

Application Repackaging and Lifecycle Management Services

Service Definition Document

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1. Introduction

This service is provided by APPS DELIVERY, a specialist IT consultancy with experience supporting public sector organisations across Modern Desktop, Cloud, Security, and Digital Workplace environments. The consultancy works with organisations where desktop estates have evolved through multiple technologies, vendors, and operating models, resulting in complexity that is difficult to govern, modernise, or sustain.

Engagements are delivered as senior-led professional consultancy, combining technical expertise with operational insight to support clear, evidence-based decision-making.

The service focuses on reducing uncertainty and operational noise, enabling internal teams to concentrate on service delivery while desktop, endpoint, and application challenges are addressed through structured analysis and practical recommendations.

Delivery is aligned with recognised industry frameworks and applicable security and quality requirements, where required, providing consistency, assurance, and auditability. The consultancy acts as a bridge between architecture, security, operations, and delivery teams, aligning stakeholders around shared priorities and agreed next steps.

Scope, duration, and deliverables are agreed at call-off through the G-Cloud framework, ensuring services remain proportionate and aligned with organisational priorities and governance requirements.

This service provides specialist consultancy support for the assessment, repackaging, remediation, and lifecycle management of applications to support modern operating systems, cloud desktops, and evolving deployment platforms.

2. The Challenge

Public sector organisations are under sustained pressure to modernise application estates while supporting hybrid working models, meeting operating system upgrade timelines, and adopting cloud-based desktop platforms. Initiatives such as Windows 11 migration, transitions from App-V, and adoption of platforms such as Azure Virtual Desktop and Windows 365 require applications to be delivered in formats that are secure, supportable, and compatible across multiple deployment models.

In practice, application lifecycle management can become a significant operational bottleneck. Activities intended to provide a transparent deployment layer may instead require disproportionate effort, creating reactive support cycles, compatibility issues, and exception-driven processes. These challenges can delay dependent initiatives, increase support demand, and contribute to the accumulation of long-term technical debt.

Commonly observed challenges include:

Package Backlogs and Deployment



Limited packaging capacity creates backlogs that delay large-scale OS deployments

Accumulating Technical Debt and Legacy



Lacking structured management, interim fixes cause legacy lock-in and fragility

Format Barriers to Cloud Adoption



Incompatible formats cause applications to fail during cloud platform transitions.

Balancing Security and Operational



Poor automation forces a choice between security risks or instability

App-V End-of-Life Pressure



Approaching App-V end of life requires urgent conversion of large application estates.

Package backlogs and deployment delays – Large-scale operating system upgrades and platform transitions often expose limited internal packaging capacity, resulting in backlogs that delay deployments, restrict software availability, and increase troubleshooting effort.

Accumulating technical debt and legacy lock-in – In the absence of application lifecycle management, interim packaging fixes may persist indefinitely, anchoring application estates to legacy formats and increasing fragility during routine updates.

Format barriers to cloud adoption – Modern desktop platforms require packaging formats designed for virtualised and cloud-hosted environments. Where capability or tooling is limited, applications may function on traditional desktops but fail in cloud platforms, leading to repeated remediation activity.

Balancing security and operational stability – Application lifecycle management must balance timely security updates with service stability. Without automation and consistent testing approaches, organisations may either defer updates and increase exposure or introduce frequent changes that elevate user disruption and support demand.

App-V end-of-life pressure – With App-V server components reaching end-of-life, organisations with established App-V estates face the challenge of converting large volumes of applications. Uncertainty around migration approaches can reduce confidence and delay modernisation programmes.

3. Service Summary

The Application Repackaging and Lifecycle Management Services provide specialist consultancy support to public sector organisations managing the delivery, maintenance, and modernisation of application estates. The service focuses on improving the reliability, consistency, and sustainability of application delivery across physical, virtual, and cloud-hosted desktop environments.

It covers consultancy activities relating to application discovery, packaging, remediation, and lifecycle management. This includes advisory support for modern packaging formats, legacy application transition, and integration with existing endpoint management and deployment platforms, subject to the scope agreed at call-off.

