

G-Cloud 15 Service Definition Document

Unified Communications (UCaaS) and
Contact Centre as a Service (CCaaS)



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Service Overview

Our UCaaS and CCaaS offering delivers a unified communications solution, combining messaging, meetings, and calls for seamless collaboration. Enjoy crystal-clear voice quality and advanced call management tools that streamline workflows and boost efficiency. Intelligent AI features provide real-time transcription, smart summaries, and automated note-taking to enhance accuracy and save time. Robust analytics offer actionable insights to optimise performance and productivity. With instant AI-generated call summaries, follow-up and decision-making become faster and more effective. The omnichannel contact centre ensures personalised customer experiences across platforms, while flexible communication options reduce complexity and meet diverse organisational needs, all in one integrated suite.

For customers in:

- Central Government
- Local Authorities
- NHS
- Education
- Housing Associations
- Charities

Business Outcomes: Simplify IT, enhance security, reduce costs, and support sustainability goals.

Trust, Compliance & Reliability

Roll-out Ai when teams are ready, manage use with controls and security



Built for Scale &
Reliability

Dual-cloud architecture

Provides best quality, reliability,
instant deployment, infinite scale



Robust security,
encryption and
compliance

SOC II, HIPAA, GDPR, CSA



Ethical and
responsible
Ai design

ISO compliant, developed in-house, and
offers automatic, personally identifiable
information (PII) redaction, and customer
control of all Ai features.

Dual Cloud: Core Design Tenets



Business Logic In the Cloud

Scale Out: Easily

Keep Media Local

Everything Redundant

Time To Talk

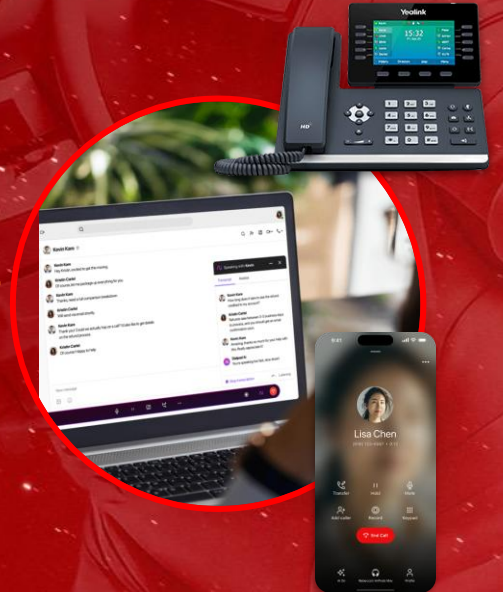
Hybrid-Cloud



GOOGLE CLOUD (GCP)
USERS | CONFIG | AI | ROUTING |
INTEGRATIONS



DATA CENTERS
VOICE / VIDEO MEDIA



END USER
DESK PHONES, WEB APP,
MOBILE, CTI

Hybrid-cloud Architecture

Quality

Instant Deployment

Reliability

Infinite Scale

DIALPAD PRIVATE CLOUD

- Enterprise Voice
- Enterprise Video
- Private Backbone across Tier 3 DC

GCP PUBLIC CLOUD

- Scalable
- Reliable
- Redundant
- Secure
- 7 regions, 140 points of presence & 96 edge nodes

Enables instant provisioning,
deployment & worldwide updates at
highest quality possible



Elegance: True SaaS Architecture

LOGIC: Software Cloud

Microservices design provides scale and distributed workers for each service

- All Micro-Services & Servers independently scaled
- PaaS: Platform as a Service
- Automated: Call Routing, Users, Integrations and features

MEDIA: Voice & Video Network

Deliver audio/video through global & redundant Telephony Engines, Edge Gateways, Carrier Connections

- Telephony Engines (TE) act as directed
- TE Servers are customer agnostic
- **any server** ↔ **any call/meeting** ↔ **any user**

Software Cloud
Apps, Ai, Accounts,
Users, Call Flows,
Integrations, Analytics,
Recordings

