

Insight as a service
G Cloud 15 (Lot 2b)
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1. About Channel³ Consulting

Channel³ Consulting is a specialist digital transformation consultancy, founded in 2009, working primarily with the public sector to help organisations use technology to deliver better outcomes and more resilient services.

We work across health, social care and wider public services, partnering with organisations at national, regional and local levels; from policy-setting bodies to NHS Trusts and local authorities delivering change on the ground.

To date, we have supported over 100 public sector organisations on complex digital, data and cloud-enabled transformation programmes, including large-scale EPR implementations, shared care records, cloud adoption, service modernisation and operating model change. Our work spans the full lifecycle from strategy and business case development through to delivery support, assurance and benefits realisation.

2. Our approach | Power of Three: Now, Next and Future

We act as an independent advisor and delivery partner, combining strategic insight with hands-on experience of working in complex, regulated environments.

We bring together a multidisciplinary team spanning cloud, data and digital transformation, alongside practitioners with direct health and care experience who understand the realities of deploying technology in complex frontline operating environments. This ensures our work is practical, safe and sustainable.

Our work is guided by our Power of Three: Now, Next, Future.

- **Now** | addressing immediate pressures by stabilising services, assuring existing digital and cloud environments, and tackling delivery, performance and risk issues.
- **Next** | building stronger digital and cloud capabilities through improved architecture, governance, security, service management and supplier oversight.
- **Future** | shaping innovative operating models and future-ready services that enable sustainable, long-term value.

Within G-Cloud Lot 3, Channel 3 provides independent cloud support services

focused on advisory, assurance and enablement. We do not provide or operate cloud infrastructure or resell cloud services. Instead, we support clients to make informed decisions, manage risk, optimise cost and performance, and build internal capability to govern and evolve cloud services effectively.

We are guided by values of collaboration, integrity and impact. We work side by side with our clients, act as a trusted and independent advisor, and focus relentlessly on delivering outcomes that make a measurable difference.

3. Service description | Insight as a service

Insight-as-a-Service supports strategic and operational decisions by quickly turning complex data into clear, actionable insight. We combine data modelling and analysis with behavioural design to facilitate understanding and prompt action. Using Microsoft Azure and PowerBI, our dashboards and decision tools reduce information overload and support confident decision-making.

Insight as a Service helps health and local government organisations understand what they need to know to make confident decisions. We start by working with leaders, commissioners and service teams to clarify the decisions they need to make. This might include questions about service demand, population needs, workforce pressures, performance variation, inequalities, or future system change. Once the key questions are clear, we design the data modelling and analysis to answer them. This can include a range of different techniques such as population health modelling, service utilisation analysis, benchmarking or scenario modelling, demand forecasting, and trajectory tracking.

We cover the end-to-end exercise of performing analysis. We collect, structure, clean and complete datasets prior to analysis, harnessing the power of digital technology. Our analysis focuses on generating insight, rather than information, from the triangulation of organisational and open source data. We surface what matters most for decisions on quality, demand, cost and risk, highlighting patterns and pressures that are not immediately visible and helping leaders see where action will make the biggest difference. For repeatable insight we integrate automation for the data collection, wrangling and visualisation to provide consistent quality and fast turnaround.

Crucially, we apply behavioural design to how insights are visualised and communicated. We design real-time dashboards, reports and decision tools that reflect how people interpret information, taking into account common cognitive biases and heuristics that affect real-world decision-making in health and social care. This includes addressing information overload, anchoring effects, confirmation bias and equivalence framing. By aligning data visualisation with how people process information, we increase the likelihood that insights are understood, trusted and acted upon.

Insight as a Service is flexible and ongoing for the Now, Next & Future. It can support one-off decisions or provide mechanisms for continuous insight to inform strategy, transformation, commissioning and operational improvement across health and local government.

4. Service features and benefits

Features

1. Definition of decision questions supporting strategic, commissioning, operational priorities.
2. Design and delivery of custom quantitative analysis/data modelling aligned to decision needs.
3. Microsoft-Azure data factory to transform and process large datasets.
4. Integration and triangulation of multiple data sources, including service, performance, workforce and population data.
5. Analysis and interpretation of key insights, trends, and risks.
6. Demand forecasting and scenario modelling to explore future pressures/options.
7. Application of behavioural design principles to insight framing/visualisation.
8. Development of PowerBI decision-focused dashboards, reports and visual outputs
9. Facilitation of insight-led discussions and decision sessions where required.
10. Upskilling internal analytics teams where required.

Benefits

1. Clearer understanding of complex issues, reducing uncertainty in strategic and operational decisions.
2. Improved alignment across stakeholders through shared understanding of evidence.
3. Greater confidence decisions are based on triangulated, well-interpreted evidence.
4. Faster and more focused decision-making by highlighting what matters most and where action is needed.
5. Better preparedness for future demand, risk and system change through scenario-based insight and forecasting.

6. Increased likelihood insights are understood, trusted and acted upon.
7. Access to ongoing insight to support continuous improvement.
8. More effective use of existing data.
9. PowerBI and Azure ensure ease of use and easy adoption.

5. Our experience

Channel 3 has a strong track record of delivering insight-led analysis to support decision-making across health and social care. We have:

- Created Channel 3's Optimisers, a series of benchmarking and scenario analysis tools, covering outpatients, EPR optimisation, and social care.
- Supported a wide range of NHS, local authority and system-level organisations to answer complex strategic and operational questions.
- Produced decision-focused dashboards, reports and visual tools designed for executive, clinical and operational audiences.
- Worked across the health and care interface, such as assessing mental health support challenges, undertaking analysis with data across disparate health and social care platforms with no existing schema.
- Developed demand forecasting and scenario models to support planning, prioritisation and future proofing of services, in one case revealing 5% unplanned growth.
- Devised trajectory modelling for local government social care transformation programmes to ascertain expected outcomes month by month to check impact was on track and provide the opportunity to course correct.
- Delivered insight at pace, often using imperfect or fragmented data, to support time-critical decisions in pressured environments.

6. How we work

We work collaboratively and side by side with client teams. Our aim is always the same:

to leave organisations more confident, more capable, and better positioned to deliver lasting change.

Commitment to quality

Our work is supported by recognised standards including Cyber Essentials, ISO 27001, ISO 20000 and ISO 14001, giving clients confidence in our security, service management and environmental practices.

Quality assurance runs through every stage of delivery. We use clear governance, defined checkpoints and senior-led reviews to keep programmes on track. Client feedback is captured through structured loops and regular step backs so we can adapt quickly and maintain momentum.

Our focus is on delivering measurable outcomes. We work with clients to define what success looks like and track benefits throughout delivery, ensuring real and sustained impact.



**Providing independent, delivery-focused
cloud services for**
public sector organisations navigating
complex change.

www.channel3consulting.co.uk