



G-CLOUD 15 SERVICE DEFINITION CONSULTANCY AND SUPPORT SERVICES

Framework reference: RM1557.15

Ashton Court Group Ltd

Thorpewood Management Centre
Blisworth Road
Courteenhall
Northampton NN7 2QB

Tel: + 44 1604 864 781

Email: info@ashtoncourt.com

Web: www.ashtoncourt.com

Contents

1. Service Overview.....	1
1.1 Microsoft Dynamics 365, Power Platform & Business Central Cloud Support Services.....	1
2. Supplier Overview.....	1
2.1 About Ashton Court	1
3. Our G-Cloud Service	2
3.1 What our G-Cloud Service Includes	2
4. Our Delivery Model.....	3
4.1 Cloud-First, SaaS-First and COTS-First Delivery	3
5. Core Supported Platforms	3
5.1 Microsoft Dynamics 365 and Dataverse	3
5.2 Microsoft Power Platform	4
5.3 Microsoft Dynamics 365 Business Central.....	4
5.4 Microsoft Azure and Microsoft 365 (Enabling Platforms)	5
6. Power Pages and Digital Services.....	5
6.1 Integrated Power Pages Portals.....	5
7. Data, Integration and Automation.....	6
7.1 Data and Reporting Services	6
7.2 Integration Services	6
7.3 Automation Services	7
8. Artificial Intelligence and Intelligent Automation.....	7
8.1 Responsible Adoption of AI and Intelligent Automation Services	7
9. Security, Data Protection and Compliance	7
9.1 Data Protection and Privacy	8
9.2 Data Residency.....	8
9.3 Secure-by-Design Delivery	8
9.4 Quality and Standards.....	8
10. Service Management and Support Model	8
10.1 Support Scope and Model.....	8
10.2 Incident and Problem Management	9
10.3 Service Levels	9
11. Onboarding, Knowledge Transfer and Exit Management.....	9
11.1 Onboarding	9
11.2 Knowledge Transfer	9

11.3 Exit Management and Offboarding	10
12. Ordering, Pricing and Commercials	10
12.1 Commercial Terms	10
12.2 Ordering and Invoicing.....	10
12.3 Pricing.....	10

1. Service Overview

1.1 Microsoft Dynamics 365, Power Platform & Business Central Cloud Support Services

Ashton Court Group Ltd (Ashton Court) provides specialist cloud support services focused on Microsoft Dynamics 365, the Microsoft Power Platform, and Microsoft Dynamics 365 Business Central, delivered through this UK Government G-Cloud 15 Support Service framework.

This service is designed for public sector organisations and arm's-length bodies that require senior, specialist support to design, stabilise, optimise, extend, or assure Microsoft cloud-based business applications. Our services are most commonly engaged where organisations need experienced practitioners to work alongside internal teams, incumbent suppliers, or Microsoft directly, providing deep technical and functional expertise across complex, business-critical platforms.

Our support services span the full lifecycle of Microsoft cloud adoption, including early-stage strategy and assurance, solution design and implementation support, post-go-live stabilisation, continuous optimisation, and long-term third-line (L3) support. We place particular emphasis on services built on Dynamics 365, Dataverse, Power Platform and Business Central, with Microsoft Azure and Microsoft 365 used as enabling platforms where appropriate.

Typical use cases for this G-Cloud service include:

- Specialist third-line support for Dynamics 365, Power Platform or Business Central solutions already in live service
- Rescue, stabilisation or recovery of underperforming Microsoft cloud implementations
- Extension of existing CRM or ERP platforms using Power Platform, Power Pages and Azure integration services
- Design and delivery of secure, accessible digital services and citizen portals backed by Dataverse
- Independent technical assurance, optimisation reviews and roadmap development
- Knowledge transfer and capability uplift for in-house teams.

Ashton Court's approach is deliberately pragmatic and delivery-focused. We do not provide generic managed services or commodity helpdesk functions under this service. Instead, we provide high-value specialist capability that complements first- and second-line support and helps organisations achieve measurable outcomes from their Microsoft cloud investments.

