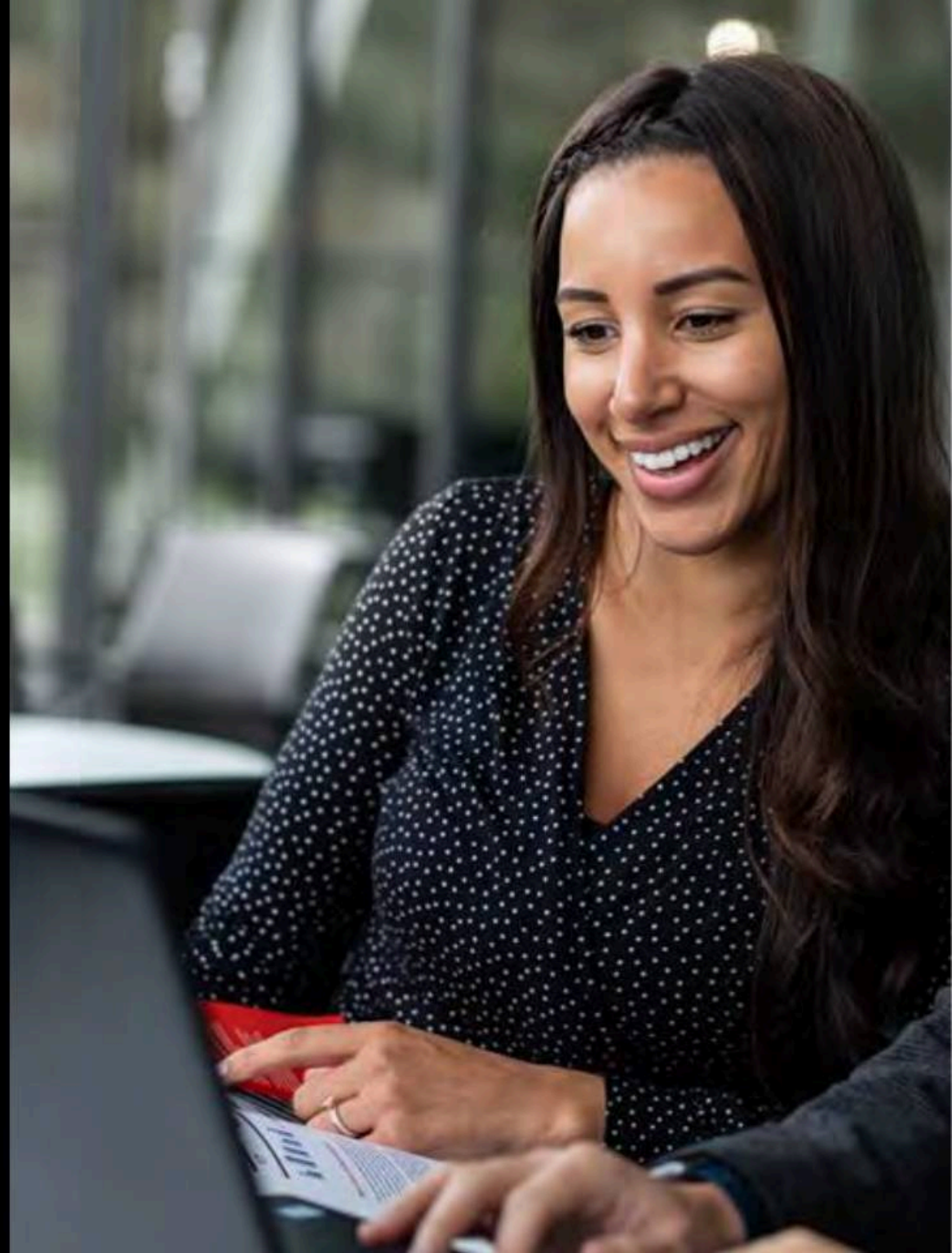




Azure & AWS Cloud FinOps

Advisory & Managed Services

Microsoft & AWS



About ROCK

ROCK is a technology services group delivering cloud, cybersecurity and managed IT services to public sector, healthcare, education, housing and regulated organisations.

Headquartered in the UK, the ROCK Group supports clients globally across and beyond Europe and North America.

The group is structured for scale and resilience, combining disciplined delivery with deep regulatory understanding. This enables ROCK to operate as a trusted partner in complex, high-assurance environments where reliability and security are critical.

The group operates through two focused service disciplines:

- As a Managed Service Provider (MSP), ROCK runs and optimises cloud platforms, infrastructure and modern workplace environments.
- As a Managed Security Service Provider (MSSP), ROCK delivers continuous cyber defence, risk management and compliance-led security operations.

