

G-Cloud 15

Service Definition Document

Lot 3: Cloud Support

Cloud Cost Optimisation and FinOps Services

Provider:	Zartis
Framework:	G-Cloud 15 – Lot 3: Cloud Support
Document Version:	1.0 – January 2026
Contact:	ricky.hill@zartis.com

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1. Executive Summary

Zartis provides Cloud Cost Optimisation and FinOps Services to public sector organisations through the G-Cloud 15 framework. Our FinOps expertise enables organisations to optimise their cloud spending and establish sustainable cost management practices. We help teams gain visibility into cloud costs, identify optimisation opportunities, and implement governance frameworks that balance cost efficiency with operational needs.

Our service is delivered by experienced consultants who combine deep technical expertise with proven delivery experience across regulated industries. We hold ISO 27001 and Cyber Essentials certifications, and our methodologies align with NCSC Cloud Security Principles.

Key service highlights:

- Proven delivery methodology with defined phases and deliverables
- Experienced team with regulated industry track record
- Flexible engagement models including Time & Materials and fixed-price options
- Comprehensive knowledge transfer ensuring client self-sufficiency
- ISO 27001 and Cyber Essentials certified delivery

This document provides a complete description of the service, including our delivery methodology, team structure, case studies demonstrating relevant experience, support arrangements, and governance framework.

2. Service Overview

2.1 Service Description

Zartis provides Cloud Cost Optimisation and FinOps Services to public sector organisations seeking to optimise their cloud spending and establish sustainable cost management practices. Our service covers the implementation of FinOps frameworks that balance cost efficiency with operational needs.

We help organisations gain visibility into their cloud costs, identify optimisation opportunities, and implement the governance frameworks needed for ongoing cost management. Our consultants bring experience with cloud pricing models, reserved capacity planning, and the organisational practices that enable effective FinOps.

The service is designed for organisations seeking better control over cloud costs, whether facing immediate budget pressures or building long-term cost governance capabilities.

Our consultants bring experience across multiple sectors including healthcare, financial services, education, utilities, and logistics. This cross-sector experience enables us to apply proven patterns and avoid common pitfalls, while respecting the specific regulatory and operational requirements of each industry.

2.2 Target Audience

This service is designed for:

- Central government departments
- Local authorities and councils
- NHS trusts and healthcare organisations
- Educational institutions
- Arm's length bodies and agencies
- Any public sector organisation seeking cloud capabilities

2.3 Key Features

The service encompasses the following capabilities:

Cloud cost assessment and analysis

This capability is delivered by our experienced consultants as part of the overall service engagement. Our approach ensures alignment with industry best practices and client-specific requirements.

Savings opportunity identification

This capability is delivered by our experienced consultants as part of the overall service engagement. Our approach ensures alignment with industry best practices and client-specific requirements.

Reserved instance and savings plan optimisation

This capability is delivered by our experienced consultants as part of the overall service engagement. Our approach ensures alignment with industry best practices and client-specific requirements.

Right-sizing recommendations

This capability is delivered by our experienced consultants as part of the overall service engagement. Our approach ensures alignment with industry best practices and client-specific requirements.

Cost allocation and tagging strategy

This capability is delivered by our experienced consultants as part of the overall service engagement. Our approach ensures alignment with industry best practices and client-specific requirements.

FinOps process and governance setup

This capability is delivered by our experienced consultants as part of the overall service engagement. Our approach ensures alignment with industry best practices and client-specific requirements.

Cost monitoring and alerting implementation

This capability is delivered by our experienced consultants as part of the overall service engagement. Our approach ensures alignment with industry best practices and client-specific requirements.

Ongoing cost management support

This capability is delivered by our experienced consultants as part of the overall service engagement. Our approach ensures alignment with industry best practices and client-specific requirements.

2.4 Benefits

Organisations engaging this service can expect:

Reduced cloud spending without performance impact

Organisations engaging this service can expect to realise this benefit through our proven delivery approach and experienced team.

Improved cost visibility and accountability

Organisations engaging this service can expect to realise this benefit through our proven delivery approach and experienced team.

