



Emphasys IT

Your partner for quality IT solutions

GCloud 15 - Lot 3: Cloud Support: Cloud Optimisation

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Document Administration

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Review

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Service Definition

Service Name

Cloud Optimisation

Lot

G-Cloud 15 – Lot 3: Cloud Support

Supplier

Emphasys IT Limited

Service Categories

- FinOps Services
- GreenOps Services

1. Service Overview

Emphasys IT's Cloud Optimisation service helps organisations improve cloud value, cost control and sustainability. We provide FinOps and GreenOps cloud support services to educate and establish financial governance, optimise cloud consumption, increase transparency and reduce environmental impact.

The service combines practical optimisation with governance and operating model improvements, enabling continuous optimisation rather than one-off cost-cutting.

Outcomes typically include improved cost transparency, reduced waste, clearer accountability for cloud spend, measurable sustainability metrics, and an operating model that enables continuous optimisation.

2. Who the Service Is For

- This service is suitable for organisations at early, developing or established stages of cloud adoption who require improved financial and sustainability control, including: improve visibility and control of cloud spend
- introduce or mature FinOps practices, processes and tooling
- right-size workloads and reduce waste
- establish showback/chargeback and cost accountability
- reduce carbon impact and improve sustainability reporting
- embed continuous optimisation into delivery and operations

3. Service Scope and Options

Customers can procure FinOps Services, GreenOps Services or both. Scope, timelines and deliverables are agreed in the Call-Off Order Form.

This service focuses on optimisation analysis, recommendations, governance and operating model enablement. Implementation and build activities are excluded unless explicitly requested and agreed.

3.1 FinOps Services

Customers can procure any or all phases. Activities and deliverables are tailored to the Customer's cloud platform(s), operating model and data maturity. Scope, timelines and outputs are confirmed in the Call-Off Order Form.

Discover & Assess

Establish a clear baseline of cloud spend, cost drivers, accountability, and FinOps maturity and identify the highest-value optimisation opportunities.

Typical activities

- Stakeholder discovery
- Cloud spend baseline and trend analysis
- Tagging review: coverage, quality, standards, and gaps impacting allocation/reporting
- Cost allocation review: shared services, landing zone/platform costs, and allocation model options
- Review of existing cost controls: budgets, alerts, policies/guardrails and approval flows
- Identification of top cost consumers and any quick wins
- FinOps maturity assessment (people, process, tooling, governance)
- Define measurement approach

Typical deliverables

- FinOps baseline & maturity assessment report (findings, risks, recommendations)
- Cost driver analysis and prioritised opportunity list
- Tagging standards review with recommendations (including enforcement options)
- Initial FinOps measurement set and reporting requirements
- High-level roadmap for Optimise + Embed phases

Optimise

Reduce waste and improve cost efficiency through a prioritised optimisation backlog, supported by evidence and clear business cases.

Typical activities

- Create and maintain a prioritised optimisation backlog with estimated benefit/effort/risk
- Rightsizing recommendations
- Commitment strategy evaluation (Reserved Instances / Savings Plans / committed use discounts where applicable)
- Environment hygiene: schedule/auto-shutdown, lifecycle management, non-prod controls
- Architecture and configuration optimisation recommendations (scaling policies, caching, storage patterns, data transfer)
- Cost anomaly management design (alerts, thresholds, ownership, triage process)
- Unit economics development (cost per transaction/user/service) and linkage to service performance where relevant

- Support decision-making forums with evidence packs for approvals and prioritisation

Typical deliverables

- Prioritised optimisation backlog with business cases and recommendations
- Cost optimisation plan (30/60/90-day actions) and longer-term roadmap
- Commitment strategy recommendation and decision pack
- Updated dashboards/reporting requirements (or configuration where agreed)
- Evidence pack for key optimisation recommendations (assumptions, dependencies, risks)

Embed (Operate FinOps)

Establish sustainable FinOps governance, operating rhythms and accountabilities so optimisation becomes continuous and measurable, not a one-off exercise.

Typical activities

- Define FinOps operating model (roles, responsibilities, RACI and central vs federated approach)
- Set governance cadence and decision forums (weekly triage, monthly review, quarterly planning)
- Implement/showback and/or chargeback model design (cost allocation rules, platform/shared service allocation)
- Define policy and guardrails approach (budgeting, approvals, tagging enforcement, cost control standards)
- Create reporting and management packs (service reviews, exec reporting, product/service owner views)
- Establish benefit tracking and savings validation process (pipeline, realised vs forecast, audit trail)
- Knowledge transfer, coaching and enablement sessions

Typical deliverables

- FinOps operating model & governance pack
- Showback/chargeback model proposal
- Measurement framework and reporting pack structure
- Benefit tracking approach and savings governance
- Handover pack and enablement materials (playbooks, templates, “ways of working”)

NOTES

FinOps deliverables are evidence-based and rely on access to accurate cost, usage and tagging data. Where data quality is low, recommendations may be indicative and require validation.

Implementation/build of tooling, automation, or policy enforcement is excluded unless explicitly agreed in the Order Form.

3.2 GreenOps Services (Cost, Regulation & ESG-Aligned)

Customers can procure GreenOps Services on their own or integrated with FinOps. GreenOps is delivered in a way that reinforces cost optimisation, regulatory compliance and ESG reporting, avoiding trade-offs between sustainability and financial control. Scope, timelines and deliverables are agreed in the Call-Off Order Form.