Engagements are delivered as consultancy services rather than managed operations. The service may be used to address application readiness for operating system upgrades, cloud desktop adoption, or structured application estate modernisation, where these activities form part of the buyer-defined scope.

4. Key Service Capabilities

The following capabilities describe the specialist consultancy activities that may be delivered under this service. The specific combination, depth, and application of these capabilities are determined by the buyer's requirements and are defined at call-off through the Statement of Work.

- **Application discovery and estate assessment** - Assessment of application estates using platforms such as Microsoft Configuration Manager (MCM/SCCM), Microsoft Intune, and appropriate open-source inventory tools to identify usage patterns, dependencies, packaging formats, duplication, and lifecycle risk.
- **Application rationalisation advisory** - Analysis to support rationalisation decisions, including retain, retire, replace, refactor, or rehost classifications, aligned to organisational and platform objectives.
- **Modern and legacy application packaging** - Design and build of application packages across formats including MSIX, MSIX App Attach, Intune Win32, MSI, and App-V, aligned to the requirements of physical, virtual, and cloud-hosted desktop environments.
- **PowerShell-based packaging automation** - Design and implementation of repeatable packaging workflows using the PowerShell App Deployment Toolkit (PSADT), providing transparent installation logic, logging, error handling, and consistency aligned to existing desktop engineering practices.
- **Legacy application remediation** - Remediation of applications using techniques such as the MSIX Package Support Framework (PSF), compatibility shims, and configuration adjustments to support operation on modern platforms without source code modification.
- **Security-aligned application packaging** - Advisory support to ensure application packages are designed and validated to operate alongside endpoint security controls such as application control, or attack surface reduction, reducing reliance on reactive exceptions.
- **Dependency and middleware management** - Identification and management of application dependencies, shared components, and middleware to support coexistence within the wider application estate and reduce hidden conflicts.



- **Version control and upgrade path design** - Design of predictable upgrade and rollback approaches, including versioning and dependency awareness, to support repeatable application updates and platform transitions.
- **Testing and quality assurance support** - Definition and execution of packaging validation activities, including functional testing, regression testing, and coordination of user acceptance testing where applicable.
- **Deployment integration advisory** - Alignment of application packages with deployment and management platforms including Microsoft Intune, Microsoft Configuration Manager, Azure Virtual Desktop, Windows 365, and Citrix environments.
- **Lifecycle and update management support** - Consultancy support for managing application updates, regression testing approaches, and lifecycle optimisation to reduce backlog accumulation and reactive packaging effort.
- **Packaging standards and governance advisory** - Definition of application packaging standards covering structure, logging, versioning, documentation, and quality controls, aligned to customer operating models and governance requirements.
- **Documentation and knowledge transfer** - Provision of standardised documentation and knowledge transfer to support internal teams in sustaining packaging processes independently beyond the engagement.

5. Key Service Benefits

The service may provide the following benefits, subject to the agreed scope:

- **Faster and more predictable application delivery** - Standardised packaging approaches and repeatable workflows can reduce variability and delays in application delivery, enabling more responsive support for business change.
- **Improved application reliability and user experience** - Consistently packaged and validated applications can reduce installation failures, runtime errors, and inconsistent behaviour across physical, virtual, and cloud-hosted desktops.
- **Reduced service desk demand** - Improved packaging quality, controlled upgrades, and dependency management can reduce incidents associated with failed installs, broken updates, and application incompatibilities.



