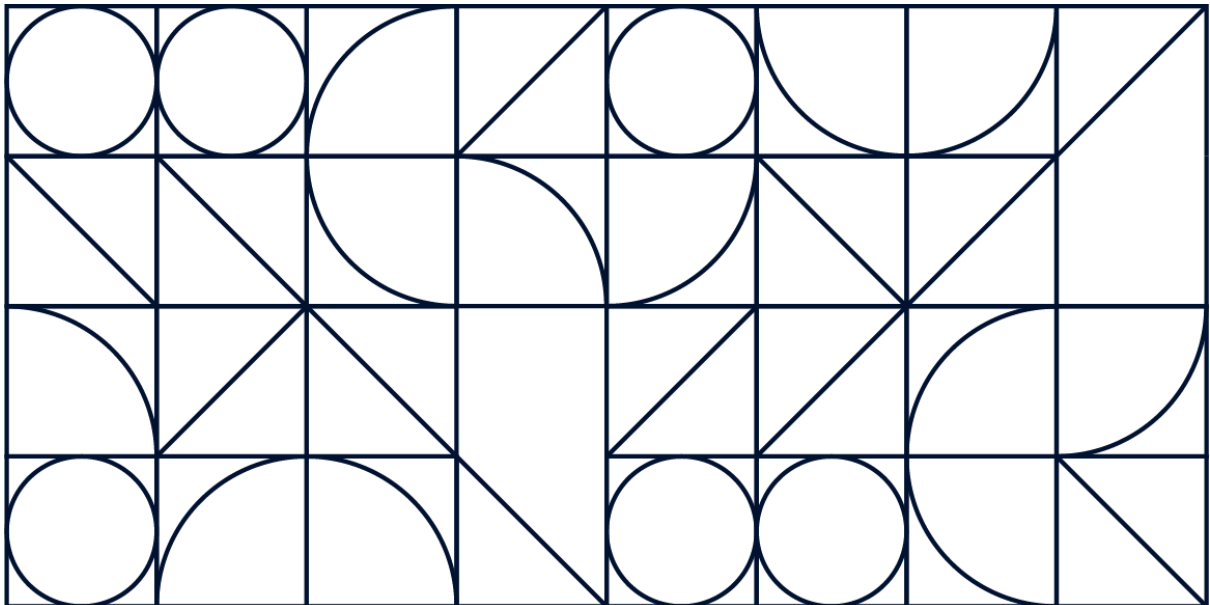




**oxford
insights**

**Service Definition Document
G-Cloud Benchmarking and Insights
Service**



Service summary

Oxford Insights' Benchmarking and Insights Service supports public sector organisations and governments to navigate the complexities of digital transformation and assess their standing comparative to international industry standards.

We deliver holistic capability reviews and international benchmarking that examine the intersection of culture, processes, and technology. Our approach goes beyond technical audits to pinpoint exactly where internal structures and operating models must evolve to increase digital maturity. By providing clear comparative evidence, we enable clients to optimise cloud-hosted services and streamline delivery, ensuring digital infrastructure directly supports our clients' long-term strategic objectives.

About Oxford Insights

Oxford Insights is a global consultancy specialising in supporting governments and public sector organisations to use technology, evidence and innovation to improve public services and policy outcomes.

We work with partners worldwide on digital transformation, AI and data governance, transparency, and public service evaluation. Our multidisciplinary team brings experience working with national governments, multilateral organisations and civil society to design and deliver evidence-based programmes that achieve measurable impact. Our clients include...



Department
for Work &
Pensions



Department
of Health &
Social Care



Ministry
of Justice



UK Health
Security
Agency



UK Research
and Innovation



Cabinet Office



What we offer

Our Benchmarking and Insights Service provides a comprehensive diagnostic of digital maturity, from initial assessment to the delivery of strategic roadmaps. We combine international best practices with a deep understanding of public sector constraints to help organisations identify where they stand and how to move forward. Key components of our benchmarking and insights services include:

Service Component	What we do
International & peer benchmarking	We benchmark organisations' performance against relevant public sector organisations and international standards. Working with clients to draw out clear comparisons to regional or statistical neighbours, we provide an objective view of your digital standing, helping organisations to identify strengths and areas for improvement.
Creating bespoke maturity frameworks	We develop tailored maturity matrices, aligned specifically to organisations' strategic objectives. Combining customised indicators with industry-level standards, we define success criteria that reflect your unique mandate, whether you are focused on AI readiness, cloud adoption, or operational resilience.
Designing roadmaps and actionable recommendations	We translate complex diagnostic findings into clear, prioritised roadmaps that recognise your specific resourcing, legislative, and strategic assets and constraints. We ensure the path to digital maturity is proportionate, feasible, and directly aligned with your organisational objectives, providing you with a realistic plan for implementing change.

Knowledge Transfer & Coaching

We work alongside leadership and digital teams to provide coaching and advisory support. This commitment to knowledge transfer ensures that our clients gain the skills to manage change independently, embedding resilience and enhancing sustained internal capability.

Who is this service for?

