



Avalie Digital

Where Security Meets Innovation

Service Definition

Cloud System
Integration and API
Middleware Support



Crown
Commercial
Service

G-Cloud 15



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Summary

Avalie Digital is a specialist consultancy led by former Council Enterprise Architects and Service Leads who bridge the gap between internal operational reality and external commercial expertise. We unlock the value of council data by bridging the gap between siloed back-office systems. We provide extensive, hands-on support to integrate complex IT estates, enabling a seamless flow of information that drives intelligence. By breaking down technical barriers, we empower councils to generate accurate insights, facilitate data-driven decision-making.

We do not simply draw architectural diagrams. We connect your estate; from wrapping legacy SQL databases in modern APIs to orchestrating complex data flows between OrbusInfinity, SolarWinds, and ServiceNow, we create a single, automated source of truth. We help Councils move away from fragile "point-to-point" connections and manual spreadsheet reporting to managed, scalable integration layers.

Background

Modern local government requires more than just operational software; it demands an ecosystem where data is a strategic asset. However, many organisations are hindered by fragmented legacy applications that trap vital information within departmental silos, limiting the ability to analyse trends or make informed strategic decisions.

Our approach moves beyond simple connectivity. We bring extensive, practical experience in integrating the specific line-of-business applications found in the UK public sector (Social Care, Revenues & Benefits, Housing, and Finance). By replacing fragile point-to-point connections with a robust, scalable API middleware layer, we create a unified data fabric. This integration allows disparate systems to share data in real-time, providing senior stakeholders with the cross-service insights necessary to target resources effectively, predict service demand, and improve outcomes for citizens.



Service Features

Our integration services provide a structured path from legacy coexistence to a unified digital estate:

- **Architecture Design:** Designing secure technical integration architecture.
- **Structured API Strategy:** Developing plans for the phased integration of disparate council systems.
- **Back-Office Integration:** Specialist support for integrating platforms such as NEC, Idox, Civica and other council platforms.
- **Middleware Development:** Creating solutions to bridge data gaps between legacy systems and District estates.
- **TDA Governance:** Working in the remit of Technical Design Authority (TDA) to oversee and manage all integration architecture.
- **Standards Alignment:** Ensuring all integrations align with the GDS Technology Code of Practice.
- **Independent Bid Assessment:** Objective evaluation of supplier-led merger and integration proposals.
- **Scalable Data Design:** Designing architecture capable of managing the increased data demands of a unitary authority.
- **Master Data Management (MDM):** Implementing strategies to match and cleanse data across silos (e.g., NEC, Civica), creating a "Golden Record" for citizens and property to support accurate decision-making.
- **Business Intelligence (BI) Enablement:** Configuring integration pipelines to feed dashboards transforming raw system logs into strategic management information.
- **Legacy "Wrapper" Development:** applying modern API wrappers to aging, on-premise legacy systems to unlock their data without requiring expensive platform replacement.
- **Automated Workflow Orchestration:** linking disparate back-office applications to automate end-to-end business processes, reducing manual re-keying and administrative effort.



Service Benefits

We unlock the value of your data and de-risk your digital estate, building a foundation for intelligence-led local government:

- **Data-Driven Decisions:** Transforming fragmented data into real-time insights for better forecasting and resource targeting.
- **Cross-Service Visibility:** Connecting departments (e.g., Housing, Revenues) to coordinate support without expensive master databases.
- **Faster Delivery:** Leveraging pre-built patterns for common council systems (NEC, Civica) to significantly reduce integration lead times.
- **Operational Resilience:** Replacing fragile, undocumented scripts with managed middleware to prevent outages during system upgrades.
- **Cost Reduction:** Removing redundant interfaces and manual data entry processes to lower licensing and administrative costs.
- **Automated Workflows:** Eliminating manual re-keying between front-office portals and back-office systems to boost staff productivity.
- **Vendor Neutrality:** Enabling a "best of breed" strategy that prevents vendor lock-in to specific legacy ecosystems.
- **Secure Compliance:** Centralising data traffic to ensure all movements are encrypted, auditable, and GDPR compliant.
- **Future-Ready:** Building an API foundation ready for AI and automation without needing to replace core legacy systems.
- **Debt Reduction:** Converting tangled, undocumented legacy integrations into a maintainable and secure architecture.



