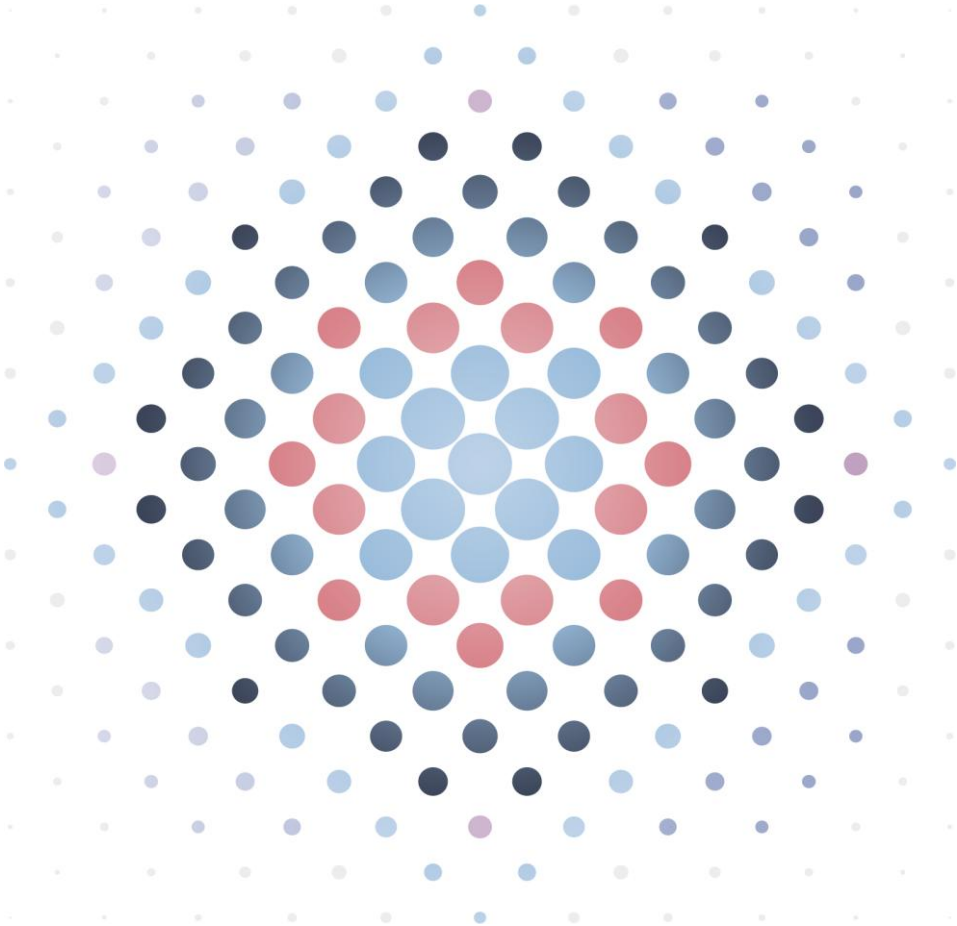
G-Cloud 15 Service Definition

Economic Assessment, Analysis & Modelling

January 2026



alma economics

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Alma Economics Overview

Alma Economics is an independent research, technology, and communication organisation. We are a team of economists, social researchers, data scientists, technologists, and communication professionals, working together on the most critical issues facing our society today.

Some teams produce insight. Others build software. Others craft stories. We do all three — because the challenges we face don't come in parts. Powered by world-class research, we work where disciplines intersect because that's where real change happens.



Research

Unparalleled analytical expertise that shapes policy for the world as it actually is.



Technology

Cutting-edge digital tools that let policy live, breathe, and iterate in real time.



Communication

Complex ideas turned into stories that inspire action and drive decisions.

Our partners and clients include some of the most forward-looking and innovative organisations in the public, private, and voluntary sectors. We support central government, arm's-length bodies, local authorities, and public agencies in the UK and globally to design, appraise, and evaluate policy, programmes, and digital investments, particularly in relation to cloud-enabled services.

Service Overview

The Economic Assessment, Analysis, and Modelling service supports public sector organisations to develop robust, transparent, and proportionate economic evidence for cloud, digital, data, and technology-enabled programmes. The service can be deployed at any stage of the policy, programme, or project lifecycle, from early strategic assessment through to full business case development and post-implementation evaluation.

The service covers economic appraisal and modelling aligned with the HM Treasury Green Book. Outputs are designed to support robust investment decisions, impact assessments, and internal or external assurance processes in relation to cloud services and programmes.

Our approach integrates quantitative modelling with qualitative evidence, stakeholder insight, and behavioural and market analysis where appropriate, ensuring that economic cases for cloud services reflect real-world delivery constraints and user impacts.

Features

Advanced economic modelling

Building structured analytical models that bring together data, assumptions, and evidence to understand how policies, programmes, or investments are expected to perform, particularly around cloud services and technologies.

Scenario and sensitivity analysis

Testing how results change when key assumptions, inputs, or external conditions vary. Alma uses this to explore uncertainty, assess resilience, and help decision-makers understand which factors matter most to outcomes in relation to cloud services and technologies.

