Pricing Document: Skyral Decision Support and Problem Solving as a Service for Business Optimisation

Service Name: Skyral Decision Support and Problem Solving as a Service for Business Optimisation
Supplier Name: Skyral Defence Ltd
Framework and Lot: G-Cloud 15, Lot 3

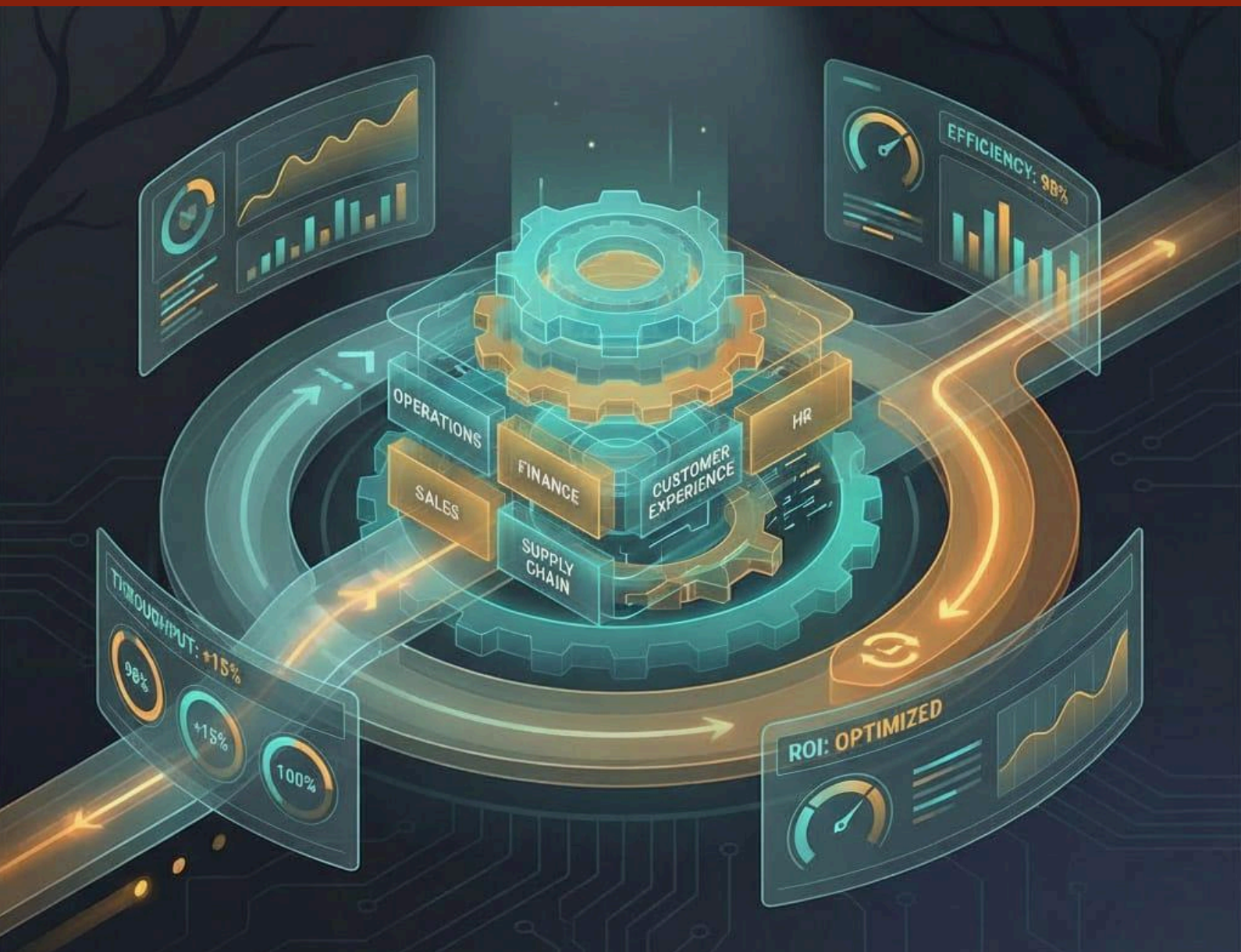
Version Number: v1.0

Date: 14 January 2026

Status: Final

Author: Mark Holland

Approver: Skyral Product Leadership



1. About Skyral

Skyral is a UK-headquartered modelling, simulation and decision-support company that helps enterprises and public-sector organisations optimise complex businesses and operations. Using large-scale digital twins and agent-based modelling, Skyral represents how customers, staff, processes, assets, supply chains and channels interact across business units, regions and programmes.