**SIP: Ringing and
call controls**

**sRTP:
Audio/Video**

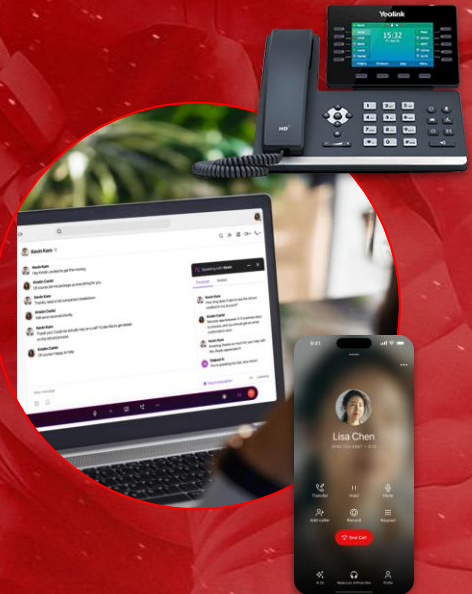


Voice Network: Telephony Engines

SBC

TE

SBC



Security & Trust

trust.dialpad.com

Software & Microservices

Google Cloud Platform secures all account and call data

- SSAE 16/ISAE 3402 Type II
- SOC 2, SOC 3
- ISO 27001, ISO 27017, ISO 27018

Dialpad Security & Trust

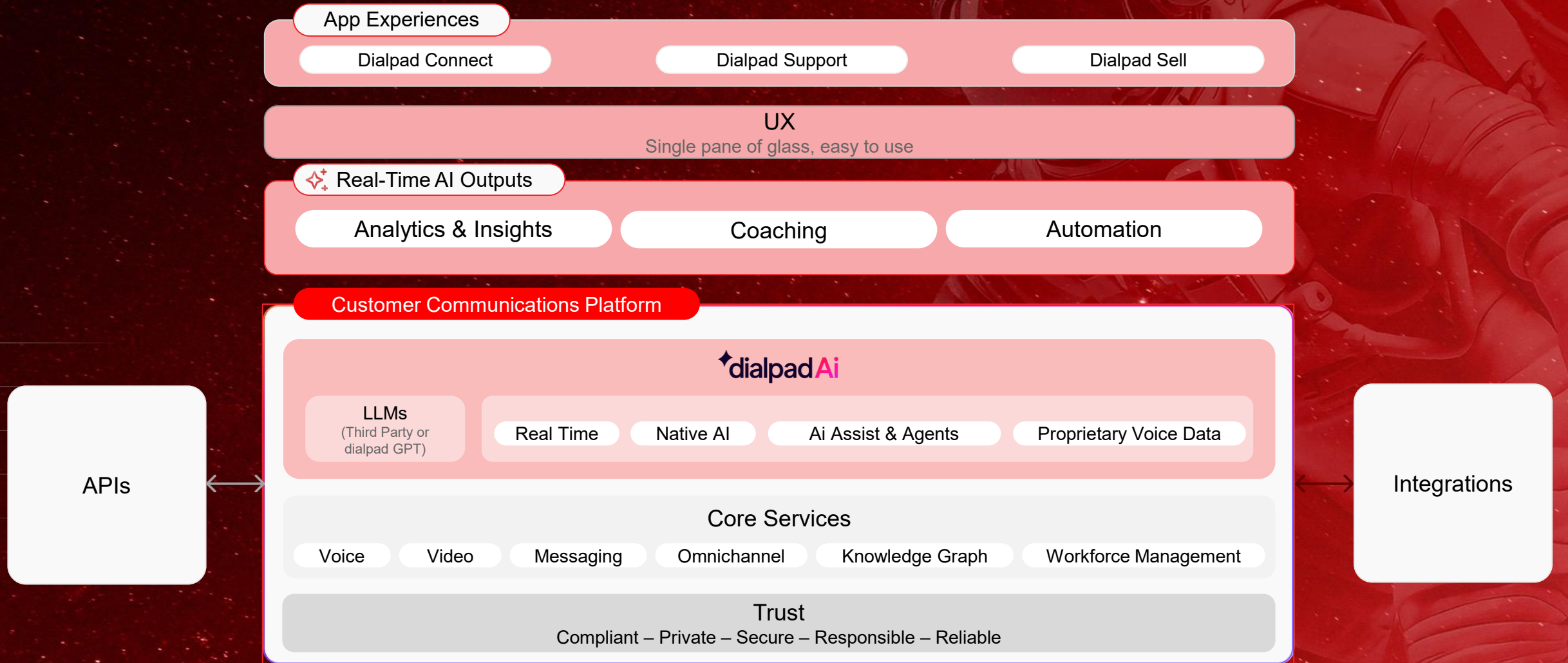
- SOC 2 Type II
- ISO 27001, ISO 27017, ISO 27018
- CSA, STAR and CAIQ
- HIPAA, GDPR, Pen Tests, etc...