Our Approach

Avalie Digital use a structured framework to manage the complexity of large-scale technology transformations. We emphasise knowledge transfer, working side-by-side with your team to build internal capacity.

An example of our approach to System Integration and API Middleware Support. We use a structured framework to manage mergers and transformation complexity:

Phase 1 :

Discovery and Recommendation

1 - Pre Mobilisation

2 - Review

3 - Vision



Phase 2 :

Project Management and Implementing

4 - Implement

5 - Integration

6 - Finalise





1. Pre-Mobilisation

Landscape Analysis: We analyse current IT landscapes to align people, processes, and technology with security and compliance goals.

Strategic Alignment: We engage with key stakeholders to define the technical integration architecture requirements.

2. Review

Integration Auditing: We use enterprise Architecture tools such as Orbus Infinity or ArchiMate (ArchiTool) to map all existing integration points across the authority.

Complexity Analysis: We identify duplicate interfaces and classify them by critical path importance to ensure operational continuity.





3. Vision

Integration Blueprint: We design the architecture and structured API strategies for the planned integration of disparate systems.

Convergence Roadmap: We develop a phased plan to transition from legacy coexistence to a unified, API-led state.

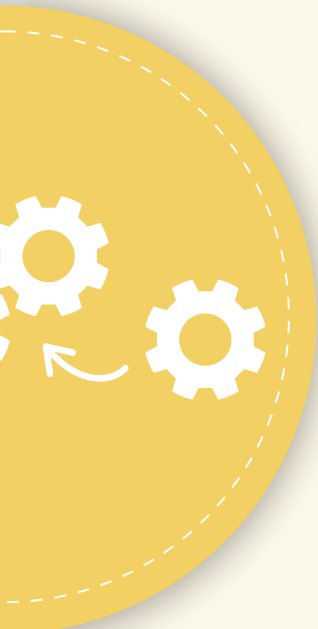
4. Implement

Middleware Deployment: We Implement middleware solutions to bridge legacy Council IT estates and support back-office platforms like Idox, Civica, NEC etc.

Standard Alignment: We ensure all technical deployments align with the GDS Technology Code of Practice for integrations.



5. Integration



Governance & Oversight: We work with Technical Design Authority (TDA) or Technology teams to oversee and manage integrations, preventing mis alignment or reliance on bespoke integrations.

Secure Convergence: We manage and test the security of the API's and built integrations to ensure they meet industry recommended security standards

6. Finalise & Support

Project Closure: We conduct a formal review to assess outcomes, measures of success, lessons learned, and the achievement of identified cost savings.

Knowledge Transfer: We provide training on our documentation to ensure internal teams can maintain the new integration layer.





Case Study Evidence

Full case studies can be found on our website, www.avalie.co.uk or by contacting us.

Enterprise Architecture Orbus Infinity integration (Kent County Council)

Challenge: Kent County Council (KCC) lacked a unified view of their vast technology estate. Asset data, security risks, and cloud costs were siloed in static spreadsheets and a manually updated Enterprise Architecture tool (OrbusInfinity), making accurate reporting impossible.

Action: Avalie Digital automated the estate management by turning OrbusInfinity into a "central nervous system." We built live data pipelines from ITSM, SolarWinds, and Microsoft Defender for real-time asset discovery and Shadow IT detection. Additionally, we integrated the Azure Cost Management API to map live consumption directly to specific services, feeding all data into a master Power BI suite.

Outcome: Transformed KCC's view from static to near real-time. IT Directors gained immediate visibility into the "Total Cost of Ownership" for services and automated alerts for unmanaged assets, eliminating manual data entry.

