

Your Partners for Progress

G-Cloud 15
Service Definition Document



Counter.

Counter is flipping the script on traditional tech consultancy models.

↳ But why?

Because Public Sector organisations ...

1. needs a trusted technology partner who can create high quality Cloud Solutions for you at a reasonable price point.
2. needs a partner who provides diverse UK based technologists who culturally align with your organisations' values so that they can create the right sized technical solutions for you.
3. needs a partner who is truly committed to bringing down your Total Cost of Ownership by giving you the option to interview and retain those very consultants who create your solutions as your own team members at no extra cost.

That's why we created the Counter Approach

Our Counter Approach 1/4

Instead of deploying transient advisors, we offer you a dedicated team that's chosen to work with you.

Counter Consultants are culturally aligned with your values and invested in your success.



Our Counter Approach 2/4

Our diverse UK-based teams are carefully selected and skilled in solving modern business challenges.

They adapt quickly to your world quickly, delivering effective solutions that make a real, lasting difference to your business.



Our Counter Approach 3/4

Incrementalism is at the heart of our approach.

We simplify problems and foster continuous improvements to build momentum to enable rapid delivery and lasting outcomes.



Our Counter Approach 4/4

At the end of the engagement, you can choose to retain the team and their knowledge for free.

There's no obligation, but we are confident you will want to.



Who are Counter?

- ↳ Northcoders Limited t/a Counter is part of Northcoders Group PLC which includes the Northcoders and Tech Returners brands.
- ↳ Our Leadership Team is comprised of tech business leaders from across the North.
- ↳ The Group mission is to create life-changing opportunities for people from all walks of life whilst providing the tech industry with the skills it needs.
- ↳ Northcoders and Tech Returners create and maintain wide networks of diverse and experienced technologists from where we can exclusively source our Counter Consultants.

Amul Batra
Managing Director
Co-Founder Northcoders Group



Tom Walton
Strategic Advisor
Co Founder of Infinity Works



James Higgs
Technical Director
Co Founder & CTO of Tech Returners



What do we do?

We assemble blended onshore teams who choose to work on solving your organisations unique Cloud challenges providing you with technologists who will deliver high quality and cost-effective outcomes.

Each consultant is trained in our unique counter-consultancy approach.

Each team is lead by a Tech Lead who provides direction to Consultants and ensures delivery.

Each client is supported by a Counter Engagement Lead who enables smooth processes.

You can choose to interview and hire the Counter Consultants as FTEs at no further cost should you want to retain them.

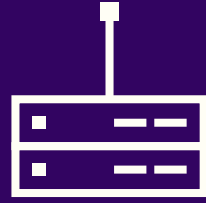
Counter commercially stands behind all of the Cloud solutions that our teams deliver.



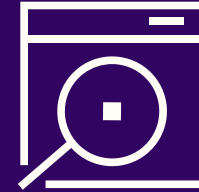
Counter Core Capabilities



Cloud
Engineering
Services



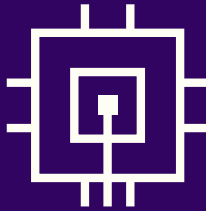
Data
Engineering



Test
Engineering
Services



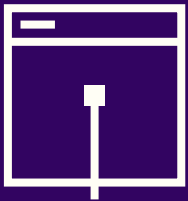
Mobile & Cloud
Apps



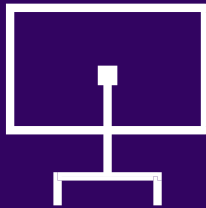
AI / ML Cloud
Development



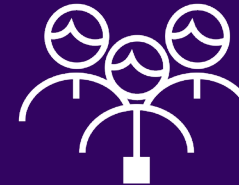
Cyber Security
Support



Software
Engineering
Support



Low Code
Development



Training
Services

Clients & Case Studies

Organisations we've worked with



Case Study: HMRC

CHALLENGE: HMRC relies heavily on consultancies, with only 30% permanent staff. Aiming to become an intelligent client, HMRC seeks to reduce reliance on flexible labour, build in-house expertise, and cut costs for delivering digital services. However, recruiting and retaining skilled staff remains a significant challenge.

In Data Platform Services, HMRC staff struggled to focus on transformational work, such as optimising the Enterprise Data Hub (EDH), due to the demands of maintaining legacy systems.

APPROACH: Counter's team enhanced the EDH team's workflow by increasing capacity, managing daily ticket demands, and streamlining onboarding to reduce ramp-up time from weeks to days. Key improvements included automating ticketing processes and consolidating five ticket channels into a single calendar, improving efficiency and response times.

RESULT: The recovery of hundreds of TB of data from the production EDH cluster saving HMRC over £250k annually.

Counter Consultants have been hired as permanent team members by HMRC, bolstering their team further and retaining valuable platform knowledge.

"I have been incredibly impressed with the Counter team's dedication, determination and application in an incredibly nuanced and challenging technical environment. I am delighted how quickly they have come to terms with, not only the technical environment, but also the business and culture in HMRC DPS. They are proactive and unphased by the intricate nature of the platform we support and have identified process improvements within the team. My expectations have been surpassed by their performance so far, and it's all their own work."

Platform Tech Team Lead, HMRC DPS



Case Study: Rolls Royce

CHALLENGE:

Rolls Royce and one of their rapidly expanding departments, faced challenges to build a new Cloud Platform by recruiting engineers quickly due to a competitive market and the time and resource demands of in-house recruitment.

