



G-Cloud 15: Service Definition

Ongoing Support

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

Ongoing Support

Service Description

- Provides services for legacy/modern application architecture cloud run-services (with x86 or proprietary architecture), leveraging products for technology lifecycle-management and data-driven decision-making. We help organisations manage technical-risk, optimise system-remediation, enhance the technology landscape while ensuring compliance. We support seamless cloud operate, with cloud backup services, contract-management and effective digital transformation.

Features

- Coordination of Digital/Security/Legal/Compliance/AI Ethics to define Information data requirements
- Assessment of heritage on-premise-hosting and cloud platforms information security/compliance risks
- DevOps Research and Assessment (DORA) metric benchmarking, Capability Maturity Frameworks
- On-premise-hosting to cloud deployment including systems like Linux/ Ansible/ Gitlab/ Docker/ Kubernetes
- Information quality and assurance impact assessment for cloud disaggregation initiatives
- Development of information specifications and requirements to support Cloud procurement
- Data import-configuration, reporting for decision-making in legacy-on-premise migration to cloud
- Perform risk assessment, optimised system-remediation and AI for architectural-framework integration
- AI-enhanced IT component mapping, business alignment and understanding risk factors
- AI-enabled engineering operations using LeanIX lifecycle and risk management

Benefits

- On-demand AI-enabled engineering, operations, security and compliance cloud professionals
- In-depth cloud knowhow with specialist technology, procurement and supply-chain expertise
- Alignment of digital and commercial strategies for information governance
- Development and procurement of compliant, risk-protected cloud contracts and services
- Strong leadership and direction for cloud-usage and sourcing-linked information risks
- Ensures cloud supply-chain, commercial and procurement complexities are effectively managed
- AI-assisted technical risk assessment, technical debt reduction and system remediation
- Enables organisations to manage technology-landscapes, FinOps and cloud cost management
- Enhances risk visibility through IT-component, lifecycle mapping and AI Governance
- AI-assisted technical risk assessment, debt reduction, system optimisation and remediation

Service categories

- ✓ Product support capabilities
- ✓ Logging and management of incidents
- ✓ Reporting and proactive results analysis
- ✓ Dispatch of service technicians and/or parts
- ✓ End user training coordination
- ✓ Technology lifecycle and asset management
- ✓ Cloud migration and platform transition support
- ✓ Compliance, risk and assurance management
- ✓ Commercial, procurement and contract management support
- ✓ Responsible AI deployment, governance and operating model design

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

Ongoing Support

Pixel's Cloud ongoing support core services are as below:

- **Application Portfolio Management & Enterprise Architecture:** 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.
- **Digital Enablement & Engineering Optimisation:**
 - **This service supports the continuous optimisation of live cloud services** - by improving engineering practices, automation, performance measurement and operational governance. Pixel focuses on incremental, low-risk improvements that enhance service stability, delivery efficiency and engineering maturity, ensuring cloud services remain secure, resilient and cost-effective during day-to-day operation.
 - **We provide DevOps Digital Enablement & Engineering Optimisation transformation services** - to help organisations enhance software delivery performance and operational efficiency. By implementing the Digital Enablement and Engineering Programmes, we standardise processes, reduce duplication, and optimise technology adoption. Our services include DevOps Research and Assessment (DORA) metric benchmarking, capability maturity assessments, and scalable engineering improvements to drive faster deployments, lower failure rates, and reduced recovery times. We establish a structured Engineering Capability Maturity Framework, ensuring continuous improvement through data-driven insights and cross-organisational governance. Our approach accelerates legacy-to-cloud migration, DevOps maturity, and digital transformation, embedding an efficient, high-performing engineering culture into organisations.
 - **Pixel delivers this service through a proven Engineering Optimisation blueprint** - designed to support ongoing Cloud Support and BAU optimisation, structured around six integrated workstreams:
 1. **Management** - Provides light-touch governance, prioritisation and coordination to support continuous engineering improvement within live services, ensuring changes are controlled, visible and aligned to operational priorities.
 2. **Common Engineering Standards** - Establishes and maintains consistent engineering standards, patterns and ways of working across teams to improve maintainability, resilience and supportability of cloud-hosted services.
 3. **Automated DevOps Platform** - Supports the use and optimisation of automated DevOps tooling to enable repeatable, reliable deployment, testing and operational processes within BAU environments.
 4. **Improved Team Performance** - Focuses on improving flow, collaboration and operational effectiveness of engineering teams supporting live services, embedding practices that reduce friction, failure rates and recovery times.
 5. **Measure and Insights** - Uses objective performance measures and operational data to monitor service health, engineering maturity and delivery effectiveness, enabling informed, evidence-based optimisation decisions.
 6. **Enterprise Value Creation** - Ensures engineering and operational improvements remain aligned to service outcomes, cost efficiency and value for money, supporting sustainable optimisation rather than short-term change.