2. Supplier Overview

2.1 About Ashton Court

Ashton Court is a UK-based specialist consultancy providing cloud-based business systems design, implementation and support services to public sector and not-for-profit organisations.

We have been a Microsoft Partner since 2003 and have over two decades of experience delivering Microsoft Dynamics-based solutions in the UK public sector. Our teams specialise in Microsoft Dynamics 365, the Power Platform and Business Central, supported by deep expertise across Microsoft Azure and Microsoft 365.

Ashton Court has extensive experience delivering complex, business-critical solutions including customer and citizen engagement platforms, case and programme management systems, digital portals, data integration platforms and reporting solutions. We are frequently engaged to support long-running programmes where continuity, accountability and deep platform knowledge are essential.

Our delivery model is built around long-term partnerships rather than short-term engagements. We work closely with client teams, providing consistent personnel, clear governance and a strong emphasis on knowledge transfer. This approach ensures that solutions remain sustainable, supportable and aligned to organisational objectives over time.

3. Our G-Cloud Service

3.1 What our G-Cloud Service Includes

Our G-Cloud service provides a flexible, modular set of specialist cloud support services that can be tailored to individual organisational needs. Services are typically delivered on a time-and-materials or retainer basis and may be used independently or in combination.

The service includes the following core elements:

Strategy, Assurance and Planning

- Cloud and application strategy aligned to organisational objectives
- Technical and architectural assurance for Microsoft cloud solutions
- Independent reviews of existing Dynamics 365, Power Platform or Business Central implementations
- Roadmap development and prioritisation

Design and Implementation Support

- Solution and data model design for Dynamics 365, Dataverse and Business Central
- Power Platform application and portal design
- Integration and automation design using Azure and Power Platform services
- Support for phased delivery using agile, iterative methods

Specialist Cloud Support (Third-Line)

- Third-line (L3) support, optimisation and assurance for public sector Microsoft cloud services
- Advanced incident and problem resolution for live services
- Performance tuning, reliability improvements and platform optimisation
- Support for complex customisations, integrations and data flows
- Liaison with Microsoft and third-party vendors where required

Optimisation and Continuous Improvement

- Platform health checks and effectiveness reviews
- Enhancement design and delivery
- Adoption support and usability improvements

Knowledge Transfer and Exit Support

- Structured documentation and handover
- Coaching and mentoring of in-house teams
- Planned and controlled exit and off-boarding support

This service does not include commodity first-line helpdesk services, end-user call handling or unmanaged infrastructure operations. Where required, Ashton Court works alongside customer support teams or incumbent managed service providers to provide specialist escalation support.

4. Our Delivery Model

4.1 Cloud-First, SaaS-First and COTS-First Delivery

We deliver all services in alignment with UK Government cloud policy and G-Cloud principles, adopting a cloud-first, software-as-a-service (SaaS)-first and commercial off-the-shelf (COTS)-first approach.

Our default delivery model prioritises the use of Microsoft's public cloud services, including Dynamics 365, Power Platform and Business Central, configured and extended to meet organisational needs while minimising bespoke development and long-term technical debt.

Key principles of our delivery model include:

- **Public cloud by default** – Solutions are designed for Microsoft's UK-hosted public cloud services unless there is a clear regulatory or technical justification for alternative approaches.
- **SaaS and PaaS first** – Native platform capabilities are used wherever possible, with Platform-as-a-Service services preferred over custom infrastructure.
- **COTS foundations** – Dynamics 365, Business Central and the Power Platform are used as configurable products rather than bespoke builds.
- **Configuration before customisation** – Platform configuration and low-code tools are prioritised, with custom development used only where necessary.
- **Hybrid by exception** – Hybrid or on-premise integrations are supported where required but are not the default design approach.

This approach enables organisations to reduce delivery risk, improve maintainability, accelerate time to value and ensure alignment with Microsoft's product roadmap and ongoing platform investment.