Key Personnel Profile: Avalie Digital (Thanet District Council)

Key Personnel at Avalie Digital bring over a decade of public sector leadership, unifying IT estates across Thanet, Dover, and Canterbury councils. As Digital Transformation Leads, they managed multi-million pound budgets and complex OJEU procurements to harmonise Microsoft, Google, and RingCentral environments, successfully migrating over 65% of systems to the cloud while leading the associated Change Management strategies.

Our technical expertise focused on complex enterprise integration. We architected a central Data Warehouse linked to Power BI and Looker, and utilised FME to unify spatial data (Planning, LLPG) into corporate GIS. We executed critical financial integrations (BACS, Harbour Assist, Revenues) and successfully onboarded 70+ systems onto a single Okta SSO platform, delivering a secure, data-driven digital ecosystem.



Social Value

Avalie Digital is a purpose-driven SME consultancy. We understand that public sector contracts are about more than just delivery; they are an opportunity to generate additional value for society. We align our service delivery with the UK Government's Model Award Criteria (MAC) to ensure every engagement supports broader social, economic, and environmental goals.

MAC1



COVID-19 RECOVERY



MODERN WORKPLACES

Leveraging expertise to help public sector bodies transition to permanent, secure, and efficient hybrid working models.



DIGITAL ACCELERATION

Partnering with clients to recover lost momentum by accelerating cloud adoption and digital transformation.



MAC 2



TACKLING ECONOMIC INEQUALITY



REGIONAL FOCUS

Headquartered in Margate to drive opportunity outside major cities and in coastal communities.



SME SUPPLY CHAIN

Prioritising spend with SMEs/VCSEs and paying promptly to sustain the local ecosystem.



SKILLS DEVELOPMENT

Internal training in Enterprise Architecture & Cyber Security to close the digital skills gap.



COMMUNITY SUPPORT

Sponsors of Ramsgate FC juniors. Investing in youth sports for health and social cohesion.

MAC 3



FIGHTING CLIMATE CHANGE



REMOTE-FIRST

We eliminate commuting emissions for 100% of staff, minimising travel-related carbon footprints.



GREEN CLOUD

Transitioning clients from energy-heavy legacy infrastructure to efficient hyperscale cloud environments.



CIRCULAR ECONOMY

Strict WEEE compliance. We support "Right to Repair" and refurbish hardware for charity.



PAPERLESS WORKFLOW

Operating a fully digital environment to maintain a carbon-neutral administrative footprint.



MAC 4



EQUAL OPPORTUNITY



50:50 GENDER SPLIT

Exceeding industry averages for the technology and architecture sectors.



BLIND RECRUITMENT

Removing unconscious bias to ensure we hire the best talent based purely on capability.



DISABILITY CONFIDENCE

Providing assistive technologies and fully flexible working for staff with health conditions.



INCLUSIVE SECURITY

Cyber Essentials accredited with ongoing security training for all employees.

MAC 5



WELLBEING



FLEXIBILITY

Focus on delivery, not "presenteeism". Support for carers.



VOLUNTEERING

Supported time off for local charities and community causes.



MENTAL HEALTH FIRST

Qualified Mental Health First Aiders available. Open culture free from stigma.



Service Management & Operations



ONBOARDING & EXIT

- **Mobilisation (Days 1-5):** Workshops, Project Definition Document (PDD).
- **Discovery:** Pre-configured data collection templates.
- **No Lock-in:** Full IP handover (RAG reports, Data models) in open formats.
- **Knowledge Transfer:** Formal handover sessions.



SECURITY & COMPLIANCE

- **Data Sovereignty:** 100% UK processing and storage.
- **Compliance:** GDPR, DPA 2018 (DPA available), NCSC Aligned.
- **Standards:** Least-privilege access, no persistent data retention.



SUPPORT & GOVERNANCE

- **Hours:** 09:00–17:30 Mon–Fri (excluding UK Bank Holidays).
- **Response:** Within 1 business day (Urgent escalation paths defined).
- **Reporting:** Weekly/Monthly progress & RAID log updates.

