

Research & Evaluation (Academic & Strategic)

Service Definition – G-Cloud 15

Comet Business Global Solutions Ltd

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1. Service Overview

Comet Business Global Solutions Ltd provides high-calibre Research and Evaluation services to support organisations in measuring the impact and value of digital and cloud transformation initiatives.

Led by PhD- and Masters-level researchers, our service bridges academic rigour with operational reality. We generate defensible evidence to justify public spending, test hypotheses, and ensure services meet citizen needs.

2. Methodology & Academic Rigour

Methodology	Application
Quantitative Analysis	Statistical analysis of surveys, administrative data, and large datasets
Qualitative Research	Interviews, focus groups, case studies, and ethnographic methods
Literature Reviews	Systematic review of academic and industry research
Longitudinal Studies	Measurement of outcomes over extended timeframes
Usability Testing	Evaluation of user interaction with cloud and digital services

3. Service Features

- Design of research frameworks and ethical approval protocols
- Development of Theory of Change and logic models
- Creation of Monitoring & Evaluation (M&E) frameworks
- Scalability and cross-departmental impact analysis
- Design and execution of tailored data collection activities
- Capacity-building workshops to develop in-house research skills
- Market and competitor analysis to inform strategic direction
- Interpretation of administrative and service performance data

4. Key Deliverables

Deliverable	Outcome
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Evaluation Reports	Comprehensive findings with clear methodology and recommendations
Benefits Realisation Reports	Evidence-based assessment of achieved value
Quantitative / Qualitative Deep-Dives	Focused analysis of specific trends or behaviours
Bespoke Evaluation Toolkits	Reusable tools for long-term impact monitoring
Strategy & Implications Briefings	Executive summaries informing future service direction

5. Service Levels & Quality

Academic Oversight	Security Vetting	Engagement Model
Research led by post-graduate and published experts	SC Cleared research lead for sensitive datasets	From single evaluations to long-term research partnerships

6. Onboarding & Exit Strategy

Initial discovery and research mobilisation typically commence within 5 working days, focusing on hypothesis definition, scope, and success metrics.

At project completion, all raw datasets, analytical models, and final outputs are provided in open formats (CSV/PDF), ensuring full knowledge transfer and reuse.