These services can be consumed independently or combined into a unified operating model.

Clients partner with ROCK for clarity and confidence. From a client standpoint, every partnership is shaped by three principles.

Commitment – Through clear ownership and long-term partnership.

Proof – Through measurable outcomes, service metrics and transparent reporting.

Certainty – Through predictable delivery, resilient design and controlled change.

ROCK supports organisations to modernise securely and operate more effectively. We pair technical depth with practical guidance to support informed decisions and keep technology aligned to business priorities.

The group operates within a mature governance framework aligned to ISO 27001:2022, ISO 9001:2015 and Cyber Essentials Plus.

Engineering and service practices are consistent, repeatable and auditable, enabling scale while managing risk.

Ongoing investment in people, platforms and innovation strengthens capability and keeps services responsive to evolving needs. As a strategic partner, ROCK helps clients improve today while building the foundations for long-term change.

Responsible & Sustainable Delivery

ROCK is committed to delivering Social Value alongside high-quality technology services. Our approach is aligned to the UK Government Social Value Model and focuses on creating good jobs, developing skills, supporting inclusive employment, strengthening supply chains, protecting the environment, and promoting workforce wellbeing.

Social Value is embedded into how we operate as an organisation and how we deliver services, including through fair working practices, skills development and training, responsible supply chain management, environmental sustainability, and community engagement.

For each contract, commitments are tailored to customer needs and local context, and agreed during mobilisation and contract governance.



Our Services

Our Cloud FinOps Advisory and Managed Service supports UK public sector organisations to govern, optimise and continuously improve cloud financial management across Amazon Web Services (AWS), Microsoft Azure and hybrid cloud environments.

The service aligns to the FinOps Framework as defined by the FinOps Foundation, enabling organisations to make informed, timely and accountable decisions on cloud spend while maintaining delivery velocity and service quality.

We help buyers establish sustainable FinOps capabilities covering cost transparency, optimisation, forecasting, budgetary control, and financial accountability, with clear alignment to public sector value for money (VfM), assurance and audit requirements.

The service can be delivered as:

- Advisory support to establish or mature FinOps capability.
- A managed FinOps service providing ongoing analysis, optimisation and governance.
- A hybrid model combining enablement with retained operational responsibility.



“Cloud spend becomes visible, controlled and optimised through continuous financial governance.”

Warren Walker, CTO at ROCK

Our Approach

Our approach is designed to progressively build FinOps maturity across public sector, recognising that sustainable cloud financial management requires both operational support and internal capability development.

We support clients through Crawl, Walk and Run phases, aligned to the FinOps Foundation Inform, Optimise and Operate lifecycle, using service models to accelerate outcomes while strengthening internal maturity. The model allows buyers to retain appropriate control while reducing risk, dependency and delivery friction.

Crawl: Establish Foundations & Confidence

Focusing on creating a defensible baseline for cloud financial management while upskilling internal teams. We provide advisory or co-managed support to:

- Establish baseline visibility of AWS, Azure and hybrid cloud costs.
- Define cost allocation models aligned to services, programmes and organisational structures.
- Implement consistent tagging and account structures.
- Introduce proportionate governance and financial controls.

Outcomes include:

- Improved transparency and spend traceability.
- Reduced risk of uncontrolled cloud expenditure.
- Early audit and assurance readiness.
- Initial internal understanding of FinOps principles and practices.

Walk: Embed Practices & Shared Accountability

We work alongside client teams to embed FinOps into day-to-day operations, using co-managed services to transfer skills and responsibility. We support:

- Regular optimisation cycles covering rightsizing, usage efficiency and commitment management.
- Forecasting and variance analysis aligned to public sector budget cycles.
- Definition of FinOps roles across Finance, Engineering and Service Management.
- Introduction of cost-informed decision forums and governance cadence.

Outcomes include:

- Predictable and repeatable optimisation outcomes.
- Shared accountability for cloud spend across the organisation.

- Improved financial predictability & planning.
- Increased internal capability to operate FinOps processes.

Run: Operate at Scale with Managed or Co-managed FinOps

FinOps operates as a mature, scalable capability, supported through managed or co-managed services depending on buyer preference. We provide:

- A managed FinOps service delivering ongoing analysis, optimisation and governance.
- Co-managed models where internal teams progressively assume operational responsibility.
- Advanced cost and unit economics to inform strategic decisions.
- Tool-supported, policy-driven controls integrated into cloud platforms.

Outcomes include:

- Continuous optimisation embedded into operations.
- Reduced operational burden on internal teams.
- Strong audit readiness and governance at scale.
- Sustained internal FinOps maturity with reduced reliance on individuals.

