud solution can be practically implemented and operated in a real-world context. We design and execute controlled PoCs that test functional, non-functional and operational requirements, including resilience, security, data handling and service management considerations. PoCs are used to de-risk delivery, refine scope and confirm readiness for migration or wider rollout.
- **Path Finder**- Path Finder activities are used to shape and confirm the optimal route from current state to target Cloud architecture. Pixel works with customers to assess multiple delivery and migration options, sequence activities, identify dependencies and define an achievable roadmap. This approach supports informed decision-making, prioritisation and phased adoption, ensuring that subsequent mobilisation and migration activities are efficient, controlled and aligned to strategic objectives.

Supplementary Services

Pixel also offers the following supplementary services as an integrated part of delivering this service.

SUPPLEMENTARY CLOUD PROCUREMENT AND COMMERCIAL SERVICE

SUPPLEMENTARY - Commercial and Procurement Strategy Enablement

Pixel works alongside Programme teams to embed cloud commercial and procurement technology and digital industry expertise to ensure supply chain, commercial and procurement complexities are managed efficiently and effectively.

We lead complex sourcing, commercial and procurement initiatives for you, working with your key stakeholders and suppliers to achieve the outcome you need at pace and in the timescales you've committed.

Our commercial leads provide the 'glue' linking your procurement and commercial teams with other critical internal stakeholders including technology/digital, commercial, finance, legal and human resources. We see this as fundamental to ensuring controlled, simplified delivery.

We provide on-demand commercial procurement professionals to fill interim gaps in your team, build your capability or provide additional specialist expertise for a particular programme.

We support buyers with the most appropriate routes to market and to structure flexible, agile and adaptable contracts and services, establish simplified target operating models, get full pricing and cost transparency from their supply base, clearly express and articulate liabilities so risks are understood and build internal capability. This all contributes towards significant savings and efficiencies.

We facilitate knowledge transfer to build and leave behind improved internal Buyer capability.

SUPPLEMENTARY - Commercial Mobilisation and Supplier Assurance

Pixel structures arrangements with third parties/partners to ensure risk managed migrations with clear time and cost commitments (via fixed price outcome-based contracts). We work with customers to construct comprehensive delivery paths, leveraging our end-to-end procurement expertise and covering everything from legacy supplier sourcing models, financial & legal constructs, supply base navigation, route to market optimisation, exit arrangements including disputes and service issues.

Our commercial leads bring deep industry/technology experience across all disciplines (including private and hyperscale cloud, application services, environment, On Premise Hosting (OPH), desktop, software, network, telephony and security) ensuring a robust migration approach.

Our approach is inclusive of all key stakeholders plainly communicating between Human Resources, Technology/Digital, Commercial, Finance and Legal.

We can achieve ongoing 'buy-in' by early involvement at strategy phase with our buyer technology/digital and commercial teams.

Our consultants are highly experienced in transformational delivery at pace and provide the experience to influence migration programme delivery, assure commercial outcomes and deliver under challenging time frames.

We have deep experience in programme health checks assessing progress and 'step-in' to correct project trajectory and implement routes to green initiatives as appropriate

We provide full post phase and programme closure reviews and reporting with lessons learned implementation throughout.

SUPPLEMENTARY LIFE CYCLE MODELLING

SUPPLEMENTARY - Application Portfolio Management & Enterprise Architecture (Life Cycle Modelling):

- **Application Portfolio Management & Enterprise Architecture (Life Cycle Modelling):** As organisations migrate from on premise to cloud solutions, many struggle with visibility into the risks associated with legacy systems. Despite their reliability, a lack of automated insights into these systems' components creates uncertainty. Pixel helps mitigate these risks by working closely with client Enterprise Architecture and Digital teams to map and model application landscapes. Leveraging Enterprise Architecture tools like SAP LeanIX, we provide structured insights into business alignment, technical dependencies, lifecycle status, and cloud readiness. This enables data-driven decision-making, proactive risk management, and seamless digital transformation by providing the Service below:
 - **Application Portfolio Management & Lifecycle Modelling**
 - Holistic Application Mapping: Comprehensive documentation of applications, including business alignment, technical dependencies, and criticality.
 - Technology Lifecycle Assessment: Identifying support status, end-of-life risks, and compliance requirements.
 - Strategic System Classification: Evaluating applications based on business impact, user base, and data classification, aligned to Global Security Classification (GSC) framework.
 - Technical Debt Remediation: Addressing outdated technology stacks to ensure cloud readiness and optimised performance.
 - **Risk Mitigation & Cloud Migration Enablement**
 - Cloud Readiness Assessment: Evaluating legacy applications for cloud suitability and identifying required remediation.
 - Technical Complexity Analysis: Uncovering hidden dependencies to prevent migration failures.
 - Risk-Based Prioritisation: Determining which applications require immediate attention and which can be phased out or modernised.
 - **Enterprise Architecture Tooling & Data-Driven Decision Making**
 - Utilising SAP LeanIX & Other Tools: Capturing and structuring application data in an enterprise-wide repository.
 - Advanced Reporting & Insights: Automated dashboards and management reports for better visibility into technology risks and transformation roadmaps.
 - Strategic Portfolio Optimisation: Aligning application investments with business objectives and transformation goals.
 - **Key Outcome of our Application Portfolio Management & Enterprise Architecture service offering are:**
 - Reduced Migration Risk: Early identification of technical complexities prevents unforeseen migration challenges.
 - Improved Application Governance: Structured insights ensure better compliance and lifecycle management.
 - Optimised Cloud Adoption Strategy: Understanding technical debt and dependencies enables smarter migration decisions.
 - Enhanced Decision-Making: Data-driven reporting supports informed technology investments.

- **Pixel Application Portfolio Management & Enterprise Architecture Blueprint**

- Pixel delivers this service through a structured Application Portfolio Management and Enterprise Architecture blueprint designed to operate as an ongoing Cloud Support capability rather than a one-off modelling exercise. The blueprint combines people, process and tooling to establish a trusted, repeatable view of application and technology lifecycles across the estate.
- Our approach uses Enterprise Architecture tooling (including SAP LeanIX) as a system of record, supported by clearly defined data standards, governance touchpoints and engagement models to ensure information remains current, accurate and decision-ready. The blueprint enables consistent lifecycle modelling, dependency mapping and risk visibility across portfolios, while remaining tool-agnostic in principle.
- The blueprint is modular and maturity-led, allowing organisations to start with high-value use cases such as lifecycle risk, obsolescence and cloud readiness, before scaling to broader enterprise insights. This ensures Application Portfolio Management and Enterprise Architecture are embedded as a sustainable BAU capability, supporting forward planning, assurance, investment decisions and cloud migration prioritisation.