Business customers use Skyral to:

- Test and optimise strategies, operating models and process changes before rolling them out.
- Reveal bottlenecks, inefficiencies and risks across end-to-end value chains, services and portfolios.
- Connect data, models and visualisations to expose the few critical levers - demand, capacity, process design, resourcing, pricing, investment that most affect revenue, cost, service and risk.

Skyral CORE and its components provide the underlying capability to build, run and govern simulation-driven digital twins of businesses and operating models as long-lived decision-support capabilities.

2. Service Overview

Service name

Skyral Decision Support and Problem Solving as a Service – Business Optimisation

Purpose

Skyral Decision Support and Problem Solving as a Service for Business Optimisation delivers focused, accelerated insight into complex performance, cost and risk challenges across operations, services, portfolios and markets. Leveraging advanced causal and probabilistic modelling, digital twins and multi-dimensional decision support, this service enables organisations to prioritise critical initiatives that improve efficiency, resilience, profitability and customer outcomes.

It is designed to:

- Turn broad concerns about cost, performance, growth or risk into a structured, decision-ready view.
- Produce a prioritised set of optimisation initiatives and levers to focus limited change capacity and investment on.



- Define a clear follow-on path into Skyral Modelling and Simulation Development as a Service or wider digital-twin and optimisation programmes.

The service runs as a fixed-term, expert-led engagement grounded in Skyral's Simulation Scaffold Framework, adapted for business, operations and portfolio optimisation.

Typical duration and team

A standard engagement is one month of effort, delivered by:

- A business / operations optimisation Subject Matter Expert (SME) with experience in large-scale transformation, operations or strategy.
- An Applied Scientist specialising in modelling, simulation and analytics.
- A Product Owner responsible for mapping outcomes into Skyral services, products and the organisation's data, BI and planning landscape.

Longer or multi-phase engagements can be scoped for complex groups, multi-region footprints or multi-line portfolios.

3. Method and Activities

The service focuses on strategic uncertainties in business performance - such as demand volatility, process bottlenecks, operational risk and investment choices - where better predictive insight and scenario analysis would materially improve outcomes.

Core steps

1. **Clarify the business optimisation problem**
    - Establish a shared understanding of the core challenge (e.g. cost-to-serve reduction, service-level improvement, throughput and utilisation, margin optimisation, portfolio rationalisation, transformation risk).
    - Capture desired outcomes and constraints: revenue, cost, service levels, risk appetite, regulatory requirements, customer experience, time-to-value.
2. **Map value chains, processes and levers**
    - Disaggregate the problem using logic trees and causal structures across customers, demand, processes, people, technology, suppliers and partners.



- Identify key levers such as process design, staffing levels and mix, automation, routing and prioritisation rules, capacity and inventory, pricing and product mix, investment sequencing.
- Map interdependencies across business units, regions, functions and shared services, including how changes in one area affect others.

