



Avalie Digital

Where Security Meets Innovation

Service Definition

**Cyber Security, GDPR &
Data Protection
Assurance**



Crown
Commercial
Service

G-Cloud 15



Table of Contents

Summary

Background

Service Features

Service Benefits

Our Approach

Case Study Evidence

Social Value

Service Management

Key Personnel & Leadership



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 deliver specialist Cyber Security, GDPR, and Data Protection Assurance services, providing expert guidance to organisations on safeguarding digital ecosystems and citizen data. Led by CISM and ISC2 certified professionals, we implement robust security strategies and effective data governance. Our primary focus is ensuring the secure management of sensitive information and mitigating legacy risks.

We do not just write policy; we design and implement "Secure by Design" architectures for Local and Central Government. Our service is specifically designed for public sector bodies facing high-threat environments or complex reorganisations (LGR). We bridge the gap between technical engineering and statutory compliance (GDPR, DPA 2018).

Background

As authorities undergo Local Government Reorganisation (LGR) or significant transformational change, the integrity of digital systems and the privacy of citizen data face heightened exposure to emerging threats. In this dynamic environment, a robust approach to Cyber Security and Data Protection Assurance is vital for maintaining resilience.

Changing organisational boundaries necessitates the rigorous management of sensitive information to ensure a secure and compliant transition. Our service, led by CISM and ISC2 qualified experts, focuses on identifying legacy risks and technical debt within merged IT landscapes. By embedding Zero Trust security frameworks and strict GDPR compliance into the architectural target state, we ensure that adherence to GDS Service Standards is built-in by design, protecting both the organisation's security posture and the public's trust.



Service Features

Our security and assurance offering is designed to be modular and scalable:

- **Expert Guidance:** CISM and ISC2 qualified experts providing extensive knowledge in information security management and data protection.
- **GDPR Compliance:** Full management of personal data collection, processing, storage, and sharing to ensure legal adherence.
- **External DPO/SRI:** Cost-effective Data Protection Officer and Senior Responsible Individual services.
- **Vulnerability Assessments:** Identification of potential threats through thorough assessments of organisational systems and projects.
- **Legacy Risk Management:** Identification of technical debt and legacy risks within merged IT estates.
- **Security Architecture:** Zero Trust security architecture design providing a robust framework for digital environments.
- **Incident & Continuity Planning:** De-risking "Vesting Day" through incident response and business continuity planning.
- **IAM Roadmaps:** Roadmaps supporting the convergence of multiple M365 tenants and AD forests.
- **Governance & TDA:** Establishing Technical Design Authority (TDA) governance to prevent deviation from organisation strategy and vision.
- **Data Protection Measures:** Encryption and IAM measures ensuring safe data separation during service splits.
- **AI-Augmented Threat Hunting:** ML-driven proactive detection of anomalous patterns and "low and slow" threats across complex, merged IT estates.
- **Supply Chain Cyber Risk Management:** Security due diligence and NCSC/GDPR assurance for third-party suppliers prior to unitary integration.
- **Automated Response Orchestration:** Automated containment protocols for malicious activity (e.g., ransomware), significantly reducing attacker dwell time.



Service Benefits

Our cyber security and GDPR services align technology strategy with risk mitigation:

- **Proactive Protection:** Safeguarding the integrity and reputation of the organisation through proactive security measures.
- **Risk Reduction:** Strict compliance with GDPR and data protection regulations reduces legal and financial risks.
- **De-risked Transitions:** Rigorous planning ensures critical security systems remain operational and resilient for "Vesting Day".
- **Reduced Costs:** Early identification of duplicate or insecure legacy contracts and elimination of full-time hire needs via outsourced DPO roles.
- **Unified Security Culture:** Enhancing security awareness via targeted training and EA frameworks.
- **Single View of Citizen:** GDPR aligned architecture designed to unify data across departments securely for better service delivery.
- **Scalable Support:** Securely managing the increased data demands of a unitary authority with flexible architecture.
- **Independent Assurance:** Objective assessment of supplier proposals to ensure third-party security compliance.
- **Improve security and strategy:** Strong governance via Technical Design Authority prevents messy or insecure integrations.
- **Business Resilience:** Continuity and disaster recovery planning across all converging council departments.
- **Enhanced Public Trust:** Building resident confidence through industry-leading security frameworks and rigorous data protection during organizational mergers.
- **Improved Citizen Experience:** Providing secure, unified digital portals that encourage safe sharing of sensitive information across new departments.
- **Reduced Cyber Insurance Premiums:** Implementing a "defensible position" with immutable backups and AI-augmented monitoring provides the documented rigor required to potentially lower organisational insurance costs.



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 enhancing Cyber Security, GDPR & Data Protection Assurance. 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

Strategic Consultation: We engage with leadership to understand security goals, GDPR challenges, and the current IT landscape.

Engagement Planning: We outline specific security deliverables, timelines, costs, and communication channels for the assurance project.

Knowledge Gathering: Our team collects relevant documentation and data regarding the current landscape such as AD forests, M365 tenants, systems, training uptake and existing policies.

2. Review

Current-State Security Assessment: We conduct an analysis of technology infrastructure, business processes, and data flows to identify security risks.

Risk & Gap Analysis: We identify misalignments, technical debt, and legacy risks within the IT estate relative to strategic security goals.