Predictable cloud budgets

Organisations engaging this service can expect to realise this benefit through our proven delivery approach and experienced team.

Better value from cloud investments

Organisations engaging this service can expect to realise this benefit through our proven delivery approach and experienced team.

Sustainable FinOps practices

Organisations engaging this service can expect to realise this benefit through our proven delivery approach and experienced team.

Freed budget for innovation and new projects

Organisations engaging this service can expect to realise this benefit through our proven delivery approach and experienced team.

3. Delivery Methodology

3.1 Overview

Our delivery follows a structured FinOps methodology designed for cloud cost optimisation and financial governance. This approach ensures visibility, accountability, and continuous improvement.

3.2 Phase 1: Cost Discovery

The discovery phase analyses current cloud spending and establishes visibility.

Activities

- Cloud spend analysis across accounts and services
- Resource inventory and utilisation assessment
- Cost allocation and tagging audit
- Commitment coverage analysis (Reserved Instances, Savings Plans)
- Stakeholder interviews on cost ownership and accountability

Gate Criteria

Phase 1 concludes with the Cost Discovery Report presented to stakeholders.

3.3 Phase 2: Optimisation Analysis

The analysis phase identifies savings opportunities and develops recommendations.

Activities

- Right-sizing analysis for compute, storage, and database
- Idle and orphaned resource identification
- Commitment optimisation modelling (RI/SP recommendations)
- Architecture optimisation opportunities
- Savings opportunity prioritisation and business case

Gate Criteria

Phase 2 concludes with optimisation recommendations review and approval.

3.4 Phase 3: Implementation

The implementation phase executes approved optimisations and establishes governance.

Activities

- Cost allocation tagging implementation
- Right-sizing and resource optimisation execution
- Commitment purchases (with approval workflows)
- Cost alerting and anomaly detection setup
- FinOps dashboard and reporting implementation

Gate Criteria

Implementation includes savings validation. Phase completion requires governance framework acceptance.

3.5 Phase 4: Enablement and Handover

The final phase establishes ongoing FinOps practices and transfers ownership.

Activities

- FinOps operating model and process documentation
- Team training on cost management tools and practices

- Showback/chargeback process implementation
- Continuous optimisation cadence establishment
- Operational handover and support transition

Gate Criteria

Phase 4 concludes with FinOps practice adoption and operational handover sign-off.

3.6 Deliverables

The engagement produces the following tangible deliverables:

FinOps Strategy & Governance

- **Cost Discovery Report** – Comprehensive analysis of current cloud expenditure, resource utilization patterns, and commitment coverage (Reserved Instances/Savings Plans)
- **Optimisation Recommendations** – Prioritized cost reduction opportunities with quantified savings potential, including right-sizing analysis, idle resource identification, and commitment purchase modeling
- **FinOps Operating Model** – Documented governance framework defining roles, responsibilities, review cadences, and ongoing cost management processes including showback/chargeback mechanisms
- **Cost Allocation Strategy** – Tagging framework and implementation roadmap enabling accurate cost attribution across business units, projects, and environments

Technical Assets & Implementation

- **FinOps Dashboards** – Custom monitoring and reporting solutions providing cost visibility, anomaly detection, budget tracking, and automated alerting
- **Savings Validation Report** – Documented evidence of achieved cost reductions with before/after analysis and performance impact assessment
- **Infrastructure as Code (IaC)** – Production-ready templates (Terraform, CloudFormation, or Bicep) implementing resource optimisation and cost controls
- **Operational Runbooks & Handover Package** – System management procedures and formal transition documentation for ongoing FinOps operations

4. Team Structure and Roles

4.1 Engagement Team

Engagements are staffed with experienced consultants in defined roles. Team composition scales based on engagement size and complexity.

FinOps Consultant

Provides expertise and delivery capability for the engagement.

Cloud Architect

Leads technical design and ensures architectural decisions align with business requirements and best practices. Responsible for technical quality assurance.

Cloud Engineer

Implements technical solutions and activities. Expertise in relevant platforms and tooling. Executes implementation plans and resolves technical issues.