3. **Define and refine KPIs and metrics**
   - Identify KPIs and metrics directly linked to key levers and objectives (e.g. throughput, cycle time, cost-per-unit, NPS or satisfaction, error and rework rates, utilisation, margin, risk indicators).
   - Clarify how trade-offs will be judged (e.g. cost vs service, speed vs quality, margin vs volume, risk vs opportunity, short-term vs long-term value).
4. **Develop causal and probabilistic models of the business**
   - Working with stakeholders, Skyral SMEs and applied scientists build high-level causal and probabilistic models that describe how demand, processes, people, assets and decisions interact.
   - Represent how shocks or changes (e.g. demand spikes, policy or regulation changes, technology rollouts, supply constraints) propagate through the business and affect outcomes.
5. **Prioritise optimisation initiatives and levers**
   - Apply advanced heuristics, cleaving maps and quantitative reasoning to rank initiatives and levers by impact, feasibility, dependency complexity, risk and time-to-value.
   - Use early scenario analysis and digital-twin concepts to compare options and focus effort on those that deliver the biggest improvements in performance, cost and resilience.
6. **Develop a practical optimisation work plan**
   - Translate the prioritised initiatives into a concrete work plan that can guide transformation, operational improvement and optimisation programmes.
   - Define data needs (e.g. demand and transaction data, process metrics, workforce and asset data, financials), stakeholders, integration points (BI, planning, workflow systems) and decision checkpoints.
7. **Frame follow-on digital-twin and simulation work**
   - Define how a business or operating-model digital twin should be scoped and built in follow-on phases, including key scenarios and decision-support use cases (e.g. “what-if” on demand, capacity, mix and process design).
   - Outline how Skyral’s synthetic environments can support ongoing forecasting, “what-if” analysis, portfolio and capacity planning, and continuous optimisation.

Service Outputs

At the end of the engagement, the customer receives:

- **Business optimisation decision narrative**
  - A clear articulation of the performance or cost problem, context, constraints and desired outcomes.
  - A visual representation of key drivers, interdependencies and levers across value chains, processes, products, customers, teams and assets.
- **Prioritised optimisation initiatives and levers**
  - A ranked list of optimisation initiatives (e.g. process changes, automation, capacity shifts, product or portfolio changes, policy adjustments) with rationale and key assumptions.
  - Identification of the top initiatives and levers best suited for simulation and digital-twin development.
- **KPI and measurement framework**
  - Defined KPIs and metrics mapped directly to prioritised levers and initiatives.
  - Commentary on how these indicators should be tracked and used in future scenario analysis, performance management and governance.
- **High-level causal / probabilistic business model**
  - A high-level causal and probabilistic model of the business problem, suitable as a scaffold for more detailed simulation and for engaging senior stakeholders.
- **Strategic roadmap and action plan**
  - A strategic optimisation roadmap and actionable plan that guides follow-on synthetic environment development, digital-twin build-out and integration with existing decision-support and planning tools.

Outputs are delivered in accessible formats (e.g. slide pack, report and—where appropriate—simple interactive views) that can be used directly in executive, portfolio and operational forums.

4. Pricing

Skyral Modelling and Simulation Development as a Service is provided as a fixed price service, deployed in 3 or 6 months of Sprints.

Price: £**60,000 (Sixty thousand pounds)**

Standard Rate Card

Standardised programme specifications can be tailored to an engagement with changes in pricing on time and materials basis. The SFIA rate card excludes rates for onsite development or DV cleared personnel. We are able to deploy the delivery team

to any working location as required depending on the nature of work to be undertaken, rates for this can be detailed if requested based on the scale and duration of the services in question.

SFIA Level	Strategy & Architecture	Change & Transformation	Development & Implementation	Delivery & Operation	People & Skills	Relationships & Engagement
2. Assist	£949.09	£949.09	£949.09	£949.09	£949.09	£949.09
3. Apply	£1,120.00	£1,120.00	£1,120.00	£1,120.00	£1,120.00	£1,120.00
4. Enable	£1,565.41	£1,500.14	£1,434.87	£1,500.14	£1,304.33	£1,304.33
5. Ensure, Advise	£1,683.11	£1,612.49	£1,534.87	£1,683.11	£1,402.77	£1,402.77
6. Initiate, Influence	£1,926.00	£1,833.98	£1,833.98	£1,833.98	£1,833.98	£1,833.98
7. Set Strategy, Inspire	£2,378.61	£2,266.26	£2,266.26	£2,266.26	£2,266.26	£2,266.26
Consultant's working day: 7.5 hours exclusive of travel and lunch.						
Working week: Monday to Friday excluding national holidays.						
Office hours: 09:00 – 17:00 Monday to Friday.						
Travel/mileage subsistence: Included in day rate within M25. Payable at department's standard travel and subsistence rates outside M25.						
Professional indemnity insurance: Included in day rate.						