5. Core Supported Platforms

Ashton Court's cloud support services are centred on a core set of Microsoft cloud platforms that are widely adopted across the UK public sector. Our services focus on enabling these platforms to operate as reliable, secure and extensible foundations for business-critical services.

5.1 Microsoft Dynamics 365 and Dataverse

Ashton Court provides specialist support services across Microsoft Dynamics 365 and the Microsoft Dataverse platform, with a particular focus on customer and citizen engagement, case management, programme management and regulatory processes.

Our services support both standard and highly customised Dynamics 365 environments, including those extended through Dataverse, Power Platform components and Azure integration services. We regularly work with organisations where Dynamics 365 underpins mission-critical services and therefore requires a high degree of reliability, performance and governance.

Typical services include:

- Functional and technical design support for Dynamics 365 solutions
- Configuration and controlled customisation of Dataverse-based applications
- Support for complex data models, business rules and security configurations
- Integration of Dynamics 365 with external systems and data sources
- Performance optimisation and platform health reviews
- Specialist third-line support for live services.

Our consultants have extensive experience designing and supporting Dynamics 365 solutions for public sector organisations, including central government bodies, arm's-length organisations and not-for-profit entities.

5.2 Microsoft Power Platform

The Microsoft Power Platform is a core component of Ashton Court's service offering and is used to extend and enhance Dynamics 365 and Business Central solutions in a controlled and sustainable manner.

We provide specialist services across Power Apps, Power Pages and Power Automate, enabling organisations to deliver secure, low-code solutions that accelerate delivery while maintaining appropriate governance and control.

Our Power Platform services include:

- Design and development of model-driven and canvas Power Apps
- Delivery of secure external-facing services using Power Pages
- Process automation using Power Automate
- Low-code governance frameworks and environment management
- Integration with Dynamics 365, Business Central and Azure services.

We place strong emphasis on ensuring Power Platform solutions are scalable, supportable and aligned with organisational security and data governance standards.

5.3 Microsoft Dynamics 365 Business Central

Ashton Court provides specialist support services for Microsoft Dynamics 365 Business Central, particularly where it is used alongside Dynamics 365 and the Power Platform to support integrated operational, financial and case management processes.

Our services focus on supporting and extending Business Central in a way that complements existing CRM and digital service platforms, rather than treating Business Central as a standalone ERP (financial management / general ledger) replacement exercise.

Typical services include:

- Business Central solution assurance and optimisation
- Support for finance and operational processes
- Integration of Business Central with Dynamics 365 and Dataverse
- Automation of financial and operational workflows using Power Platform
- Data integration and reporting using Power BI and Azure services
- Specialist third-line support for live Business Central environments.

We have experience supporting Business Central in public sector and arm's-length body contexts, including scenarios where financial systems must integrate with citizen-facing services, case management platforms and external reporting requirements.

5.4 Microsoft Azure and Microsoft 365 (Enabling Platforms)

Microsoft Azure and Microsoft 365 are used as enabling platforms within Ashton Court's cloud support services, providing integration, data, security and collaboration capabilities that underpin Dynamics 365, Power Platform and Business Central solutions.

Our services include:

- Azure-based integration, automation and data services
- Secure API and event-driven architectures
- Data storage, analytics and reporting services
- Microsoft 365 integration for collaboration and productivity.

Azure and Microsoft 365 are used selectively and deliberately, ensuring they add value without introducing unnecessary complexity or operational overhead.

6. Power Pages and Digital Services

6.1 Integrated Power Pages Portals

Ashton Court has extensive experience designing, delivering and supporting citizen-facing digital services and citizen portals using Microsoft Power Pages, backed by Dataverse and integrated with Dynamics 365 and Business Central.

Our Power Pages services are commonly used to enable:

- Secure self-service for citizens, service users and external stakeholders
- Online case submission and status tracking
- Secure data capture and validation
- Integration with back-office CRM and financial systems.

We design Power Pages solutions to be scalable, secure and accessible, with a strong focus on usability and compliance with accessibility standards.