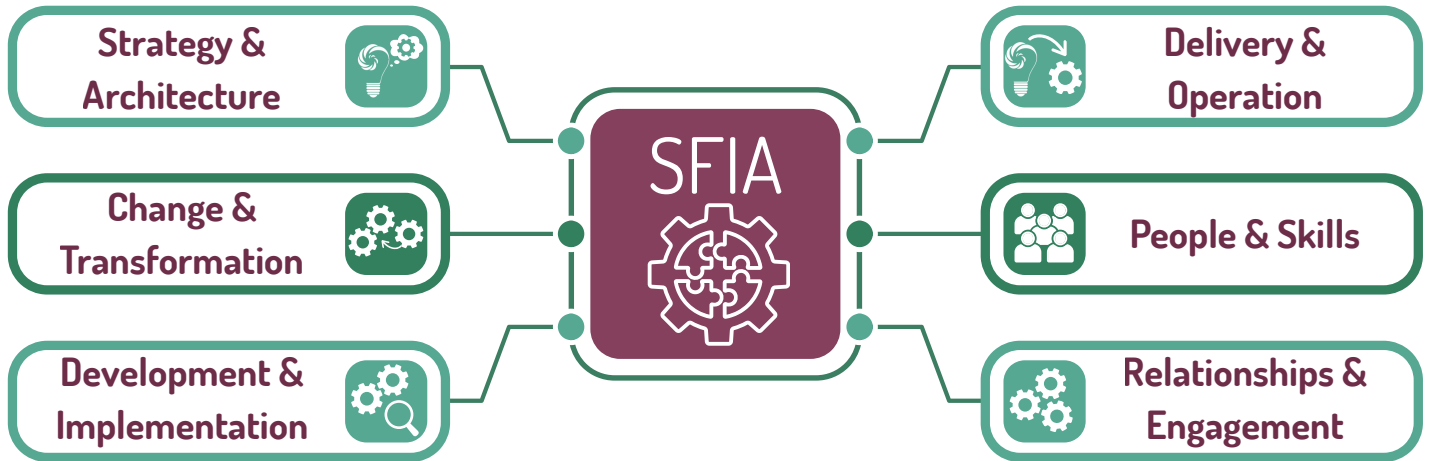


COMMERCIALS

- **Pricing:** SFIA Rate Card (Time & Materials) or Fixed Price.
- **Ordering:** Via CCS G-Cloud Digital Marketplace.
- **Invoicing:** Monthly in arrears based on delivery.



Pricing and definitions (SFIA)



SFIA Level	Level Description	Applicable Capability Areas	Day Rate
1	Follow	All six capability areas	£450
2	Assist	All six capability areas	£550
3	Apply	All six capability areas	£700
4	Enable	All six capability areas	£850
5	Ensure / Advise	All six capability areas	£975
6	Initiate / Influence	All six capability areas	£1,150
7	Set Strategy / Inspire	All six capability areas	£1,250

- Consultant's working day is 8 hours, excluding travel and lunch
- Working week is Monday to Friday, excluding national holidays
- Office hours: 9:00am to 5:30pm, Monday to Friday
- Travel, mileage, and subsistence within the M25 are included
- Professional indemnity insurance is included in the day rate
- All prices are exclusive of VAT

Overall price will be tailored on a case-by-case basis, bespoke to the tender



The Avalie Difference

Avalie Digital is a consultancy focused on sector-specific expertise, employing only Subject Matter Experts (SMEs) with extensive public sector experience. The team understands the nuances and challenges of government operations. Their approach adheres to strict professional standards, incorporating Enterprise Architecture principles (TOGAF) into deliverables while maintaining a strong security-first posture (CISM) for resilience and compliance.

Depth Over Breadth



We do not rely on generalist teams; we rely on specific public sector expertise. Avalie Digital exclusively deploys consultants with deep government tenure. This concentrated technical rigour allows us to deliver secure, compliant, and operationally viable outcomes.

