



G-Cloud 15: Service Definition

Cloud Financial Management Services

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 practitioners to lead Cloud Financial Management, including cost governance design, financial analysis, forecasting and optimisation, supported by programme governance, stakeholder management and change enablement. We also deliver commercial and procurement support covering pricing analysis, supplier negotiation, contract structuring, and ongoing supplier and financial performance management.

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.

For Cloud Financial Management specifically, Pixel brings a distinctive combination of FinOps and GreenOps capability, underpinned by strong public-sector commercial governance. We help organisations move beyond retrospective cost reporting to proactive financial control, enabling predictable cloud spend, transparent cost allocation and accountable decision-making across hybrid, hyperscale and on-premise environments. Our practitioners embed alongside finance, technology and commercial teams to establish sustainable cost governance models, support CDEL and RDEL management, and ensure cloud investment delivers ongoing value for money while meeting environmental and sustainability commitments.

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

Cloud Financial Management Services

Service Description

- Pixel provides specialist Cloud Financial Management services to help organisations optimise cloud cost, performance and sustainability. Combining FinOps/GreenOps expertise with strong commercial and governance, we support transparent cost visibility, forecasting, financial control and carbon reduction across hybrid, hyperscale and on-premise cloud environments, enabling effective predictable spend tracking (CDEL and RDEL).

Features

- Assessment of legacy/inherited/heritage cloud platforms and black-box technologies
- Definition and application of FinOps financial-governance frameworks and KPIs
- Cost modelling, benchmarking and scenario analysis for cloud decisions
- Supplier engagement to optimise pricing, licensing and commercial transparency
- Design and support of chargeback/showback accountability models, with workload tagging
- Financial modelling for current-mode and future-mode cloud operating costs
- Assessment of energy usage, carbon emissions and environmental footprint
- Commercial analysis supporting Government governance, business cases & Total-Cost-of-Ownership (TCO)
- Spend categorisation across applications/hosting/networks/desktop/service-management/software
- Compliance review covering financial and environmental governance commitments

Benefits

- Improved cloud cost-visibility and control using industry FinOps-tools (e.g. Apptio/Cloudability)
- On-demand FinOps/Cloud-commercial professionals embedding procurement capability and BYOL Analysis
- Reduced cloud costs through structured FinOps financial-governance
- Alignment of digital/technology/commercial strategies for large-scale cloud investment
- Flexible, agile cloud contracts enabling clear cost accountability
- Transparent cost, usage and carbon insights supporting Net-Zero objectives
- Disaggregation of monolithic/inherited cloud estates into market-aligned services
- Reduced financial and commercial risk from cloud consumption
- Supplier-market expertise optimising sourcing routes to business value
- Deliver predictable, value-for-money cloud spend with strong financial/carbon control

Service categories

- ✓ FinOps Services
- ✓ GreenOps Services
- ✓ Cloud cost optimisation and value management
- ✓ Cloud financial governance and controls
- ✓ Cloud cost forecasting and financial modelling
- ✓ Sustainability reporting and carbon analytics
- ✓ Total Cost of Cloud Ownership 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 Buyers to define a Cloud Financial Management approach and strategy aligned to organisational, commercial and sustainability objectives. This includes:

- Baseline assessment of cloud cost, consumption, sustainability metrics and supplier commitments to inform governance and optimisation.
- Workshops with Buyer stakeholders (commercial, architecture, finance, sustainability, procurement, digital) to define objectives, priorities and governance.
- Development of FinOps and GreenOps operating models aligned to buyer maturity and governance needs.
- Mapping processes, roles and responsibilities across finance, technology and operational functions.
- Prioritisation of optimisation opportunities and development of an actionable financial-sustainability roadmap.
- Creation of cross-functional governance forums to embed continuous improvement.

Pixel's extensive experience in cloud commercial management, programme management and analysis ensures pragmatic, deliverable and measurable plans.