Our services include:

- Power Pages architecture and solution design
- User experience and service design support
- Secure authentication and role-based access control

- Integration with Dataverse, Dynamics 365 and Business Central
- Ongoing support, optimisation and enhancement.

Accessibility is treated as a core design requirement rather than an afterthought. Power Pages solutions are designed to meet WCAG 2.1 AA accessibility standards where applicable, supporting inclusive access to digital services.

7. Data, Integration and Automation

Ashton Court provides specialist services to design, support and optimise data, integration and automation capabilities that underpin Microsoft Dynamics 365, Power Platform and Business Central solutions.

Our services are focused on enabling reliable data flows, secure system integration and efficient automation of business processes, while maintaining strong governance and auditability appropriate to public sector environments.

7.1 Data and Reporting Services

We support organisations in designing and operating data architectures that enable effective reporting, analytics and insight while maintaining data integrity and security.

Typical services include:

- Dataverse data model design and optimisation
- Integration of operational data from Dynamics 365 and Business Central
- Reporting and analytics using Microsoft Power BI
- Data quality assessment and improvement
- Support for statutory, regulatory and management reporting.

Our approach ensures that data remains a trusted asset, supporting evidence-based decision making and transparent reporting.

7.2 Integration Services

Ashton Court designs and supports integrations between Microsoft cloud platforms and external systems (including legacy systems where required) using established, supportable integration patterns.

Our integration services include:

- API-led integration using Microsoft Azure services
- Event-driven and message-based integration patterns
- Integration between Dynamics 365, Business Central and third-party systems
- Secure data exchange with external partners and suppliers
- Support for hybrid integration scenarios where required.

Integrations are designed to be resilient, maintainable and aligned with organisational data governance and security policies.

7.3 Automation Services

We provide automation services that streamline business processes and reduce manual effort using Microsoft Power Automate and related platform capabilities.

Typical services include:

- Design and implementation of automated workflows
- Automation of case, finance and operational processes
- Integration-driven automation across systems
- Governance and control frameworks for automation.

Automation is implemented with appropriate controls, monitoring and documentation to ensure transparency, reliability and long-term supportability.

8. Artificial Intelligence and Intelligent Automation

8.1 Responsible Adoption of AI and Intelligent Automation Services

Ashton Court supports the responsible adoption of artificial intelligence and intelligent automation capabilities within Microsoft cloud platforms, with a strong emphasis on transparency, control and public sector appropriateness. This service does not provide autonomous decision-making systems.

Our services focus on using AI to augment human decision-making and improve operational efficiency, rather than replacing accountability or introducing opaque decision processes.

Typical areas of support include:

- Assessment of AI readiness and suitability
- Design of assistive, Copilot-style AI use cases
- Integration of AI capabilities within Dynamics 365 and Power Platform
- Intelligent automation of routine tasks with human oversight.

Key principles of our approach include:

- Human-in-the-loop – AI is used to support, not replace, human judgement
- Explainability – Outputs are understandable and auditable
- Control and governance – Clear ownership and operational controls
- Risk-aware adoption – AI is applied where it delivers clear, measurable benefit.

We work closely with client teams to ensure that AI-enabled capabilities are introduced in a controlled, ethical and compliant manner, aligned with organisational policies and public sector expectations.

9. Security, Data Protection and Compliance

Security, data protection and regulatory compliance are integral to Ashton Court's delivery of cloud support services. Our approach is designed to meet the expectations of UK public sector organisations and to align with relevant legislative, regulatory and policy requirements.

9.1 Data Protection and Privacy

Ashton Court supports compliance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018. We design and support solutions that enable organisations to manage personal data lawfully, fairly and transparently.

Key principles include:

- Clear data ownership and accountability
- Data minimisation and purpose limitation
- Secure handling of personal and sensitive data
- Support for data subject rights.

Where required, we work with customer Data Protection Officers (DPOs) to ensure that solutions and operational practices align with organisational policies and statutory obligations.

9.2 Data Residency

Microsoft cloud services used within this G-Cloud service are hosted in Microsoft's UK data centres by default, supporting UK data residency requirements. Where services involve data processing outside the UK, this is explicitly identified and agreed with the customer in advance.