Financial Analyst

Supports requirements gathering, stakeholder engagement, and documentation. Facilitates workshops and ensures business requirements are captured and traced through delivery.

Project Manager

Manages engagement delivery including planning, risk management, stakeholder communication, and governance. Ensures delivery against agreed scope, timeline, and budget.

4.2 Client Team Requirements

Successful delivery requires client participation. We typically request:

- Executive Sponsor with authority to make decisions and remove blockers
- Technical Lead with knowledge of current systems
- Subject Matter Experts for relevant business areas
- Operations representatives who will support systems post-implementation
- Security and compliance representatives for reviews and approvals

5. Case Studies

5.1 Energy Technology: Cost Optimisation

Client Context

A US-based energy technology company undergoing AWS infrastructure modernisation required cost visibility and optimisation as part of their cloud transformation.

Challenge

As the client migrated to a multi-account AWS architecture, they needed visibility into costs across accounts, optimisation of existing resource allocation, and governance frameworks to maintain cost control.

Our Approach

Zartis engineers implemented cost allocation tagging strategies as part of the multi-account migration, established cost reporting dashboards, and identified optimisation opportunities during the infrastructure assessment. We recommended right-sizing actions and reserved capacity planning.

Outcomes

- Cost visibility established across multi-account structure
- Optimisation opportunities identified and implemented
- Cost governance framework established
- Ongoing cost management practices embedded in operations

5.2 Energy Technology: AWS Infrastructure Modernisation

Client Context

A US-based energy technology company managing distributed energy resources required modernisation of their AWS infrastructure to support platform growth and improve operational practices.

Challenge

The client needed to migrate from a single AWS account architecture to a multi-account structure for better security isolation, transition IAM resources from CloudFormation to Terraform for improved maintainability, and plan migration of applications from ECS to EKS for enhanced container orchestration.

Our Approach

Zartis engineers designed and implemented a multi-account AWS architecture using AWS Organizations. We migrated infrastructure code from CloudFormation to Terraform, establishing consistent IaC practices across the platform. The team developed a migration plan for containerised workloads from ECS to EKS, and implemented APIs enabling third-party integrations with the energy management platform.

Outcomes

- Multi-account AWS architecture implemented with improved security isolation
- Infrastructure as Code migrated to Terraform with standardised modules
- EKS migration roadmap developed and execution commenced
- Third-party integration APIs deployed supporting ecosystem growth

6. Tools and Technologies

We utilize industry-standard tools and services appropriate to cloud cost management. Specific tooling is determined during the discovery phase based on client requirements and existing technology landscape.

7. Service Capabilities

This section provides detailed answers to common questions about our service capabilities, technical approach, and delivery practices.

How do you identify savings opportunities?

We utilize a multi-layered discovery process that combines automated scanning with architectural review. We identify "zombie" resources (unattached storage, idle load balancers), monitor for utilization patterns that suggest over-provisioning, and analyze billing data to find misaligned pricing tiers. This technical audit is cross-referenced with business requirements to ensure we distinguish between necessary "overhead" and genuine waste.

Do you manage Reserved Instance/Savings Plan purchases?

Yes, we proactively manage the lifecycle of Reserved Instances (RI) and Savings Plans. We analyze historical usage to forecast future demand and recommend commitment levels that maximize discounts while maintaining operational flexibility. We handle the

purchase orchestration and perform regular reviews to ensure commitments remain aligned with your evolving cloud footprint.

How do you approach right-sizing?

Our approach to right-sizing is performance-driven, not just cost-driven. We use tools like AWS Compute Optimizer or Azure Advisor, supplemented by deep-dive metrics (CPU, RAM, I/O), to identify instances that are consistently underutilized. We then recommend the most efficient instance family and size, ensuring that changes are tested in non-production environments first to maintain application performance and stability.

What cost governance processes do you implement?

We implement a continuous governance framework that includes automated tagging enforcement, granular budget alerts, and anomaly detection. We establish "showback" or "chargeback" reporting to drive accountability within engineering teams and set up automated policies (e.g., auto-shutdown for dev/test environments) to prevent "budget creep" and ensure spend remains within authorized limits.