Setup and Migration

Pixel supports Buyers to apply and embed FinOps and GreenOps practices across active cloud migrations and existing estates. This includes:

- Support for data gathering and consolidation across suppliers, platforms and billing sources.
- Integration of FinOps controls into new and ongoing cloud procurement and migration activities through governance and assurance.
- Definition and alignment of workload tagging approach standards, consumption controls, performance benchmarks and reporting models.
- Supporting supplier transition to updated commercial, performance and sustainability requirements.
- Ensuring governance, risk management and financial accountabilities are defined and incorporated into migration plans.
- Technical alignment workshops with architecture teams to inform workload right-size decisions pre-migration.
- Support for multi-cloud, hyperscale and hybrid architecture choices to reduce cost and environmental impact.

Pixel draws on extensive experience in cloud commercial engagement, supplier transition and migration programme oversight to ensure a controlled and effective setup.

Optimisation Design, Deliver and Report

Pixel supports organisations to design and implement cloud tenancy, account and organisational unit structures that enable effective financial management, governance and cost control:

- We help define scalable structures across platforms such as AWS, Microsoft Azure and Oracle Cloud Infrastructure (OCI), ensuring alignment between technical architecture, operating models and financial accountability.
- We also establish standardised tagging and metadata approaches to support FinOps and Cloud Financial Management objectives, enabling accurate cost allocation, chargeback/showback, forecasting and optimisation. This ensures cloud consumption can be transparently tracked by service, product, environment and owner, supporting consistent financial governance, value-for-money decision-making and sustainability reporting across hybrid cloud estates.
- Pixel enables cost and usage tracking at Configuration Item (CI) level, aligning financial data with service management and architecture views. Typical cloud CIs include accounts or subscriptions, resource groups, virtual machines, databases, storage services, networks, platforms, applications and shared services. This CI-level approach supports granular cost attribution, lifecycle management and accountability, strengthening FinOps reporting, forecasting and ongoing optimisation.
- This CI-level financial visibility supports the development and ongoing understanding of Total Cost of Ownership (TCO) by service and platform, enabling informed investment decisions, comparison of options and lifecycle-based cost management across hybrid cloud environments.
- Pixel supports ongoing analysis and optimisation of Bring Your Own Licence (BYOL) and cloud-vendor-provided licensing models, assessing financial, commercial and compliance impacts across hybrid and hyperscale environments. We help organisations determine the most cost-effective and sustainable licensing approach by workload and platform, incorporating licence utilisation, contract terms and operating models into Cloud Financial Management and FinOps governance.
- We design dashboard reporting using industry-standard FinOps tooling such as Apptio Cloudability, integrated with real-time data from AWS, Microsoft Azure, Oracle Cloud Infrastructure and enterprise finance and service-management systems to provide accurate, decision-ready insights.
- This approach aligns with the “Managing your spend in the Cloud principles” of the One Government Cloud Strategy, supporting transparent, accountable and value-for-money cloud spend through effective governance, forecasting and continuous optimisation.
- Through these services, our Customers can progress from foundational cost visibility and governance to an embedded, unit-economics-led FinOps operating model, delivering predictable, value-for-money cloud spend while supporting informed, day-to-day trade-offs based on service outcomes, operational value and cost per unit of delivery.

Training

Pixel provides cloud financial and sustainability training tailored to Buyers' maturity levels and organisational context. Training includes:

- Introduction to FinOps and GreenOps practices, roles and frameworks.
- Cloud cost modelling, financial governance, reporting and reporting interpretation.
- How to interpret cloud bills and consumption patterns across hyperscale platforms.
- Embedding cost-aware and energy-efficient behaviours across technology and operations teams.
- Workshops tailored for executives, programme teams, commercial teams and engineering staff.
- Hands-on training for forecasting, budget tracking, anomaly identification and environmental impact reporting.

- Training also covers licensing strategy and optimisation, including analysis of Bring Your Own Licence (BYOL) versus cloud-vendor-provided licensing models. We help teams understand commercial, financial and compliance implications, assess cost trade-offs across platforms, and make informed decisions on licence portability, optimisation and ongoing management within hybrid and hyperscale cloud environments.

Our training follows Pixel's broader learning approach used across technology, commercial, programme and analytical capability-building engagements within public sector. Which is designed to be practical and applied, focusing on real cloud consumption, financial and sustainability data rather than theory. Sessions are aligned to live environments and operating models, enabling teams to apply learning immediately within BAU processes such as financial governance, cost control, forecasting, optimisation and sustainability reporting.

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 Client 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.