Discover & Assess (Sustainability Baseline)

Establish a clear baseline of cloud-related environmental impact, regulatory obligations and ESG reporting requirements, and identify high-impact, low-risk sustainability improvement opportunities and their relationship to cost.

Typical activities

- Stakeholder discovery
- Review of applicable regulatory and policy drivers (public sector sustainability requirements, carbon reporting obligations, internal ESG commitments)
- Baseline assessment of cloud environmental impact using available provider metrics
- Review of workload placement against carbon intensity and efficiency
- Data lifecycle and retention review
- Assessment of existing sustainability metrics, reporting and decision-making processes
- Identification of sustainability quick wins
- GreenOps maturity assessment (people, process, tooling, governance, data)

Typical deliverables

- GreenOps baseline & maturity assessment report (findings, risks, opportunities)
- Sustainability impact analysis linked to key cloud cost drivers
- Initial set of sustainability measures aligned with ESG reporting needs
- Prioritised improvement themes and roadmap for Optimise + Embed phases

B) Optimise (Reduce Environmental Impact)

Reduce cloud-related environmental impact by optimising efficiency, consumption and design choices, with clear linkage to cost reduction and regulatory reporting.

Typical activities

- Create a prioritised GreenOps optimisation backlog aligned to FinOps priorities
- Compute and storage efficiency recommendations
- Workload scheduling and automation recommendations
- Data lifecycle optimisation
- Architecture recommendations to reduce data transfer and unnecessary processing
- Region and service selection guidance to balance carbon intensity, resilience and cost
- Define sustainability-aware decision criteria for architecture and delivery choices
- Support governance forums with evidence-based sustainability and cost trade-off analysis

Typical deliverables

- Prioritised GreenOps optimisation backlog
- Sustainability optimisation plan (30/60/90-day actions) and longer-term roadmap
- Recommended sustainability metrics and measurement approach
- Evidence packs supporting key optimisation recommendations (assumptions, dependencies, risks)

C) Embed (Operate GreenOps & ESG Reporting)

Purpose

Embed sustainability into cloud governance, delivery and financial decision-making so environmental impact is managed continuously and demonstrably supports ESG obligations.

Typical activities

- Define GreenOps operating model and integration with FinOps and delivery governance
- Establish sustainability decision forums and cadence aligned to financial and delivery reviews
- Define sustainability guardrails and policies
- Integrate sustainability metrics into existing dashboards, service reviews and executive reporting
- Align cloud sustainability metrics to wider ESG reporting and audit requirements
- Define ownership, accountability and escalation for sustainability decisions
- Knowledge transfer and enablement

Typical deliverables

- GreenOps operating model & governance pack
- Sustainability measures aligned to ESG reporting needs
- Reporting pack structures for operational, executive and ESG stakeholders
- Policy and standards recommendations supporting sustainable cloud usage
- Handover and enablement materials

4. What's Not Included (Unless Agreed)

- implementation/build activities beyond agreed scope
- procurement or licensing of third-party tools
- cloud consumption charges
- formal assurance/audit activities beyond agreed scope

5. Customer Responsibilities

The Customer will:

- provide timely access to relevant people/stakeholders, systems, environments, premises (if on-site) and information such as spend, usage and reporting data provide access to cloud cost management tools and dashboards (where available)
- nominate an authorised representative for decisions and approvals
- provide existing tagging, governance and policy standards (if applicable)

6. Onboarding

Delays in onboarding activities may impact delivery timelines and cost and will be managed through change control where necessary.

Onboarding typically includes:

- discovery workshop to confirm outcomes or objectives and constraints
- agreement of scope, deliverables and timelines

information and access requirements confirmed

7. Service Levels

Standard support and delivery hours: 09:00–17:00 UK time, Monday–Friday.

Response targets for delivery queries and issues (unless otherwise agreed):

- Critical: 1 hour
- High: 4 hours
- Medium: next business day

Out-of-hours delivery is available by agreement and may be subject to uplifts.

Service Levels apply to delivery communications and support queries and do not constitute guarantees of financial savings or emissions reduction.

8. Security and Compliance

Security is embedded throughout the service:

- least-privilege access and role-based controls for any agreed access
- secure handling of Customer information and credentials
- audit-friendly documentation and decision logs

Where personal data is processed (if required), processing is performed in accordance with UK GDPR and agreed terms.

9. Pricing

Pricing is provided via the published G-Cloud rate card.

- **Time & Materials (T&M):** day-rate pricing for optimisation, analysis and governance support
- **Retained Support:** monthly retained capacity (days/hours) for continuous optimisation

Cloud consumption costs are excluded.

10. Deliverables and Acceptance

Deliverables, formats and acceptance criteria are agreed in the Call-Off Order Form. Typical acceptance is based on:

- completion of agreed workshops and evidence gathering
- provision of agreed documents/artifacts and backlogs
- formal review and sign-off by the Customer's authorised representative

11. Exit and Transition

The service is designed to be transferable and avoids supplier lock-in.

On exit, we will provide:

- final versions of deliverables, dashboards requirements and backlogs
- handover session covering recommendations and next steps
- secure removal of any Supplier access to Customer systems (where applicable)

Exit support beyond the agreed scope may be provided on a time and materials basis.

12. Ordering

The service can be ordered via the G-Cloud Digital Marketplace using a Call-Off Order Form that specifies:

- selected service categories (FinOps, GreenOps) and scope
- roles and rates (and any retained capacity)
- timelines, deliverables and acceptance criteria
- security/access arrangements