Media: Audio & Video

All data is encrypted in transit and at rest: 256-bit AES encryption

In Transit Encryption: All requests are serviced via HTTPS, TLS v1.2, SIP Signaling done via Websockets and TLS/SSL, Call Media Data is encrypted via sRTP, Packet encryption, Message authentication and integrity, Replay protection

Real-time Ai Designed For Work



Pricing & Cost Model

Pricing is transparent and based on consumption or per-user models. Detailed pricing tables will be provided in the Pricing Document. All prices exclude VAT and include CCS management charges.

Dialpad has three licenses you can select depending on customer need:

- Dialpad Connect: AI-powered communications platform for calls, messages, and meetings
- Dialpad Support: Contact Centre solution with AI to help your team achieve impressive customer experiences
- Dialpad Sell: Sales outbound solution with real-time AI coaching to improve rep performance.

PRODUCT / PLAN	PRICE PER USER/MONTH	KEY FEATURES
Standard	From £12	Unlimited calls, AI-powered meetings, built-in messaging, HD calls, real-time transcripts, instant call summaries
Pro	From £20	Everything in Standard plus: Advanced CRM integrations, 24/7 support, multi-office management
Enterprise	From £122	Everything in Pro plus: SSO, advanced user access controls, unlimited office locations, 99.9% uptime

Terms and Conditions

When contracting for software provision, vendors may require an End User Licence Agreement (EULA) be signed by the customer to ensure fair usage and IPR rights. This will be discussed as part of contracting.

For Dialpad, their general Terms of Service are available on the website: [Terms, Conditions, and Privacy Policies | Dialpad](#)

For Simoda as main contractor, we will adhere to the Call Off Terms as appropriate. For general Terms, see the Terms and Conditions document uploaded to the service as part of the GCloud offering.



**Who Are
Simoda?**

simoda

The Senior Leadership Team



Daniel Bumby, Managing Director



Kate Hill, Commercial Director



Lee Wragg, Technology Solutions
Director

Other Key Contacts

Antonia Martin – Commercial Manager and Head of Public Sector

Steve Pownall – Sales Manager

Our Values

- Challenge the Norm
- Technology 1st
- Service Excellence
- Continuous Improvement
- Sustainable Future

Quality Standards



Award Winning



+ Opportunities for Underrepresented Groups

Inclusive recruitment for NEETs, women in tech, and disadvantaged groups; offer T-Level placements and supported internships.

+ Support for SMEs & Local Supply Chains

Engage SMEs and local suppliers; advertise subcontracting opportunities openly; prioritise regional partners.

+ High-Quality Jobs

Create new cloud, cyber, and tech roles in Sheffield and the North; offer apprenticeships and early-career opportunities.

+ Youth & Future Workforce

Partner with schools and colleges; deliver digital careers workshops; provide mentoring and placements for young people.

Social Value

+ Measurable Impact

Commit to reporting on jobs created, skills delivered, SME spend, carbon reduction, and diversity metrics for every contract.

+ Environmental Sustainability

Operate to a published Carbon Reduction Plan; reduce emissions via cloud optimisation and remote-first delivery; support greener IT for customers.

+ Digital Skills Development

Provide staff with industry-recognised certifications; deliver workshops, mentoring, and "Tech Discovery Days" for public sector and local schools.

+ Fair Work & Inclusion

Pay above National Living Wage, ensure clear terms, and promote diversity, equality, and wellbeing.