- **Cloud-first application readiness** - Use of modern packaging formats such as MSIX and MSIX App Attach can support consistent application behaviour across Windows 11, Azure Virtual Desktop, Windows 365, and other cloud-hosted desktop platforms.
- **Security-aligned application operation** - Applications designed to function alongside endpoint security controls can reduce the need for reactive exceptions, supporting security objectives without introducing avoidable operational disruption.
- **Lower application lifecycle overhead** - Lifecycle management and automation can reduce rework, repeated remediation, and unmanaged technical debt across large application estates.
- **Safer and more controlled application upgrades** - Clear versioning, rollback considerations, and dependency awareness can reduce risk during operating system upgrades, platform transitions, and security changes.
- **Reduced packaging backlogs** - Scalable processes and automation can help organisations address existing application backlogs and reduce the likelihood of new queues forming during periods of change.
- **Improved audit and compliance readiness** - Defined ownership and controlled lifecycle processes can support audit activity and reduce compliance-related effort.
- **Knowledge retention** - Documented standards, tooling, and processes can reduce reliance on individual expertise and support continuity within internal teams.
- **Increased confidence in platform modernisation** - A well-governed and cloud-ready application layer can support progression toward Windows upgrades, cloud-hosted desktops, and security improvements with reduced operational risk.

6. Service Scope

The scope of activities delivered under this service is defined by the buyer at call-off and documented within the Statement of Work.



In-Scope – Consultancy Activities

All in-scope activities below are consultancy-based and do not include operational ownership or ongoing management of customer environments. In-scope activities may include:

- consultancy and advisory services relating to application discovery, packaging, remediation, and lifecycle management
- assessment of application estates, including usage patterns, dependencies, packaging formats, and lifecycle risk
- design and build of application packages using modern and legacy formats aligned to the agreed desktop platforms
- advisory support for migration from legacy packaging technologies, including App-V, to modern formats
- application remediation activities to support compatibility with modern operating systems and desktop platforms
- definition of packaging standards, quality controls, and lifecycle governance approaches
- testing and validation support, including functional testing and coordination of user acceptance testing where applicable
- advisory integration of application packages with endpoint management and deployment platforms
- documentation and structured knowledge transfer aligned to the agreed scope



Out-of-Scope – Not included

The following activities are explicitly out of scope unless separately agreed under another service or documented within a separate Statement of Work:

- provision, hosting, or operation of infrastructure, platforms, or cloud services
- procurement or licensing of software, tools, or third-party products
- core application development or source code modification
- first-line or second-line end-user support
- ongoing managed application operations or service desk activities
- operating system deployment or image management
- network, identity, or security policy design unrelated to application packaging
- migration of user data, mailboxes, or unstructured file data

7. Service Transition

Service transition covers the activities required to initiate and conclude an engagement in a controlled and proportionate manner. Transition activities are scaled to the scope, duration, and complexity of the engagement and are defined within the Statement of Work.



On-boarding

On-boarding activities are undertaken at the start of the engagement to enable delivery to commence effectively. These activities may include:

- confirmation of the agreed scope, objectives, deliverables, and constraints
- confirmation of the agreed scope, objectives, deliverables, and constraints
- confirmation of roles, responsibilities, and points of contact
- agreement of delivery arrangements, governance, and reporting mechanisms
- confirmation of access, information, and prerequisite readiness

The extent and format of on-boarding activities are proportionate to the engagement and are documented within the Statement of Work.



Off-boarding

Off boarding activities are undertaken at the conclusion of the engagement or upon early termination, where applicable. These activities are intended to support an orderly close-down of delivery and may include:

- confirmation that agreed activities or deliverables have been completed
- handover of documentation or outputs produced as part of the service
- return or secure deletion of customer-provided information, where applicable
- confirmation that no ongoing service delivery or operational support is provided beyond the end of the engagement

Any off-boarding support is limited to what is defined within the Statement of Work or agreed as part of termination arrangements.

8. Delivery Approach

The service is provided as specialist professional support, scoped and governed through a clearly defined engagement agreed at call-off. Delivery is collaborative and proportionate to the size, complexity, and duration of the engagement.