Value for money assessment

Value for money assessment captures the optimal use of resources to achieve the intended outcomes, particularly in relation to cloud services and technologies. Through applying our robust VFM frameworks, organisations can define the effectiveness and usefulness of their cloud-related projects and programmes.

Implementation and process evaluation

Implementation and process evaluation examine how a cloud service or programme is delivered in practice, rather than just its intended design. Alma assesses whether delivery is working as planned, identifies barriers and enablers, and generates learning to improve future implementation.

Forecasting and econometric modelling

Applying statistical techniques to analyse trends, relationships, and future scenarios in relation to cloud services and programmes. Alma applies these methods to project demand, costs, impacts, and risks, supporting forward-looking planning, investment, and policy decisions in relation to cloud.

Distributional and equity impact analysis

Distributional and equity analysis looks at how impacts are shared across different groups, places, or sectors. Alma uses this analysis to identify winners and losers, assess fairness, and support inclusive and equitable policy design.

Impact evaluation

Measuring the causal effects of a cloud-related intervention by comparing outcomes with a credible counterfactual.

Behavioural analysis

Applying insights from psychology and behavioural science to understand how users make decisions in relation to cloud services. Alma uses these insights to design, assess, and refine cloud services that better reflect real-world behaviour and improve effectiveness.

Benefits

Better strategic decisions

Decision-makers and cloud service owners are supported with robust evidence and analysis.

Clear understanding of impacts

Economic, social, and fiscal consequences are assessed together in relation to cloud services, providing a comprehensive view of likely outcomes.

Reduced uncertainty

Key assumptions and risks are explicitly tested, helping organisations understand and manage uncertainty in relation to cloud services.

Enhanced value for money assessment

Cloud investments and programmes are assessed more rigorously, supporting better prioritisation of limited resources.

Earlier identification of risks and opportunities

Forward-looking analysis highlights emerging issues early, allowing proactive management.

Stronger stakeholder confidence

Independent, methodologically sound analysis increases confidence among approvers, partners, and stakeholders.

Assured compliance

All work is delivered in line with recognised standards for security, accessibility, and data governance.

Business Need

Our clients increasingly require robust economic evidence to justify investment in cloud and digital services, whilst also demonstrating value for money, and securing internal and external approvals. Decision-makers must balance fiscal constraints, delivery risk, and long-term public value, often with incomplete data and tight timescales.

Alma Economics addresses this need by providing economic analysis for cloud services that:

- Clarifies the economic rationale for investments.
- Compares alternative delivery and sourcing options.
- Quantifies costs, benefits, risks, and uncertainties.
- Demonstrates alignment with strategic objectives and public value outcomes.
- Strengthens confidence for approvals, assurance, and funding decisions.

We help our clients move beyond compliance-driven business cases towards genuinely informative economic assessments that support prioritisation, investment sequencing, and delivery planning for cloud services.

Social Care Data Maturity Assessment

Analysed how well social care organisations collect, manage, and integrate digital data, producing recommendations for improving data and cloud-based infrastructure. Supported 22 local authorities, producing individual reports for each one, with advice on the practical steps they can take to improve their data maturity and integrate cloud technology.

Return on investment of digital technology adoption in adult social care

Built a decision support tool over the cloud that helps social care providers estimate financial returns from adopting various digital technologies. Also reviewed existing telecare and workforce software, compiled case studies, and then aggregated results into a user-friendly cloud dashboard.

Preliminary evaluation of the Virtual Reality Pilot programme

Evaluated the impact of a cutting-edge VR training program in child welfare. Assessed using virtual reality technology to change how teachers, carers, and legal professionals make decisions. This was a new exploratory research area for the industry, where we provided up-to-date advice and support on new technology entering the market.

Review of Agricultural technology and data

Commissioned to analyse the system on how livestock are tracked, and disease outbreaks are prevented and managed.

Held interviews, surveys, and focus groups with farmers, delivery partners, and agencies to understand what's working, what's not, and where improvements were needed in relation to data and technology. User Experience experts analysed the cloud system itself to find out how user-friendly it is.

Our final report made 32 recommendations – some focused on policy, others on cloud technology, transformation, and usability – all designed to make the system simpler, clearer, and more effective.

Pricing

Pricing for this service is provided in line with the Alma Economics G-Cloud 15 rates matrix held on the UK Government Digital Marketplace.

Typical engagements range from short, targeted analytical sprints to support specific decisions, through to full end-to-end economic appraisal and modelling for major longitudinal programmes.

Detailed pricing and resourcing assumptions are agreed at the call-off stage.

Contact

For further information or to discuss your requirements, please contact:

Alma Economics Ltd

London:	+44 20 8133 3192	43 Tanner Street, SE1 3PL, London, UK
Athens:	+30 21 3099 6457	Ifigenias 9, 14231, Athens, GR
Sacramento:	+1 916 954-4518	1401 21st Ste R, Sacramento, CA 95811

Email: info@almaeconomics.com
Website: www.almaeconomics.com

Please include the service name, your organisation, a brief description of your requirement, and indicative timescales.

+44 20 8133 3192 43 Tanner Street, SE1 3PL, London, UK
+30 21 3099 6457 Ifigenias 9, 14231, Athens, GR
+1 916 954-4518 1401 21st Ste R, Sacramento, CA 95811

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