NCSC Benchmarking: Security audits and compliance checks are performed to ensure alignment with GDS Service Standards and the Technology Code of Practice.





3. Vision

Target Security Architecture: We collaborate to develop a blueprint of the desired future state, incorporating Zero Trust principles for robust environments.

IAM & Compliance Roadmaps: We create phased plans for transitioning to a unified identity architecture and ensuring legally robust data processing.

Incident Response Planning: Custom strategies are developed to de-risk "Vesting Day" for critical systems and statutory services.

4. Implement

Security Governance Framework: We establish a Technical Design Authority (TDA) to police the architecture, prevent strategy drift and manage change approvals.

Technical Deployment Support: Our experts provide guidance during the deployment of encryption, MFA, and Conditional Access measures.

Training & Awareness: We deliver targeted security awareness training and upskill internal teams on good security hygiene and data protection best practices.



5. Integration

Continuous Optimisation: We monitor and adjust the architecture to address evolving threats and integrate new technologies with minimal disruption.

Threat Intelligence & Monitoring: Proactive monitoring is established to ensure system integrity and adherence to GDPR regulations.

Seamless Access Integration: We ensure staff can securely collaborate across legacy boundaries while transitioning from PSN to Internet-first secure networks.

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.

Security Validation: We conduct formal reviews, testing, and DPIAs to assess outcomes and ensure all deliverables are secure and compliant.

Ongoing Assurance: We offer flexible support options, including outsourced DPO and SRI services, to maintain long-term compliance and resilience.



Case Study Evidence

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

High-Security Architecture (Home Office – Synergy Programme)

Challenge: The Synergy Programme aimed to unite corporate services for four major departments (DWP, MoJ, Defra, Home Office), involving 250,000 civil servants. Harmonising security across departments with different risk appetites and handling OFFICIAL-SENSITIVE data.

Action: Acting as Security Architect (SC Cleared). We architected the "Secure by Default" framework for the Oracle SaaS solution, ensuring data could flow between departments without leakage. We authored the cross-departmental Data Protection Impact Assessments (DPIAs) and defined the encryption standards for "Secure Bridges" between networks.

Outcome: Successfully aligned data classification strategies across the cluster, ensuring that sensitive data retained appropriate controls during migration, with zero compromise vectors identified during testing.

DR Resilience (Housing Plus Group)

Challenge: A social housing provider managing 19,000 homes facing the sector-wide threat of cyber attacks on tenant data. The existing Disaster Recovery (DR) plan was theoretical and misaligned with business priorities. A successful attack could have locked access to critical repair and care systems.

Action: We established a formal Security Incident Response Policy (SIRP) and defined the roles for a Security Incident Response Team (SIRT). We assured migration to a Cloud-First architecture and immutable backups, ensuring that even if the live network was infected, the backups could not be encrypted by attackers. We ensured rigorous patching schedule, anti-malware and vulnerability management protocols.

Outcome: The Group achieved a "defensible position" against cyber attacks, with demonstrated active management of operational risk to the Board and Regulator.



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.

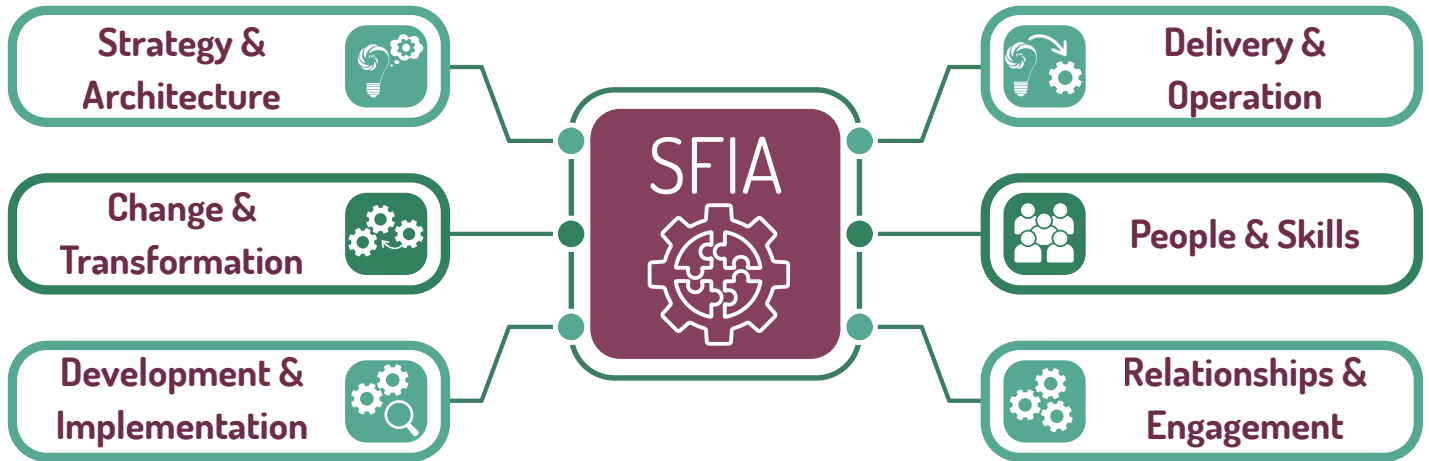


COMMERCIALS

- **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