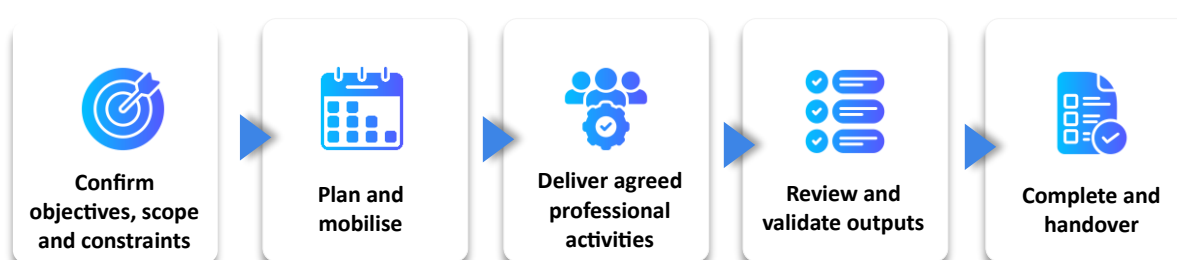
The delivery approach is designed to provide clarity, transparency, and control while avoiding unnecessary overhead. It does not imply managed service delivery, operational ownership, or ongoing responsibility for customer environments.

Engagement Structure

Delivery follows a lifecycle appropriate to consultancy-based services, which may include:

- confirmation of objectives, scope, and constraints
- planning and mobilisation aligned to the agreed scope
- delivery of agreed professional activities
- review and validation of outputs against agreed objectives
- completion and handover of deliverables or outcomes, where applicable

The specific activities, sequence, and outputs are defined and documented within the Statement of Work.



Collaboration and Governance

Delivery is based on collaboration between the customer and APPS DELIVERY, with defined points of contact on both sides. Governance arrangements are proportionate to the engagement and may include agreed review points, progress updates, and reporting mechanisms.

Decision-making authority remains with the customer at all times. Delivery is aligned with the customer's internal governance, assurance, and change control processes, where applicable and agreed.

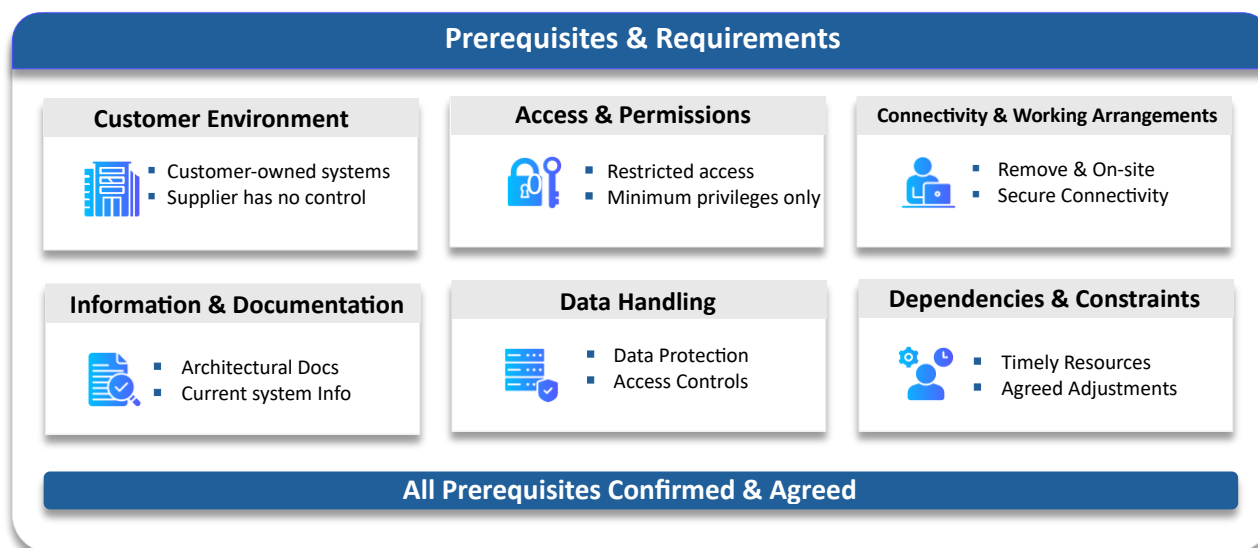
Flexibility and Proportionality

The delivery approach is intentionally flexible and can be adapted to suit short, targeted engagements or longer-running pieces of work. The level of structure, interaction, and reporting is scaled to reflect the agreed scope and delivery model.