The blueprint provides a practical operating model for live cloud services, aligning governance, engineering practices, tooling and measurement to support stable, secure and efficient day-to-day operation.

Each workstream is modular and scalable, allowing organisations to apply targeted improvements within BAU while maintaining end-to-end alignment across support, operations and continuous improvement activities.

This approach enables incremental, low-risk optimisation that enhances service reliability, delivery performance and engineering maturity without disrupting live services

- **Hybrid Cloud Engineering Operations Service** - Pixel provides on-demand engineering, operations, security and compliance professionals to support the day-to-day operation of hybrid cloud environments. Our teams work directly within live services, combining Linux, automation and cloud platform expertise to maintain stability, address operational risk and support controlled, low-impact change across public and private cloud platforms including AWS, Microsoft Azure and Oracle Cloud Infrastructure:
 - We focus on practical engineering outcomes, including automation-led operations, incident and problem management, system health monitoring, patching, and migration support across x86 and proprietary platforms such as IBM Power/AIX hosted on Skytap, and enterprise database platforms including Oracle RAC and Exadata. Our engineers operate within established governance, security and change frameworks, ensuring operational activity aligns with compliance, audit and commercial obligations.
 - The service integrates technical operations with lifecycle management, supplier interaction and assurance activities, enabling organisations to run, improve and evolve hybrid cloud services without disrupting live operations or increasing dependency on third parties.
 - This service is typically used to provide resilient BAU cloud operations, bridge specialist engineering capability gaps, and support migration or modernisation activities alongside live service delivery.
- **Responsible AI Operations & Governance Service** - Pixel supports organisations to define, deploy and operate AI responsibly through integrated strategy definition, governance, operating model design and commercial alignment. We help clients move from fragmented or experimental AI activity to a controlled, supportable approach that aligns AI use with organisational objectives, risk appetite and value-for-money considerations:
 - Our service addresses the common challenges of AI adoption by helping organisations define appropriate use cases, establish clear ownership and decision rights, and design operating models that integrate AI into existing technology, security, data and service management functions. This ensures AI is introduced as part of BAU service delivery rather than as a standalone or unmanaged capability.
 - We support the development of proportionate governance and assurance frameworks aligned to emerging public-sector guidance and standards, including principles promoted by Government Digital Service, ISO/IEC 42001 (AI Management Systems), and wider risk, security and data governance frameworks. This includes addressing ethical considerations such as transparency, bias management, human oversight and accountability, alongside commercial and supplier considerations for AI-enabled services.
 - The service enables organisations to adopt AI in a way that is ethical, auditable, commercially sound and operationally sustainable, supporting responsible scaling of AI capabilities while maintaining trust, compliance and control.

- **Commercial & Contract Management:** Pixel provides commercial and contract management support underpinned by deep industry and technology experience across private and hyperscale cloud, application services, on-premise hosting, desktop, software, network, telephony and security. Our commercial leads work with customers to ensure robust information management, maintenance and migration approaches aligned to organisational policies and operating models:
 - Our approach is inclusive and clearly communicated across Human Resources, Technology/Digital, Commercial, Finance and Legal teams. We support customers to construct and govern comprehensive delivery paths across the supply chain, leveraging end-to-end procurement expertise covering legacy contracts, financial and legal implications, supplier navigation, commercial risk management and exit arrangements.
 - We provide on-demand commercial and contract management professionals to fill interim gaps, build internal capability or provide additional expertise during periods of increased demand. We support buyers to structure, renegotiate and manage flexible, adaptable contracts and services, establish simplified operating models, achieve pricing and cost transparency, and clearly articulate liabilities and risk allocation, contributing to improved value for money and efficiency.
 - Pixel specialises in forming multi-functional commercial, contract management and procurement teams, moving away from transactional models toward outcome-focused delivery. Our consultants support capability uplift through hands-on delivery, shadowing and targeted training, enabling internal teams to confidently challenge supplier positions, assess 'make vs buy' technology and digital options, and sustain effective commercial and contract management through ongoing knowledge transfer.
- **Cloud Support & Third-Party Risk Management:** Pixel supports ongoing cloud services by managing third-party and supplier information risks including data protection and information governance obligations through structured assurance, contract controls and operational oversight, ensuring secure, compliant and resilient cloud services throughout the service lifecycle.