



Avalie Digital

Where Security Meets Innovation

Service Definition

Digital Transformation
& Business Process
Optimisation



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. Having served as IT Managers and Shared Service Leads across multiple authorities, we do not apply generic private-sector models to public services; instead, we use our deep experience to re-engineer the complex statutory workflows found in Housing, Planning, Public Protection, and Corporate Services. We specialise in mapping fragmented "As-Is" business processes to design streamlined, cloud-native "To-Be" digital workflows that align people and technology with organisational goals.

Our team has practical experience managing the full lifecycle of complex change—from merging and de-merging multi-authority systems (i.e. Housing Management Systems) to leading major productivity migrations for Google Cloud and Microsoft 365. By utilising industry-standard TOGAF methodologies, we create a single version of the truth that identifies bottlenecks and implements intelligent process automation (RPA/BPA). This approach eliminates time-consuming manual tasks, optimises hybrid working, and delivers the bankable overhead reductions necessary for authorities to overcome legacy debt and successfully transition to modern, cloud-first operations.

Background

Enterprise Architecture (EA) serves as the blueprint for designing and delivering efficient, customer-centric services. For local authorities, true Digital Transformation requires moving beyond simply hosting software in the cloud; it necessitates a fundamental change of how people, data, and technology interact.

Many councils have fragmented processes and manual workarounds that have evolved over decades. Avalie Digital's approach to Business Process Optimisation focuses on rationalising these inefficiencies to create scalable, cloud-native operations. By mapping "As-Is" complexity and designing "To-Be" digital workflows, we help you transition from outdated manual tasks to streamlined, automated services that provide a digital end to end process.



Service Features

Our transformation service is designed to be modular and scalable:

- **Statutory Service Redesign:** Expert re-engineering of Housing, Planning, and Public Protection workflows to improve efficiency and service delivery.
- **Process Mapping & Gap Analysis:** Detailed "As-Is" and "To-Be" mapping to identify bottlenecks and align operations with digital goals.
- **Cloud Productivity Migration:** Strategic transitions to Google Workspace or Microsoft 365 to enable secure, effective hybrid working.
- **Intelligent Automation (RPA/BPA):** Implementing smart automation to eliminate repetitive manual tasks and increase departmental productivity.
- **Merger & De-Merger Management:** Specialist support for consolidating shared services or safely disaggregating systems for sovereign authorities.
- **Application & Legacy Rationalisation:** Using TIME methodology to modernize legacy debt and decommission redundant, high-cost software applications.
- **CXM & Citizen Engagement:** Transforming the customer journey through integrated online forms and modern Customer Experience Management platforms.
- **Cloud Telephony (CCaaS):** Replacing legacy phone systems with modern, cloud-based contact centre solutions for better accessibility.
- **Governance & Continuous Improvement:** Establishing performance dashboards to monitor systems, manage new processes, and prevent manual workarounds.
- **Standards & Roadmap Development:** Creating structured delivery roadmaps that ensure full compliance with GDS and technical standards.
- **Stakeholder Alignment Workshops:** Engaging leadership and frontline staff early to foster a digital-first mindset, ensuring the "To-Be" workflows are embraced rather than resisted.
- **Sustainable Upskilling:** Designing tailored training paths that go beyond software "how-to" and focus on the strategic value of the new digital operating model.



Service Benefits

We help authorities achieve achievable outcomes by linking strategy directly to business results:

- **Bankable Efficiency Savings:** Proven track record of identifying significant overhead reductions, such as £1m identified for Kent County Council.
- **Reduced Failure Demand:** Streamlined workflows and improved online forms resolve issues early, significantly lowering call centre volumes.
- **Hybrid Working Enablement:** Supporting flexible working by redesigning processes and implementing modern cloud productivity tools like Google and M365.
- **Seamless Merger Integration:** Rapidly standardising operating models for new Unitary Authorities or shared service partnerships during complex transitions.
- **Automated Regulatory Compliance:** Baking-in statutory requirements to ensure consistent adherence to DLUHC, Ombudsman, and GDS standards.
- **Enhanced Operational Resilience:** Removing "magic spreadsheet" workarounds and key-person dependencies to ensure stable, documented service delivery.
- **Data-Driven Decision Making:** Replacing anecdotal evidence with real-time analytics and a "single version of the truth" for better insights.
- **Improved Citizen Satisfaction:** Delivering better customer experiences through faster, more intuitive digital service pathways at a lower cost.
- **Maximised Staff Productivity:** Automating repetitive tasks allows staff to focus on high-value casework requiring human empathy and judgement.
- **Risk Mitigation:** Utilising structured frameworks and architectural design to reduce risks associated with major digital and organisational change.
- **Optimised Resource Allocation:** Identifying underutilised capacity to ensure staff and budget are focused on priority frontline services.
- **Scalable Digital Models:** Building robust, integrated systems designed to grow and manage increasing data demands across the authority.



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. We ensure we bring everyone along on the journey of change as this the most important part for any digital transformation.

An example of our approach to Digital Transformation & Business Process Optimisation. 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 your specific transformation goals and current technical landscape.

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

Landscape Analysis: We analyse your current environment to ensure people, processes, and technology are aligned with strategic objectives

2. Review

Current State Analysis: We ingest data and current processes to create a unified view of your operational landscape.

Complexity & Gap Analysis: We flag duplication and process inefficiencies for rationalisation while performing gap analysis between operational states and digital outcomes.

Security Audit: We review existing security and compliance measures to ensure they are maintained during the transformation.





3. Vision

"To-Be" Design: We closely collaborate with the organisation to develop a blueprint of the desired future state, including new digital workflows and automation strategies.