Any changes to scope, priorities, or delivery approach are subject to mutual agreement and managed in accordance with the arrangements set out in the Statement of Work.

9. Prerequisites & Infrastructure Requirements

The delivery of this service is subject to a number of organisational, technical, and access-related prerequisites being in place prior to commencement. These prerequisites define the conditions required to enable delivery and do not transfer ownership, operational responsibility, or control of customer environments to the supplier. All prerequisites are confirmed and agreed at call-off.



Customer Environment

The service is delivered within environments agreed for the purposes of the engagement. APPS DELIVERY does not host, operate, or assume responsibility for customer infrastructure, platforms, or services as part of this service.

The specific environments, platforms, and technologies involved will depend on the scope of the engagement and will be documented within the Statement of Work.

Access and Permissions

Where required to deliver the agreed scope, appropriate access must be provided to relevant systems, platforms, or information. Access levels are limited to the minimum privileges necessary to perform agreed activities and are granted in accordance with the customer's security, identity, and access management policies.

The method of access provisioning, approval processes, and security controls (including any requirements for authentication or privileged access) remain under the customer's control.

Information and Documentation

To support delivery, relevant and current information may be required. This may include architectural documentation, configuration information, operational procedures, or other artefacts necessary to understand the existing environment, aligned to the agreed scope of work.

Connectivity and Working Arrangements

Services are delivered primarily on a remote basis. Where on-site activity is required, this is agreed in advance. Secure connectivity to customer environments must be available for the duration of the engagement.

Any constraints relating to connectivity, network access, or working arrangements that may affect delivery are agreed and documented prior to commencement.

Data Handling

Where access to configuration data, logs, or operational information is required, such access is limited to what is necessary to deliver the agreed scope. Data handling requirements are defined by the customer and are managed in accordance with applicable policies, contractual obligations, and relevant data protection requirements.

Dependencies and Delivery Constraints

Delivery of the service is dependent on the timely availability of agreed prerequisites, including access, information, connectivity, and relevant customer resources. Where prerequisites are not met or constraints arise within the customer environment, the scope, timeline, or delivery approach may need to be adjusted by mutual agreement.

Any agreed adjustments are managed through the governance arrangements defined and documented within the Statement of Work.

10. Customer Responsibilities

The customer is responsible for meeting its obligations under the applicable G-Cloud terms and conditions, including (but not limited to) obligations relating to acceptable use, data protection, information security, confidentiality, intellectual property, and payment terms.

To enable effective delivery of the service, the customer is responsible for:

- Providing overall coordination and oversight for the engagement, including acting as the primary point of escalation for service-related matters.

- Ensuring that appropriate decision-making authority is available to support timely approvals, direction, and resolution of issues.
- Confirming scope, priorities, and constraints at call-off and approving any subsequent changes in accordance with agreed arrangements.
- Ensuring that required customer-owned environments, platforms, services, licences, and resources are available and in service, unless explicitly stated otherwise in the Statement of Work.
- Completing any agreed preparatory activities prior to the commencement of delivery
- providing timely physical and/or remote access to systems, locations, and information required to deliver the agreed scope.
- Ensuring that appropriate security access, credentials, and approvals are granted in line with internal policies.
- Making relevant personnel available, as reasonably required, to support delivery activities, including provision of information, clarification, and validation.
- Nominating primary and secondary contacts for technical, operational, and commercial matters.
- Managing internal communications and coordination with stakeholders impacted by delivery activities.
- Providing accurate, complete, and timely information required to support delivery
- informing APPS DELIVERY of any organisation-specific policies, standards, procedures, or constraints that may reasonably affect delivery.
- Raising and escalating concerns relating to scope, quality, or delivery impacts in a timely manner.

These responsibilities are intended to support effective collaboration and delivery.

11. Pricing Overview

Pricing for this service is based on the deployment of specialist professional resources using fixed daily rates, as published in the supplier's role-based pricing catalogue. All pricing is transparent and derived solely from the published rates.