Our benchmarking and insights service is relevant to:

- **Government departments and agencies** seeking to accelerate digital maturity, AI and or cloud adoption
- **Central and local government organisations** as well as **health and education providers**
- **Chief information officers, digital / DDaT leads** and **programme directors**, within any organisation seeking to understand how their functions perform against industry and international standards.

Outcomes and benefits

Our benchmarking and insights Service provides the evidence base needed to make high-stakes decisions about technology and organisational change. Clients receive:

- **An objective baseline view of their digital capability:** A data-driven assessment of current AI, cloud, and digital maturity to inform future investment and policy.
- **Comparisons against international industry standards:** A clear view of your standing relative to global public sector standards, providing the justification for transformation initiatives.
- **A cross-pillar diagnostic:** A practical maturity assessment using pre-approved indicators that identifies exactly how technical, cultural, structural, and operational factors are enabling or inhibiting progress.

- **A prioritised roadmap for improvement:** A realistic plan that targets gaps and builds on existing strengths, sequenced to reflect your specific resourcing and constraints.
- **Actionable change frameworks:** Concrete recommendations for people, process, governance, and technology changes that move beyond theory to enable delivery.
- **A tailored capability-building plan:** A targeted strategy for addressing skill shortages and training needs, ensuring long-term self-sufficiency.

Pricing

Oxford Insights offers a number of commercial models, including fixed-price engagements, time-and-materials contracts, or phased approaches tailored to the scope of the project. Detailed pricing is provided on request following scoping discussions with the client.

Service standards

Oxford Insights is committed to:

- **Delivering services on time and within agreed budget,** ensuring benchmarking projects progress efficiently without unexpected delays or costs, and proactively flagging any risk of scope creep before it materialises.
- **Maintaining confidentiality and data protection standards,** handling all client information responsibly and in full compliance with legal and ethical requirements.
- **Providing high-quality reporting in clear, accessible language,** making findings and recommendations easy to understand and actionable for all stakeholders.
- **Engaging stakeholders using human-centred and ethical research methods,** fostering collaboration, trust, and constructive dialogue throughout the benchmarking process.

Delivery teams

Service delivery is led by senior consultants with extensive experience in benchmarking digital maturity. For some clients, we also draw on world-leading economists and subject-matter experts, tailoring team composition to the specific needs of each project. Clients can expect:

- **A designated project manager**, serving as a single point of contact for all queries and ensuring smooth coordination throughout the engagement.
- **Regular project updates and checkpoints**, with timing and cadence agreed at project kick-off to suit client needs.
- **Responsive communication**, which may include weeknotes, show-and-tell sessions, or ad-hoc presentations to boards or senior stakeholders.
- **Early access to deliverables**, working transparently with clients by sharing draft outputs to track progress both informally and through formal review periods.

Case studies

- **[AI Readiness benchmarking](#)**

Oxford Insights produces an annual Government AI Readiness Index which assesses 195 governments worldwide by their capacity to harness AI to benefit the public. Drawing upon our expertise in assessing AI readiness internationally, we're able to offer more tailored benchmarking for clients looking to improve their AI readiness, drawing upon tools such as our [Trustworthy AI Self Assessment](#) framework.



- **[In depth review of DWP data maturity](#)**

We conducted an in-depth review and gap analysis of the Department for Work and Pensions' data practices to identify opportunities for reducing fraud and error. The work involved stakeholder interviews and expert consultation to map current processes and challenges. We produced a prioritised "Now/Next/Later" roadmap with



Department
for Work &
Pensions

actionable recommendations designed to allow DWP to strengthen its data-driven decision-making and improve operational efficiency.

- **[Benchmarking GovTech in Ibero-America](#)**

In collaboration with CAF – Development Bank of Latin America and the Caribbean, we produced the GovTech in Ibero-America Index, a comprehensive study of how digital ecosystems are maturing across 19 countries in the region. By analysing the intersection of government demand and the supply of innovative tech solutions, the report provides a roadmap for regional leaders to modernise public administration. This expertise allows us to offer specialised GovTech maturity assessments, helping organisations to support the delivery of more agile, data-driven, and citizen-centric public services.



- **[Reviewing AI and digital training needs in the Kenyan public sector](#)**

Oxford Insights conducted an AI training needs assessment for the Kenyan Public Sector, reviewing existing capabilities against industry standards. Based on this analysis, we designed a structured curriculum and "train-the-trainer" model intended to institutionalise AI knowledge among civil servants. The Needs Assessment Report directly informed the design of a learning platform (developed by our partners at Apolitical), offering clear insights into skills gaps, usability, and learning preferences. The platform has been piloted with Kenyan civil servants, recording strong levels of engagement.

Getting started

Clients can contact the Oxford Insights team to discuss their goals, scope, and timelines. Initial scoping discussions will define the project methodology and shape a tailored proposal and project plan.

Contact

Email: info@oxfordinsights.com or sales@oxfordinsights.com

Address: Royal Spa Lodge, West Malvern Road, Great Malvern, Herefordshire WR14 4EW