+ Wellbeing & Productivity

Provide mental health and wellbeing support; promote flexible working and healthy practices; encourage volunteering for NHS and community initiatives.

Simoda's Public Sector Capability Statement

Simoda is a UK-based technology services provider specialising in secure cloud platforms, managed services, digital transformation and modern workplace enablement. We help public organisations modernise their IT estate, improve resilience, reduce technology risk and increase service quality.

We work with NHS, education, local government, and regulated organisations through our partner ecosystem and have delivered cloud modernisation, cybersecurity, ERP, CRM, and digital optimisation projects across the UK.

Simoda holds ISO 27001, ISO 9001, ISO 14001 and Cyber Essentials Plus. We supply secure, fully managed services delivered against the NCSC Cloud Security Principles and aligned to the UK Technology Code of Practice.

Where required, we work with accredited cloud hosting, SaaS and implementation partners under a subcontract model while retaining full accountability for service quality, security and commercial outcomes.

For sensitive programmes, we can provide SC-cleared personnel and work with partners certified to ISO 20000, ISO 27017, and SOC 2.

We are headquartered in Sheffield and deliver services across the UK, using cloud-first, security-first and sustainability-conscious delivery models.

Simoda's Compliance Statement

Simoda demonstrates full compliance with G-Cloud 15 framework requirements and industry standards. Our certifications and practices ensure quality, security, and sustainability across all services.

Certifications & Standards

ISO 9001: Quality Management System – Ensures consistent delivery and continuous improvement.

ISO 14001: Environmental Management – Supports sustainability and carbon reduction goals.

ISO 27001: Information Security Management – Guarantees robust data protection and risk management.

Cyber Essentials Plus: Certified for baseline cybersecurity controls, protecting against common threats.

Service Management: Aligned to ITIL best practices and PRINCE2 methodologies for structured, reliable delivery.

Technology Solutions



End User Compute

Devices
VDI
DaaS
Autopilot



Communications

UCaaS
CCaaS
Mobiles
Connectivity
SDWAN / SASE



Cloud

Public
Private
Hybrid
Simoda Cloud
Microsoft Stack
Google Workspace



Infrastructure

Servers
Storage
Network
Virtualisation
Back up & DR
Data Centre & Colo



Cyber Security

End Point Protection
Email Security
Web Security
MDR
Security Awareness
Security Operations



Data Intelligence

Data Management
A.I.
Data Analytics
Intelligent Automation
Robotics



Network Solutions

Edge/Wireless
Data Cabling
CCTV
Door Access
Audio Visual
Video Conferencing

A.I Solutions



A.I. PC



Sentiment Analysis A.I. Transcription



Copilot for 365 A.IaaS



HPE & Nvidia Private Cloud A.I.



Real time detection



Legal A.I. Power Platform



A.I. CCTV

Technology Services



Design & Architecture



Configure & Install



Migrate & Optimise



Support & Manage

Business Outcomes



Increase Performance



Reduce IT Costs



Meet Sustainability Targets



Mitigate Risks



Generate Revenue



Achieve Compliance

How We Work With You

01 / Discover, Understand

We take the time to understand you & your organisation's issues, challenges & objectives.

Discovery meetings
Free Services
Assessment tools

02 / Collaborate Together

Collaboration is a critical part of our value because of our technology 1st strategy.

Technology Consultants
Solutions Specialists
Technical Consultants

03 / Advise, Recommend, Design

Our team of specialists are on hand to advise, recommend & design solutions to meet your needs.

Solution Design
Eco System Partners
Technical Design

04 / Deliver, Support, Manage

We provide our customers with products, solutions & services the way that suits you.

Install, Config, Deployment
Managed Support
Reviews & Road Mapping

Business Outcomes



Increase Performance



Reduce IT Costs



Meet Sustainability Targets



Mitigate Risks



Generate Revenue



Achieve Compliance

Our Customers





Thank you

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The 'simoda' logo is located in the bottom right corner. It consists of the word 'simoda' in a lowercase, sans-serif font. The letters are white with a subtle gradient and a slight shadow, giving them a three-dimensional appearance as if they are floating or attached to the background.