Services are delivered on a time and materials basis. Where activities and deliverables are clearly defined and bounded, a fixed price may be agreed. Any fixed price is derived directly from the same published daily rates.

Pricing Basis

- Pricing Model: Role-based daily rates
- Charging Method: Time and Materials
- Fixed Price: May be agreed at call-off where applicable, derived from published rates

The roles, number of days, and duration required to deliver the service are determined by the buyer.

Pricing Assumptions

The following assumptions apply unless otherwise agreed:

- Working Day: A standard working day consists of 7.5 hours, exclusive of travel and lunch.
- Working Schedule: Monday to Friday, excluding UK public and national holidays, during standard UK business hours.
- Out-of-Hours Delivery: Delivery outside standard UK business hours, including evenings, weekends, or public holidays, is provided only where explicitly agreed.
- Delivery Location: Services are delivered primarily on a remote basis. Any on-site delivery must be agreed in advance.
- Travel and Expenses: Approved travel and subsistence costs may be charged at actual cost, with no uplift, where agreed in advance and approved by the buyer, in line with public sector guidance.
- VAT: All rates and charges are exclusive of VAT.

No discounts, bundled pricing, volume-based adjustments, or cross-service pricing arrangements apply.

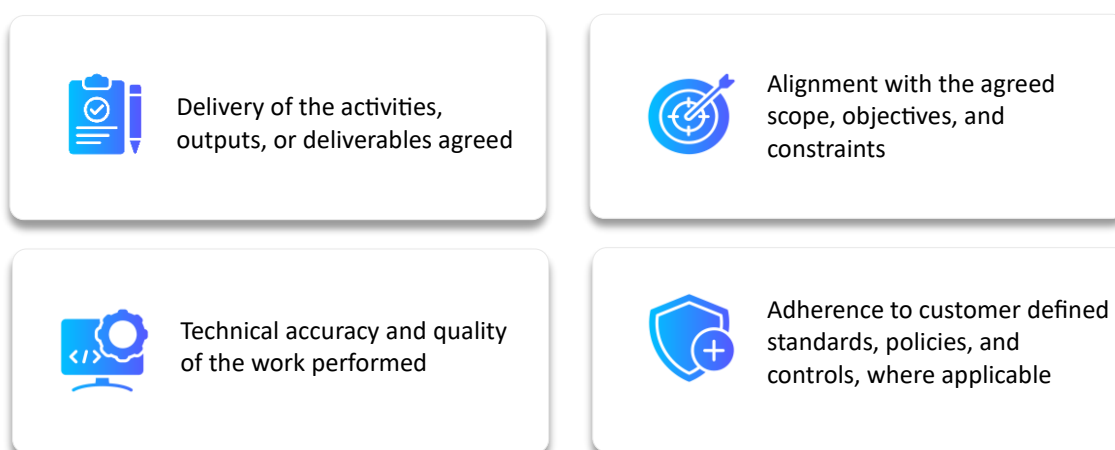
12. Service Levels & Performance

Service performance for this service is assessed against the delivery of agreed activities, outputs, or deliverables defined at call-off. Performance measurement is proportionate to the nature, scope, and duration of the engagement and does not imply managed service delivery or ongoing operational responsibility.

All performance measures are agreed in advance with the customer and documented within the Statement of Work.

Performance Measurement Principles

Service performance is measured based on:



No standard service levels, service credits, or availability guarantees apply unless explicitly agreed

Consultancy-Based Engagements

For consultancy-led engagements, performance is assessed against the completion of agreed activities and milestones. This may include:

- delivery of agreed professional services within the defined scope
- completion of activities or milestones as set out in the Statement of Work
- provision of outputs, advice, or recommendations aligned to the engagement objectives

Deliverable-Based Engagements

Where the engagement includes defined deliverables, performance is assessed on a per-deliverable basis against acceptance criteria agreed in advance. Acceptance criteria may include confirmation that the deliverable:



- has been produced in accordance with the agreed scope
- meets the documented requirements or specifications
- is suitable for use within the customer's agreed environment

Performance Reporting and Transparency

Performance reporting is proportionate to the engagement and may include progress updates, confirmation of completed activities or accepted deliverables, and identification of risks, dependencies, or decisions required.