Business Capability Alignment: We align your specific business capabilities with future system functionalities to ensure technology serves your core objectives.

Convergence Roadmap: We deliver a phased transition plan to move from legacy ways of working to full digital consolidation.

4. Implement

Automation Deployment: We implement RPA and BPA solutions to streamline repetitive manual tasks and maximise productivity.

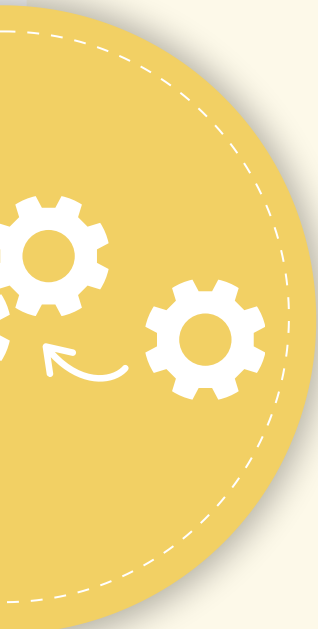
Standards Integration: We ensure all new workflows meet GDS Service Standards, NCSC security principles, and the UK Technology Code of Practice.

Training & Knowledge Transfer: We provide upskilling and training on process mapping tools to ensure your internal teams can maintain the new model.





5. Integration



Governance Establishment: We set up mechanisms to manage new processes, monitor automation health, and prevent the re-emergence of manual work arounds.

Architecture Optimisation: We continuously monitor and adjust the architecture to address evolving business needs and ensure scalability.

Seamless Service Delivery: We integrate modernised systems to ensure solutions support your strategy for a unified "One Council" experience.

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.

Benefits Realisation: We assess the success of process rationalisation in achieving identified cost savings and operational efficiencies.

Ongoing Support: We offer flexible on-demand consultation for specific issues or regular reviews to keep your digital workflows optimised.





Case Study Evidence

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

Digital Transformation Leadership – Thanet District Council

Key Personnel in Avalie Digital served as the Digital Transformation Manager and pivotal Transformation roles for Thanet District Council. Spearheading a comprehensive modernisation strategy from conception to delivery. Leading a dedicated Digital Transformation Team, we successfully executed the migration of over 65% of legacy systems to the cloud, significantly reducing the Council's reliance upon on-premise infrastructure.

This transformation required a rigorous focus on security and user experience, highlighted by the successful merging of Active Directories and the implementation of Single Sign-On (SSO) capabilities.

Beyond the technical architecture, strong emphasis was placed on Change Management; ensuring that investment was not just in technology, but in the people and processes required to adopt it. This programme was delivered strictly within defined budget constraints and balancing ambitious strategic goals.

Application Portfolio Transformation – Dorset Council

Challenge: Unitary merger resulting in a fragmented, duplicate application estate.

Action: Implemented the TIME methodology and a "Front Door" governance process to score and rationalise the portfolio.

Outcome: A clear, data-driven roadmap to retire duplicate systems, reducing technical debt and operational risk.

Housing Service Redesign – The Alliance (High Peak & Staffs Moorlands)

Challenge: Need to modernise housing services and exit legacy infrastructure.

Action: Redesigned workflows for Rent Uplifts and Homelessness to align with a new SaaS operating model.

Outcome: A "Target Operating Model" that automates complex financial calculations and ensures statutory compliance.



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.

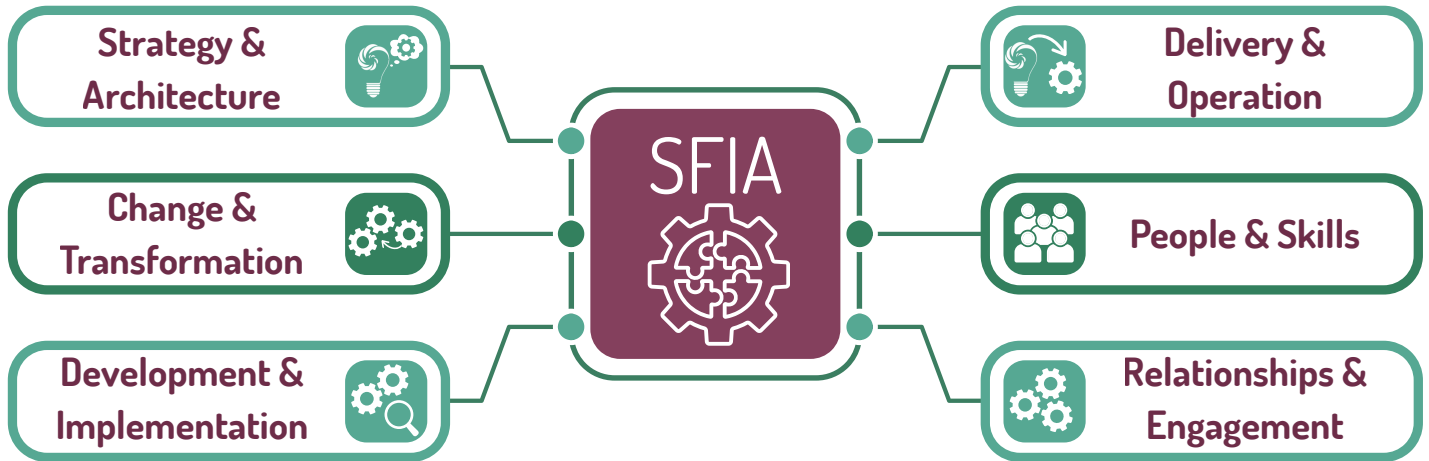


COMMERCIALS

- **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