



Avalie Digital

Where Security Meets Innovation

Service Definition

Enterprise
Architecture as a
Service (EAaaS)



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 provide a specialist, TOGAF-aligned Enterprise Architecture service. We empower organisations in Local Government, Housing, and Central Government to navigate technical complexity. Whether managing a merger (LGR), migrating to the cloud, or rationalising a legacy estate, we align your IT capabilities with strategic business goals to ensure a secure and compliant transition.

We do not rely on generalists. Our team consists exclusively of subject matter experts with deep tenure in public sector IT (e.g., Home Office, Kent CC, Dorset Council). We integrate CISM-certified security architecture into the design phase, ensuring "Secure by Design" compliance for official-sensitive data.

Background

Enterprise Architecture (EA) is the holistic approach to designing and delivering efficient, customer-centric services within an organisation. It encompasses IT systems, business processes, data, and organisational structures. A well-developed Enterprise Architecture approach helps organisations optimise resources, reduce costs, and enhance service delivery.

Avalie Digital's TOGAF-certified architects work with you to understand your "As-Is" landscape, define your desired target state, and develop a pragmatic roadmap for achieving it. Our vendor-neutral approach ensures you receive unbiased recommendations and ongoing support tailored to your needs.



Service Features

Our EAaaS offering is designed to be modular and scalable:

- **Strategic Design:** Specialist architecture for merging authorities to ensure critical systems remain operational for vesting day.
- **Foundational Assessment:** Setting the stage for digitally enabled transformation.
- **Expertise & Guidance:** Based on best practices and vendor independence.
- **Application Portfolio Management:** Rapidly ingest data (using tools like Orbus Infinity or ArchiTool, ArchiMate) to identify redundant systems and technical debt.
- **Legacy System Optimisation:** Helping you modernise and streamline existing solutions.
- **"As-Is" & "Future State" Mapping:** Full visualisation of divergent IT estates across business, data, and technology layers.
- **Target Operating Model (TOM) Design:** Designing consolidated IT services and technical design authority (TDA) governance.
- **Strategy & Roadmap Development:** Defining a clear path to your IT goals.
- **Cloud Readiness & Roadmaps:** Independent assessment for merging systems such as M365 tenants, AD forests, and migrating legacy platforms to the cloud.
- **Independent Supplier Assurance:** Objective assessment of existing systems and functions they provide.
- **Interim Leadership:** Access to Interim Chief Architects or Technical Design Authority (TDA) services on demand.
- **Architecture Governance:** Establishing principles for effective decision-making.
- **TOGAF-Certified Architects:** Ensuring quality and alignment with industry standards.
- **Training & Knowledge Transfer:** Upskilling your internal teams.
- **Business Alignment:** Ensuring technology serves your core objectives.
- **Market Knowledge:** Sharing insights from our broad client base.
- **GreenOps Sustainability Mapping:** Integrating "GreenOps" principles to monitor and reduce the carbon footprint of cloud estates, helping authorities meet mandatory G-Cloud 15 carbon reduction reporting requirements.



Service Benefits

Our EAaaS offering is designed to be modular and scalable:

- **De-risked Transitions:** Ensures statutory services and critical systems remain stable during organisational change or vesting day.
- **Significant Cost Savings:** Identifies duplicate contracts and underutilised assets early.
- **Vendor Neutrality and Informed Technology Choices:** Agnostic, unbiased recommendations based on your business needs and solid costed options.
- **Customer-focused Improvements:** Driving better service delivery while reducing costs.
- **Single View of Citizen:** Architecture designed to unify data across departments for better service delivery.
- **Achievable Outcomes:** Linking technology strategy directly to desired business results.
- **Streamlined Operations:** Simplifying business and technology architecture, reducing redundancy.
- **Reduced Risk:** Mitigating digital and data risks, including security and compliance concerns.
- **Scalable Support:** Adapting to your needs with our flexible on-demand model. On-demand access to TOGAF-certified expertise without the overhead of permanent staff.
- **Standards Compliance:** Fully aligned with GDS Service Standards, NCSC security principles, and the UK Technology Code of Practice.
- **Integrated Solutions:** Ensuring solutions support your strategy for seamless service delivery.
- **Project-Based or Ongoing:** Choose the model that fits your organisation's needs.
- **Carbon-Neutral IT Roadmap:** Provides a clear path to achieving Net-Zero targets by identifying energy-inefficient legacy hardware and migrating workloads to "Green Cloud" environments with lower carbon footprints.
- **"Golden Thread" Compliance:** Ensures every technology investment is traceable to a specific business outcome or regulatory requirement, providing a "single source of truth" for audit and governance.



Our Approach

Avalie Digital recommends a modular approach, beginning with understanding your baseline architecture (AS-IS) and then addressing the most critical components. We emphasise knowledge transfer, working side-by-side with your team to build internal capacity.

An example of how we run an Enterprise Architecture Kickstart or review of established practice. We use a structured framework to manage merger and transformation complexity:

Phase 1 :

Discovery and Recommendation

1 - Pre Mobilisation

2 - Review

3 - Vision



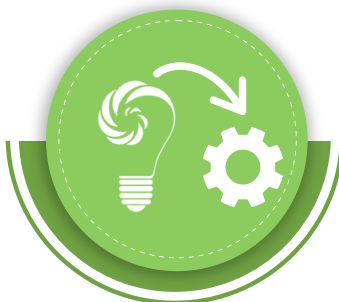
Phase 2 :

Project Management and Implementing

4 - Implement

5 - Integration

6 - Finalise





1. Pre-Mobilisation

Initial Consultation: Understand the client's goals, challenges, and current IT landscape.