APPROACH:

Counter embedded a team of Counter Consultants led by an experienced Tech Lead within Rolls Royce for an initial 12-month contract, to build out the new platform. Counter focused on:

- Assembling a skilled team quickly to address the client's urgent need for the new platform.
- Replacing more expensive contractors initially working on the project.
- Utilising the Tech Leads to accelerate the Counter Consultants' development and career trajectories.

RESULT:

Rolls Royce swiftly built a capable technology team that increased the cadence of their delivery timeline and scale their operations. They also reduced project costs by utilising Counter's cost-effective model. At the end, Rolls Royce retained 75% of the Consultants as full-time employees, demonstrating the "try before you buy" model's effectiveness.

"We wanted to build a capable technology team quickly and have them grow with the business. Counter handled all that for us, and the technical mentorship they're providing to the Associates has made a huge difference to their trajectory. We were impressed with Counter's speed and responsiveness."

Ian Whitford
CTO at R2 Factory, Rolls Royce



What our clients say about us

Client:



“

The new Stansted and East Midlands Airport websites represent a key step forward in our digital evolution. Counter's team has been instrumental in helping us modernise our platforms, strengthen our development practices, and deliver a more seamless online experience for our passengers

↳ Camilla Yates, Senior Product Manager
Manchester Airports Group

What our clients say about us

Client:



“

Counter's skills, experience, collaborative approach and the time they dedicate to truly understanding our culture make them an ideal fit for Skipton.

↳ June Powell, Engineering Enablement
Lead Skipton Building Society

Counter.

Counter's Team Leads

Tech Lead

- ↳ Oversees technical direction and ensures engineering best practice.
- ↳ Shields your senior staff from day-to-day delivery distractions.
- ↳ Coaches and upskills team members to raise capability.
- ↳ Embedded from day one to align architecture and approach.
- ↳ Keeps delivery on track while adapting to change fast.



Engagement Lead



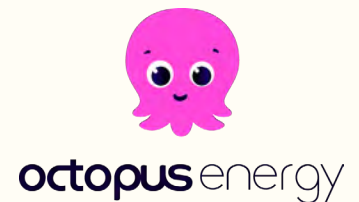
- ↳ Serves as your single point of contact.
- ↳ Aligns stakeholders and clears blockers to drive delivery.
- ↳ Ensures scope, priorities, and timelines stay aligned with business goals.

Counter.

Counter's exclusive Talent Pools

- ↳ Since 2016, we've been developing a new generation of diverse technical problem solvers through our award-winning selection and training programmes.
- ↳ Over 5,000 Northcoders Technologists trained and placed into the UK tech market.
- ↳ Supported 500+ organisations across a wide range of sectors.
- ↳ Associate Counter Consultants will usually be selected from Northcoders recent graduates.
- ↳ More experienced Counter Consultants can be selected from Northcoders extensive alumni pool.

Trusted by:





Tech Returners

Tech Returners helps experienced professionals re-enter the tech industry after a career break.

We can source our more experienced Counter Consultants from this diverse network, all of whom receive tailored orientation before each engagement.



Client:
The Guardian

Returners are a pool of talent with better gender and age diversity than other more traditional pools, and with talented people that only need a bit of confidence to resume a successful career.

↳ Mariot Chauvin,
Director of Engineering at the Guardian

Trusted by:



Booking.com

**The
Guardian**



Counter Teams

The Counter model provides a UK based team with:

- ↳ Tech Lead Expertise
- ↳ A handpicked team of Counter Consultants
- ↳ Engagement Lead support
- ↳ Tech Director with oversight on all delivery



Social Value

Northcoders Group's mission is to deliver life-changing opportunities for people from all walks whilst providing the tech industry with the skills it needs. We want to create a thriving and diverse digital community, built by people who love tech and we believe we're stronger when everyone is included.

As a training provider Northcoders and Tech Returners selects, trains and introduces hundreds of new Technologists into the UK Tech market every year. Some of our courses are free for job seekers, with government-funded scholarships available to provide accessibility to low-income & out-of-work individuals in certain parts of the country.

Our commitment to social value and ESG is intrinsic to what we do and what we stand for. We track and report on a number of KPIs on Social Value.

Here are 3 key themes:

1. Tackling Economic Inequality

KPI: To improve social diversity, we want to increase the number of students who can enter our industry without having to go to university.

Goal/target: To increase this proportion year on year.

Reporting Metric: Percentage of Northcoders who have not been to University. Clear evidence of scaling by total public sector spend awarded.

Reporting Format:
Northcoders Group PLC Annual Report

2. Tackling Workforce Inequality

KPI: To improve workforce inequality, we want to increase the number women and gender minorities choosing to do our course and have a career in the techindustry

Goal/target: To increase the number of women and gender minorities that are moving into tech.

Reporting Metric: Percentage of Northcoders graduates who are women or report as a gender minority person. Clear evidence of scaling by total public sector spend awarded.

Reporting Format:
Northcoders Group PLC Annual Report

3. Fighting Climate Change

KPI: To offset the amount of Carbon we produce annually, we plant a tree for every Northcoders graduate

Goal/target: Committed to achieving net zero emissions by 2030

Reporting Metric: Number of Northcoders we graduate, trees we plant and the amount of CO2e avoided.

Reporting Format:
Northcoders Group PLC Annual Report

Group Awards & Accreditations



tussell[®] techUK



Frameworks



Technology Services 4



G-Cloud 15



Cloud Compute 2



LVP



DOS 7

Digital Outcomes
& Specialists

Thank you for reading.

If you'd like to learn more about the Counter approach, please get in touch.

Northcoders Limited t/a Counter

Part of Northcoders Group PLC
No 1 Spinningfields
Cubo
Manchester
M3 3EB

workwithus@counter.partners

Counter.