Do you offer ongoing cost management? What's the model?

Yes, we offer a Managed FinOps model. This is typically delivered as a monthly retainer where a dedicated FinOps analyst performs continuous monitoring, monthly optimization sprints, and regular reporting to your finance and technical leads. This model ensures that savings are not just a "one-off" event but are sustained as your cloud estate grows and changes.

What typical savings do you achieve for clients?

While results vary based on initial cloud maturity, we typically achieve savings between 20% and 40% of the total cloud spend within the first six months. These savings are achieved through a combination of immediate "low-hanging fruit" (resource cleanup), long-term commitment discounts (RIs/Savings Plans), and architectural optimizations.

What is a typical FinOps engagement size?

A typical initial "Cost Optimization Sprint" lasts 20 to 40 days, covering the full audit, governance setup, and initial implementation of savings measures. For larger organizations with multi-cloud estates, the engagement may be longer to ensure full coverage across all departments and business units.

8. Pricing

Services are priced on a Time and Materials basis using SFIA-aligned day rates. Fixed-price engagements are available for well-defined projects with clear scope and acceptance criteria. All rates are quoted in GBP excluding VAT.

Please refer to the separate Pricing Document for the full rate card and engagement pricing details.

9. Support Arrangements

9.1 Delivery Model

Services are delivered remotely by UK and EU based teams. Our consultants follow ISO 27001 standards and connect to client environments via secure VPN with multi-factor authentication.

9.2 Working Hours

Standard delivery is conducted during UK business hours: 09:00 to 17:30 GMT/BST, Monday to Friday, excluding UK public holidays. Extended support including 24/7 coverage is available by prior agreement subject to commercial terms.

9.3 Support Channels

Channel	Availability	Use Case
Email	Yes – included	General queries, non-urgent issues, documentation requests
Ticketing System	Yes – included	Issue tracking, change requests, formal support requests
Phone	No	–
Web Chat	No	–

9.4 Support Levels

Standard support includes Priority 1–5 incident management with response times from 1 business hour (P1 Critical) to 5 business days (P5 Service Requests). Enhanced support with accelerated response times and dedicated resources available at additional cost.

Support operates via monthly retainer; unused hours roll over monthly but forfeit at engagement end.

9.5 Hypercare

Following go-live, we provide a standard hypercare period. During hypercare, the delivery team remains engaged to monitor systems, resolve issues, optimize performance, complete knowledge transfer, and support transition to client operations.

10. Security and Compliance

10.1 Our Certifications

Zartis maintains the following certifications relevant to secure service delivery:

Certification	Status	Reference
ISO 27001:2013	Certified	34/5700/19/10070
Cyber Essentials	Certified	7f243da7-4b18-402f-973d-90fe65086dc2
Microsoft Solutions Partner	Active	Data & AI, Infrastructure, Digital & App Innovation

10.2 Compliance Frameworks

Our delivery approach aligns with:

- NCSC Cloud Security Principles
- ISO 27001 Information Security Management
- Cyber Essentials
- UK GDPR and Data Protection Act 2018

10.3 Data Handling

During delivery:

- All client data remains within client-controlled environments
- We do not extract or retain client data beyond engagement requirements
- Any data used for testing is anonymised or synthetic
- Data handling procedures are documented and agreed at engagement start

- Data is encrypted in transit and at rest

10.4 Insurance

Zartis maintains appropriate insurance coverage:

Insurance Type	Cover Level	Provider
Professional Indemnity	£10,000,000	Hiscox SA
Public Liability	£10,000,000	Hiscox SA
Employer's Liability	£13,000,000	Hiscox SA
Cyber Insurance	£5,000,000	Hiscox SA

11. Engagement Governance

11.1 Onboarding

New engagements begin with a structured onboarding process:

- Kick-off meeting to confirm scope, objectives, and ways of working
- Access provisioning for required systems and environments
- Introduction to key stakeholders on both sides
- Communication channels and meeting cadence established
- Project governance framework agreed

11.2 Governance and Reporting

Throughout delivery, we maintain governance through:

Weekly Status Reporting

Written status reports covering progress against plan, risks and issues, upcoming activities, and decisions required.