13. Quality and Service Assurance

Quality and service assurance are applied to support the consistent and controlled delivery of professional services in line with the agreed scope. Assurance activities are proportionate to the nature and scale of the engagement and are defined at call-off.

This section describes the assurance controls that may be applied. It does not define service levels, performance targets, or operational guarantees.

Assurance Controls

Quality assurance may include the application of one or more of the following controls, where appropriate to the engagement:

- internal peer review of technical outputs
- validation of deliverables or outputs against the agreed scope and requirements
- alignment checks against customer-defined standards, policies, and controls, where applicable
- review of documentation for completeness and clarity

Governance and Oversight

Assurance activities are conducted within the governance arrangements agreed for the engagement. This may include periodic review points to confirm that delivery remains aligned to the agreed scope and objectives.

Any issues identified through assurance activities are raised with the customer and addressed in accordance with the agreed delivery and governance arrangements.

Knowledge Transfer and Documentation

Where applicable to the scope, assurance activities may include confirmation that relevant documentation or knowledge transfer outputs have been produced in line with the agreed requirements.

Security and Compliance Considerations

Where the service involves access to customer environments, data, or information, assurance activities may consider applicable customer security, information governance, and compliance requirements, as defined by the customer.

14. Ordering and Invoicing

Ordering

This service is ordered by the buyer through a G-Cloud call-off agreement in accordance with the G-Cloud framework rules and associated contractual documentation.

The scope, duration, roles, volume of effort, delivery approach, and any service-specific requirements are agreed at call-off and documented within the Statement of Work.

No alternative procurement routes are supported.

Invoicing

Invoicing is based on the pricing model and rates agreed at call-off and documented within the Statement of Work.

Invoices are raised in arrears in accordance with the agreed charging basis and are subject to buyer approval in line with the terms of the agreement.

The invoicing frequency, supporting information, and approval process are agreed at call-off.

15. Termination and Exit

Termination of this service is governed by the terms and conditions of the applicable G-Cloud call-off agreement.

The service may be terminated by the buyer in accordance with the call-off agreement, including where termination is required for convenience or as otherwise provided for under the contract.

Exit Support

Upon termination or expiry of the service, we will provide reasonable exit support where required and agreed. Exit support is limited to activities necessary to support an orderly conclusion of the engagement and does not include ongoing service delivery beyond the end of the contract.

Where applicable to the scope, exit support may include:



Confirmation that agreed deliverables or outputs have been completed



Handover of documentation or materials produced as part of the service



Return or secure deletion of customer-provided information in accordance with contractual and data protection requirements

The scope and duration of any exit support are agreed at call-off or as part of the termination arrangements.

No Lock-In

The service is delivered in a manner that avoids dependency on APPS DELIVERY beyond the term of the call-off agreement. No exclusivity, continuity, or ongoing engagement is implied beyond the agreed service period.



16. Further Information

Further information relating to this service, including contractual terms, service descriptions, and pricing, is provided through the supplier's G-Cloud 15 framework listing and associated framework documentation.

Buyers should refer to the relevant G-Cloud framework materials for details of call-off terms, buyer and supplier obligations, and applicable policies.

No additional information outside the G-Cloud framework documentation forms part of this service unless explicitly agreed at call-off.

17. Additional Associated Services

APPS DELIVERY offers other services that may be procured separately under the G-Cloud framework. These services are not included within the scope of this service and are not required for its delivery.

The availability, scope, pricing, and terms of any additional services are determined independently at call-off.

Additional associated services may include:

- Desktop Engineering Consultancy Services
- Ivanti User Workspace Consultancy Services
- Modern Desktop Consultancy Services
- Modern Desktop SecOps Consultancy Services

No dependency, delivery linkage, or preferential pricing applies between this service and any additional associated services.



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