9.3 Secure-by-Design Delivery

Security is embedded throughout the delivery lifecycle, from solution design through to live service support. Secure-by-design principles are aligned to UK public sector guidance. Our approach includes:

- Secure architecture and design practices
- Role-based access control and least privilege
- Segregation of environments
- Secure integration patterns
- Audit logging and monitoring.

Security considerations are addressed as part of design reviews, assurance activities and ongoing support engagements. Ashton Court is accredited to ISO 27001 and maintains Cyber Essentials and Cyber Essentials Plus certifications.

9.4 Quality and Standards

Ashton Court operates a quality management system accredited to ISO 9001. Our delivery and support processes are documented, repeatable and subject to continuous improvement.

10. Service Management and Support Model

Ashton Court provides structured, professional service management and specialist third-line support for Microsoft cloud services delivered under this G-Cloud service.

10.1 Support Scope and Model

Support services are typically provided as:

- Specialist third-line (L3) support
- Escalation support to supplement first- and second-line services
- Retained support arrangements for live services.

We work alongside customer support teams, incumbent suppliers and Microsoft to ensure efficient incident resolution and service continuity.

10.2 Incident and Problem Management

Incidents are managed using defined processes that prioritise service restoration while minimising impact on users and business operations.

Incidents are categorised by impact and urgency, enabling appropriate prioritisation and escalation. Where required, Ashton Court co-ordinates with Microsoft and third-party suppliers to support root cause analysis and resolution.

10.3 Service Levels

Support is provided during normal UK business hours (09:00–17:30, Monday to Friday, excluding UK public holidays), unless otherwise agreed. Detailed service levels, escalation procedures and support arrangements are agreed as part of each call-off contract, reflecting the criticality and scope of the supported service.

Response and resolution targets are agreed with each customer and tailored to the criticality of the supported service. While guaranteed resolution times cannot always be provided due to dependency on third parties, Ashton Court commits to best endeavours and transparent communication throughout the incident lifecycle.

11. Onboarding, Knowledge Transfer and Exit Management

Ashton Court places strong emphasis on effective onboarding, skills transfer and planned exit, ensuring that services remain sustainable over time.

11.1 Onboarding

At the start of each engagement, we work with customers to confirm scope, objectives, governance arrangements and delivery approach. This typically includes:

- Review of existing documentation and environments
- Confirmation of roles, responsibilities and escalation paths
- Agreement of reporting and communication arrangements.

11.2 Knowledge Transfer

Where appropriate, support engagements include targeted knowledge transfer, mentoring and hands-on enablement to help in-house teams operate and evolve supported platforms. Knowledge transfer is embedded throughout service delivery and may include:

- Documentation of solution design and configurations
- Pair working and mentoring

- Targeted training and workshops.

11.3 Exit Management and Offboarding

Exit planning is considered from the outset of each engagement. Where services are concluded, Ashton Court supports an orderly transition, including:

- Handover of documentation and artefacts
- Knowledge transfer to customer teams or replacement suppliers
- Support during transition periods where required.

12. Ordering, Pricing and Commercials

12.1 Commercial Terms

Our services are ordered through a G-Cloud call-off contract in accordance with the framework terms and conditions.

12.2 Ordering and Invoicing

Please contact Ashton Court's Business Services Department to discuss arrangements for purchase orders and the completion of a Call-off Contract, which we will require prior to commencement of any project.

Payment terms:

- Implementation Consultancy Services are typically invoiced monthly in arrears from contract signing date.
- Ongoing Support Services are invoiced annually in advance from contract signing date.
- Standard payment terms are 30 days following issue of invoice using bank transfer.

Contact us on +44 (0) 1604 864781 or info@ashtoncourt.com.

12.3 Pricing

Pricing for this service is provided separately and is based on transparent, role-based rates. Services are typically delivered on a time-and-materials or retainer basis, depending on customer requirements. For pricing, please consult our pricing document, provided separately.