5. Pricing model and units (linking to framework pricing rules)

The pricing model for this service is a fixed-scope, time-boxed engagement, with options to extend into further phases through follow-on engagements (such as Skyral Synthetic Development Services).

Core structure:

- Core one-month engagement priced as a fixed-price package based on defined deliverables (decision narrative, prioritised initiatives, KPI framework, high-level model, roadmap) and agreed stakeholder footprint.
- Extensions or additional phases (e.g. extra domain deep-dives, expanded stakeholder scope, additional scenario families) priced either as additional fixed-price work packages or time-and-materials under the relevant framework rate card.
- Any subsequent Skyral Modelling and Simulation Development as a Service or digital-twin deployment would be priced separately, reflecting model build effort, platform usage and, where relevant, managed-service components.
- Exact pricing, units (e.g. person-days, work packages) and linkage to framework pricing rules are defined in the commercial schedule.

6. Key assumptions and exclusions

Key assumptions:



- The customer provides timely access to stakeholders and data sufficient to meet the agreed timeline and deliverables.
- The primary goal is decision-support, strategy and prioritisation for business optimisation, not full production implementation or detailed re-engineering of all systems and processes.
- Initial models and scenarios are used to compare options, highlight trade-offs and stress-test strategies rather than to produce exact forecasts at every product, process or site level.

Key exclusions (unless explicitly added to scope):

- Full-scale, production-grade business digital-twin implementation and ongoing integration with live operational systems (e.g. ERP, CRM, workflow engines), which are covered by subsequent Skyral Modelling and Simulation Development as a Service and platform services.
- Detailed vendor-specific configuration or custom development of operational systems, low-level engineering tasks or direct changes to live business operations.
- 24×7 operational support, incident management and availability SLAs typical of managed operational platforms.
- Formal regulatory submissions, statutory reports or audit opinions; Skyral's outputs can inform these but do not replace formal assurance or audit processes.

7. Related services and optional add-ons

Related Skyral services:

- Skyral Modelling and Simulation Development as a Service (Business Optimisation) – builds detailed, business-focused digital twins and agent-based models aligned to the prioritised levers and scenarios from this engagement, enabling ongoing "what-if" analysis and optimisation.
- Skyral Modelling and Simulation Development as a Service (Defence and National Security) – builds detailed mission and theatre-level synthetic environments and digital twins aligned to the prioritised mission threads, levers and scenarios from this engagement.
- Skyral Modelling and Simulation Development as a Service (Health) – builds detailed health-system digital twins and agent-based models aligned to the prioritised levers and scenarios from this engagement, enabling ongoing "what-if" analysis, optimisation and operational decision-support.
- Skyral Modelling and Simulation Development as a Service (Mobility & Infrastructure) – builds detailed digital twins and agent-based models of cities, corridors, ports, airports, logistics networks and interdependent infrastructures, aligned to the prioritised levers and scenarios from this engagement.



- Skyral Modelling and Simulation Development as a Service (Network Edition): builds detailed network digital twins and agent-based models aligned to the prioritised levers and scenarios identified in this engagement.
- Mission Planning & Decision Support services for defence and national security, using large-scale agent-based modelling to explore courses of action, logistics and resilience across multi-domain operations.
- Health Policy & Programme Strategy simulation services, applying similar techniques to patient flows, resource allocation and intervention strategies for health systems.

Optional add-ons to this specific service:

- Additional deep-dive modules on specific business domains (e.g. a particular value chain, region, product family, service operation or shared service), delivered either as extended discovery within this service or as Skyral Advisory/Synthetics Development phases depending on need.
- Rapid proof-of-concept business digital-twin instances (e.g. for a key process or business unit) using existing data and synthetic agents to demonstrate interactive scenario analysis and optimisation beyond the initial decision narrative, delivered via Skyral CORE and Modelling and Simulation Development as a Service.
- Extended roadmap and business-case support, including structured inputs for investment cases, board packs and regulatory submissions that depend on robust optimisation evidence.

8. Contact, account management and reporting

- E. enquiries@skyral.io
- W. www.skyral.io