Our FinOps Foundation Certified Practitioners work with client teams to ensure transparency, skills transfer and long-term sustainability, rather than dependency on external support.

Key Features

The service provides a structured FinOps capability that supports organisations to build, operate and sustain FinOps maturity across AWS, Azure and hybrid cloud environments.

Managed and Co-managed FinOps Delivery

Fully managed FinOps services providing day-to-day analysis, optimisation and governance.

Co-managed delivery models where responsibilities are progressively shared with internal teams.

Flexible operating models aligned to organisational maturity, capacity and risk appetite.

Tooling Selection, Configuration and Optimisation

Assessment of existing native cloud cost management and FinOps tooling.

Independent guidance on appropriate tooling options aligned to maturity, scale and assurance needs.

Configuration of tooling to support cost allocation, forecasting, optimisation and governance.

Ongoing optimisation and rationalisation of tooling to reduce complexity and cost.

Tooling operated as part of managed or co-managed service models.

Governance Enablement

FinOps policies covering commitments, optimisation, exceptions and approvals.

Decision forums and cadence aligned to Inform, Optimise and Operate phases.

Evidence artefacts supporting assurance and audit.

Cost Allocation and Transparency

Design and implementation of cost allocation models aligned to services, programmes and outcomes.

Tagging, account and subscription standards enforced through policy and tooling.

Cross-platform visibility across AWS, Azure and hybrid estates.

Optimisation and Financial Control

Continuous optimisation covering rightsizing, usage efficiency and commitment management.

Budgeting, forecasting and variance analysis aligned to public sector financial cycles.

Scenario modelling to support change decisions and business cases

Enablement and Maturity Development

Skills transfer through co-managed delivery and shadowing.

Documented processes, runbooks and operating models.

Support delivered by FinOps Foundation Certified Practitioners.

Key Benefits

The service delivers benefits aligned to public sector priorities and G-Cloud evaluation criteria.

Value for Money

Continuous optimisation embedded into operational processes.

Clear linkage between cloud spend and service outcomes.

Reduced waste and improved predictability.

Assurance and Audit Readiness

Defensible cost allocation and traceability.

Documented governance, decisions and controls.

Consistent reporting supporting internal and external audit.

Risk reduction

Early identification of cost anomalies and demand-driven changes.

Reduced reliance on ad hoc analysis and individual expertise.

Managed service models reducing operational and financial risk.

Capability and Sustainability

Progressive development of internal FinOps maturity.

Reduced dependency on suppliers over time if desired.

Clear roles and accountability across the organisation.

Delivery enablement

Cost treated as a delivery signal alongside performance and resilience.

Faster, evidence-based decision-making.

Governance that supports delivery velocity rather than constraining it.

Management & Governance

Service management and governance are designed to support control, assurance and delivery at scale, aligned to cloud operating models.

Service Management

- Clearly defined service scope, responsibilities and boundaries.
- Managed or co-managed operation of FinOps processes and tooling.
- Agreed cadence for reporting, optimisation and governance.
- Incident, issue and improvement management related to FinOps activities.
- Regular service reviews against agreed success measures.

Governance

- Defined FinOps roles across Finance, Engineering and Service Management.
- Policy-driven controls aligned to organisational risk appetite.
- Decision-making forums with documented outcomes.
- Governance integrated into existing organisational structures where possible.

For managed services, we assume responsibility for day-to-day FinOps operations within agreed boundaries, while maintaining transparency and client oversight.

Security & Data Protection

The service is delivered in line with public sector security and data protection requirements.

Security Framework & Best Practice Alignment

- Least privilege access to cloud billing, cost management and FinOps tooling.
- Role-based access controls aligned to client security policies.
- Regular review of permissions and access.
- No changes to production workloads without explicit agreement.

Data Protection

- The service does not normally require access to personal data.
- Any agreed processing of personal data is subject to explicit agreement and safeguards.
- Alignment with UK GDPR and the Data Protection Act 2018.
- Secure handling of financial and usage data in line with client policies.
- Documented access and control models supporting audit and assurance.

Security and data protection arrangements are agreed during onboarding and reviewed as part of ongoing governance.



Values & Outcomes

This service delivers measurable value by improving how cloud costs are governed, optimised and aligned to public sector outcomes.

Value is realised progressively as FinOps maturity increases across the Crawl, Walk and Run phases, supported through managed or co-managed service models.

Operational Value

Reduced operational overhead through managed analysis, optimisation and reporting.

Earlier identification of cost anomalies and demand-driven changes.

Clear ownership and accountability for cloud financial management activities.