Steering Committee

Regular steering meetings with senior stakeholders to review progress, address escalated issues, and make strategic decisions.

Risk Management

RAID (Risks, Assumptions, Issues, Dependencies) log maintained throughout delivery. Risks are assessed for probability and impact, with mitigation actions tracked.

11.3 Change Control

Changes to agreed scope are managed through a formal Change Request process:

- Change Requests documented with description, rationale, and impact
- Impact assessment covering timeline, cost, risk, and dependencies
- Client approval required before change implementation
- Changes tracked and reflected in project documentation

11.4 Acceptance and Sign-Off

Deliverables are accepted through formal sign-off at defined milestones:

- Phase gate reviews with documented acceptance criteria
- Technical deliverables validated against requirements
- Sign-off required before proceeding to next phase
- Final acceptance upon successful hypercare completion

11.5 Exit and Termination

Engagement conclusion includes:

- Knowledge transfer to client teams or successor provider
- Documentation handover
- Access revocation and security credential rotation
- Project closure meeting and lessons learned

12. Social Value

Zartis is committed to delivering social value through our G-Cloud engagements. Our approach addresses the five social value themes defined in the Social Value Model.

12.1 Tackling Climate Change and Reducing Waste

Cloud adoption inherently supports environmental sustainability by enabling organisations to leverage hyperscale providers with strong renewable energy commitments.

Our delivery model further reduces environmental impact through:

- Remote-first delivery reducing travel-related emissions
- Digital-first documentation and collaboration eliminating paper waste
- Optimisation services reducing compute resource consumption
- Guidance on sustainable architecture patterns that minimise energy usage

12.2 Creating Jobs, Skills and Growth

We contribute to skills development and employment through:

- Knowledge transfer programmes that build client team capabilities
- Training and coaching as part of engagement delivery

12.3 Tackling Economic Inequality

As an SME ourselves, we understand the importance of supporting smaller businesses:

- We actively engage SME and VCSE subcontractors where appropriate
- We support local economies through distributed team employment across UK and Europe
- Our services help public sector organisations deliver more efficient services to citizens

12.4 Equal Opportunity

Zartis is committed to diversity and inclusion:

- We maintain inclusive hiring practices and actively work to increase diversity in technology roles
- Our remote-first model enables participation from individuals who may face barriers to traditional office-based work
- We provide equal opportunities regardless of background, disability, or personal circumstances

12.5 Wellbeing

We prioritise wellbeing:

- Flexible working arrangements supporting work-life balance
- Mental health support and employee assistance programmes
- Public sector digital transformation enables better citizen access to essential services

13. About Zartis

13.1 Company Overview

Zartis is a technology consultancy established in 2009, with over 280 professionals delivering cloud transformation, software development, and digital services to organisations across Europe and North America. We combine deep technical expertise with practical delivery experience to help organisations achieve their technology objectives.

Zartis UK Limited is our UK-registered entity (Company Number: 11207666), through which we deliver services to UK clients.

13.2 Our Expertise

We have particular depth in:

- Cloud platforms: AWS, Microsoft Azure
- Cloud-native development: Kubernetes, containers, microservices
- Data platforms: Data engineering, analytics, machine learning
- DevOps and platform engineering: CI/CD, Infrastructure as Code, SRE
- Application development: Full-stack, mobile, API development

13.3 UK Client Experience

We serve a range of UK-based clients including:

- Kaluza (OVO Group) – Energy technology platform development
- Kooth – NHS-partnered digital mental health services
- SMS Group – Smart metering and energy services
- EcoOnline – Environmental health and safety software
- Nourish Care – Digital care planning software
- EML Payments – Payments technology platform

13.4 Contact Information

Legal Entity	Zartis UK Limited
Company Number	11207666
Registered Address	128 City Road, London, EC1V 2NX
Website	www.zartis.com
G-Cloud Enquiries	ricky.hill@zartis.com

We welcome the opportunity to discuss how Zartis can support your requirements. Please contact us to arrange an initial consultation.