Engagement Planning: Outline deliverables, timelines, costs, and communication channels.

Knowledge Gathering: Collect relevant documentation and data about the client's systems and processes.

2. Review

Current-State Assessment: Conduct a thorough analysis of existing: Technology infrastructure (hardware, software, applications, networks)

- Business processes and how they align with technology
- Information and data flows
- Security and compliance measures

Gap Analysis: Identify misalignments, inefficiencies, vulnerabilities, and opportunities for improvement relative to the client's strategic goals.





3. Vision

Target Architecture Design: Collaborate with the client to develop a blueprint of the desired future state, including:

- High-level architecture principles aligned with business strategy
- Technology recommendations based on needs and industry best practices
- Security and compliance considerations
- Scalability and adaptability for future growth

Roadmap Development: Create a phased plan for transitioning from the current state to the target architecture, including:

- Milestones and timelines
- Resource allocation (budget, staff, technology)
- Risk assessment and mitigation

4. Implement

Governance Framework: Develop guidelines, standards, and processes for:

- Technology selection and procurement
- Change management and approvals (TDA)
- Communication of architecture updates

Implementation Support: Provide guidance and expertise during:

- Technology deployment and configuration
- Testing and validation
- Pilot projects or phased rollouts

Training & Knowledge Transfer: Skill-building for the client's internal teams

- Documentation of the new architecture



5. Integration

Architecture Optimisation: Continuously monitor, analyse, and adjust the architecture, encompassing:

- Performance tuning
- Addressing evolving business needs
- Integrating new technologies with minimal disruption

Compliance & Security: Proactive monitoring of the architecture to ensure it remains secure and adheres to relevant regulations and standards.

6. Finalise & Support

Project Closure: Conduct a formal review with the client to assess deliverables, outcomes, and lessons learned.

Ongoing Support: Offer flexible support options based on the client's needs, such as:

- Regular architecture reviews and updates
- On-demand consultation for specific issues or projects
- Training and upskilling of internal staff



Case Study Evidence

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

Client: Kent County Council

Challenge: The Council struggled with a fragmented technology view, lacking a single "source of truth" for its estate. Reliance on legacy on-premise infrastructure and siloed data made it difficult to manage costs, track contract renewals, or align technology with the "Strategic Reset Programme".

Action: Avalie Digital delivered an agile, six-month transformation using the OrbusInfinity platform to map thousands of data points to link business capabilities with infrastructure and developed a suite of Power BI dashboards for real-time visibility into costs and risks. The approach included upskilling 61 stakeholders to ensure long-term sustainability.

Outcome: Established a data-led operational model that identified over £1 million in potential annual savings through licensing optimisation and decommissioning. The project created a "Golden Thread" alignment where every technology decision is now mapped against strategic principles.

Client: Housing Plus Group

Challenge: Mitigating rising cyber risks across a complex, IT estate .

Action: Deployed a "cloud-first" resilience strategy, establishing immutable backups and mapping critical system dependencies.

Outcome: Achieved regulatory assurance and robust protection for critical tenant data against service outages.

Client: Gedling Borough Council

Challenge: Urgent requirement to exit a data centre without simply "lifting and shifting" existing legacy constraints.

Action: Delivered a TCO-backed options appraisal to design a modern Hybrid Cloud Failover architecture.

Outcome: Replaced rigid hardware cycles with a flexible, future-proof disaster recovery platform.



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.

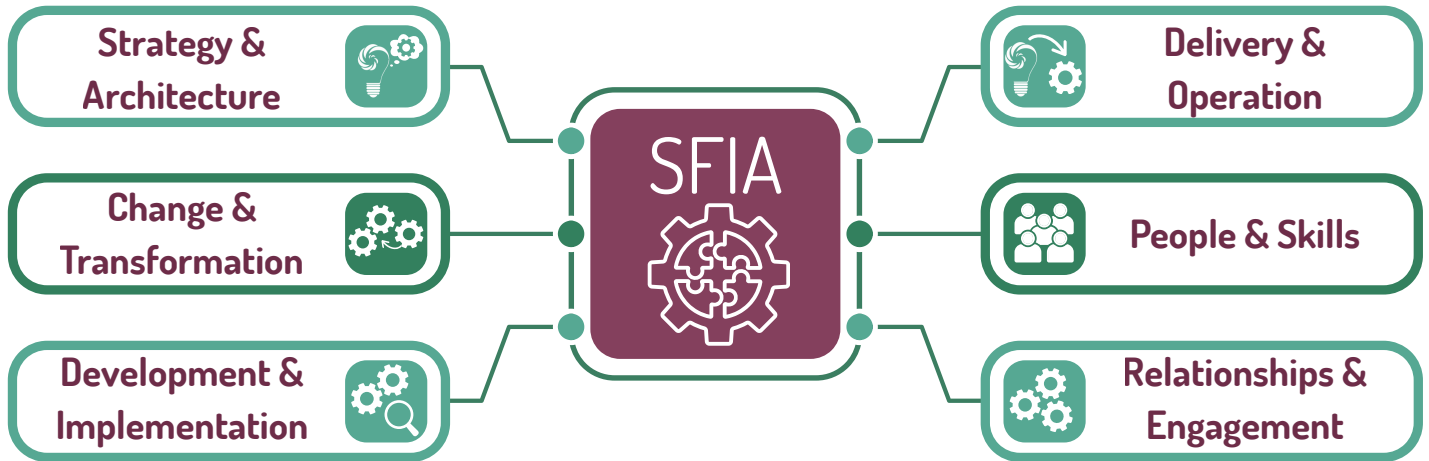


COMMERCIALS

- **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