Public Sector DNA



We don't just understand government; we come from it. Our team is comprised exclusively of experts with deep tenure in the public sector, ensuring an innate understanding of the complexities, nuances, and regulatory landscapes you navigate daily.

Secure by Design



Security is our baseline, not a bolt-on. Led by CISM professionals, we integrate rigorous risk management and security protocols into everything we do, ensuring your data and systems remain resilient against evolving threats.

TOGAF Aligned



We aren't just "tech delivery", we are Enterprise Architecture trained. We embed TOGAF-certified Enterprise Architecture principles into every engagement, ensuring that our solutions are not just functional, but strategically aligned, scalable, and built to last.

Key Personnel & Leadership

Joe Brackenborough



- **Public Sector Expertise:** Deeply rooted experience in both local and central government, expertly navigating the specific nuances and complexities of the sector.
- **Strategic Leadership:** Dedicated to leveraging technology as a catalyst for organisational evolution and reshaping business cultures within government frameworks.
- **Technical Translation:** Combines exceptional problem-solving capabilities with deep expertise to demystify complex systems for non-technical public sector stakeholders.
- **Security & Architecture:** A certified CISM professional who bridges the gap between technical risk management and enterprise architecture to ensure secure, scalable solutions tailored to government security standards.
- **Commitment to Innovation:** A proven track record of leadership within pioneering public sector authorities, driving service innovation.



Emily Mlles



- **Government Project Delivery:** extensive experience managing projects within the public sector, ensuring strict adherence to governance and transparency requirements.
- **Stakeholder Engagement:** Expert in navigating the complex landscape of public sector stakeholders, ensuring that digital initiatives are understood and embraced by diverse user groups.
- **Adoption & Communication:** Uses digital marketing expertise to drive user adoption of new government services, bridging the gap between technical rollout and citizen or staff engagement.
- **Process Optimisation:** seamless integration of project governance with digital strategies to maximise return on investment for public funds.



LEAN Management



Cyber Security



Ivan Goldsmith



- **Mission-Critical Systems:** Specialised expertise in delivering complex solutions for local government, including Housing, Planning, AI, and ERP systems.
- **Navigating Complexity:** A profound understanding of the nuances involved in large-scale public sector transformation, ensuring projects succeed despite technical and organisational challenges.
- **Public Sector Authority:** A distinguished track record across the public sector, driving the implementation of systems that underpin essential government services.
- **Rigorous Delivery:** Masters technical intricacies and robust methodology to ensure projects are delivered to scope and budget, consistently exceeding expectations in high-pressure government environments.

 BSc Hons Degree



Our Associates

Katherine Cheesman



- **Local Government Specialist:** Deep background in managing operations and projects specifically for councils and shared services, providing her with an insider's view of local government challenges.
- **Operational Nuance:** Understands the specific operational pressures and cultural nuances of the public sector, allowing for smoother technology adoption.
- **Holistic Change Management:** excels in bridging the gap between technical operations and user adoption, ensuring workforce buy-in for new government technologies.
- **Training & Enablement:** Hands-on experience as a Technical Software Trainer, ensuring that public sector staff are fully empowered to use new systems effectively.

Will Costello



- **Public Sector Intricacies:** Armed with a profound understanding of the unique governance, policy, and operational intricacies inherent in central and local government.
- **Transformational Strategy:** Lead revolutionary digital advancements within a prominent metropolitan council, demonstrating proven success in large-scale government change.
- **User-Centric Design:** Harmonises deep technological acumen with a user-centric philosophy to ensure government services are accessible, efficient, and citizen-focused.
- **Strategic Governance:** Expertise in devising digital strategies that help organisations define clear objectives and establish the requisite governance for successful goal attainment.





Avalie Digital

Where Security Meets Innovation

Let's Work Together



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VISIT WEBSITE

www.avalie.co.uk

**BOOK A DISCOVERY
CALL**

Start your transformation journey with us today.



HOW TO BUY

Available on G-Cloud Digital Marketplace



OUR AIM

We aim to responding to all queries within 1 business day