Improved coordination between Finance, Engineering and Service Management teams.

As maturity increases, operational effort shifts from reactive investigation to proactive optimisation and continuous improvement.

Financial Value

Transparent cost allocation aligned to services, programmes and outcomes.

Improved forecasting accuracy supporting budget management and approvals.

Continuous optimisation reducing waste and unnecessary spend.

Informed commitment coverage and consumption decisions based on evidence.

Optimal MACC and OGVA agreements that do not discourage innovation and optimisation.

These outcomes support defensible financial decisions and reduce the risk of unplanned or unjustified cloud expenditure.

Security & Compliance Value

Improved audit readiness through consistent cost allocation and reporting.

Documented governance, policies and decision records.

Reduced risk of policy breaches through tooling-supported controls.

Alignment with public sector data protection and security requirements.

Controls are proportionate and risk-based, ensuring compliance while enabling delivery

Strategic & Organisational Value

Progressive development of internal FinOps maturity and capability.

Reduced dependency on individuals through defined processes and managed services.

Better alignment between cloud investment and organisational priorities.

Improved decision-making through unit cost and service cost insight.

Over time, FinOps becomes an embedded organisational capability that supports sustainable cloud adoption and transformation.

Accreditations & Certifications

ROCK maintains a proven, independently assessed way of working that underpins every service, helping us provide the best IT solutions to our clients. Our certifications and partnerships show that we take security, governance and quality seriously, strengthening our credibility through best-practice services, recognised standards, and ongoing accreditation.

Security Clearances

BS7858:2019 Screening

All staff undergo background screening aligned to BS7858:2019 for roles with access to client systems or sensitive information.

Security Check

Staff can hold UK Government Security Check clearance where required by the service scope, buyer requirements or contractual obligations.

Enhanced DBS Checks

Enhanced DBS checks are performed for staff supporting regulated or sensitive environments where required by client contracts or service scope.

Strategic Partnerships

ROCK works with a range of leading cloud and technology providers to deliver secure, resilient and well-governed services.



Microsoft Partner

Cloud, identity, security and productivity services across Azure, Microsoft 365, Microsoft Entra ID and Microsoft Defender.



AWS Partner

Infrastructure and platform services including compute, storage, networking and security.



Cisco and Meraki

Cloud-managed networking, SD-WAN and secure connectivity solutions.



Cloud Security & SASE

Secure access, firewalling, SD-WAN and ZTNA capabilities, including cloud security.



Backup & Recovery | N-Able & Cove

Cloud-based backup, replication and disaster recovery solutions supporting cloud, hybrid and endpoint environments.



Endpoint & Device Management

Endpoint security, configuration, monitoring and lifecycle management tooling across user devices and servers.



SonicWall

Network security, firewalling, secure remote access and SD-WAN capabilities for on-premise and cloud-connected environments.

Certifications & Compliance



ISO 27001:2022

Certified information security management system demonstrating effective controls for data protection, access management and operational security.



ISO 9001:2015

Certified quality management system supporting consistent service delivery, continuous improvement and effective governance.



Cyber Essentials Plus

Independently verified assurance of strong baseline cybersecurity controls across all operational systems.



ICO registration

Fully registered with the Information Commissioner's Office for data processing compliance.

How To Buy

This service can be procured quickly and compliantly through the Crown Commercial Service (CCS) G-Cloud 15 Framework under the Cloud Support lot.

This provides a streamlined route for public-sector organisations to access high-quality managed support without needing to run a full tender.

What Buyers Can Expect

- Fast mobilisation, with service commencement scheduled quickly after award.
- No contract negotiation, as all terms follow the standard G-Cloud framework.
- Transparent pricing, published and fixed in accordance with the G-Cloud catalogue.
- Clear onboarding processes, including asset discovery, documentation intake and communication setup.

Purchasing Steps

1. Search for ROCK on the Digital Marketplace under: Managed IT Services - Cloud Support
2. Review the Service Definition, pricing document and terms.
3. Shortlist ROCK based on your technical, operational and commercial criteria.
4. Evaluate shortlisted suppliers following CCS guidance.
5. Award a Call-Off Contract directly to ROCK through G-Cloud 15.
6. Agree service scope and onboarding timelines with our mobilisation team.

Support with Procurement

ROCK can support buyers with:

- Responding to clarification questions
- Helping shape scope within the boundaries of G-Cloud
- Providing guidance on service levels, onboarding and shared responsibilities
- Supporting internal approvals or business case preparation

We remain fully compliant with CCS rules - no pre-award customisation of terms.





Your Cloud and AI provider to
accelerate business transformation.

rock.co.uk