

Business case services

G Cloud 15 (Lot 3)

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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.
- 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.
- 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 deliver 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.

3. Service description – business case services

Channel 3 develops robust business cases for public sector programmes using the HM Treasury Five Case Model. We deliver Strategic Outline Cases-(SOCs), Outline Business Cases-(OBCs) and Full Business Cases-(FBCs), including options appraisal, financial modelling, and cost and benefits analysis, supporting clear, evidence-based investment decisions for digital and transformation initiatives.

4. Service features and benefits

Features

1. HM Treasury Green Book and Five Case Model aligned SOC/OBC/FBCs.
2. Strategic case development: case for change, objectives, policy and strategy.
3. Options appraisal developing longlists and shortlists to identify preferred approach.
4. Economic and financial appraisal covering cost modelling, affordability and funding.
5. Benefits identification/quantification, aligned to service, workforce, and citizen outcomes.
6. Risk, dependency and deliverability assessment supporting realistic, achievable programmes.
7. Comprehensive engagement across digital, frontline, finance and procurement stakeholders.
8. Benefits realisation plans supporting post-approval delivery and value tracking.
9. Development of decision-ready business cases for digital transformation across health and care - including clinical systems, corporate systems, social care case management, cloud infrastructure, EPR, ERP, CRM, data analytics platforms, Technology Enabled Care-(TEC), remote monitoring solutions, and other applications.
10. Aligned to NHS, local authority and public sector assurance processes.

Benefits

1. Reduced approval risk through Green Book aligned Five Case Model business cases.
2. Stronger investment decisions through options appraisals and value-for-money assessment.
3. Improved confidence in affordability and funding through robust financial modelling.
4. Faster approvals through clear business cases reducing iteration and rework.
5. Clear, quantified benefits and outcomes with baselines supporting post-approval evaluation.

6. Stronger stakeholder buy-in across frontline, operational and corporate teams.
7. Submissions aligned to NHSE, LA and Cabinet Office requirements.
8. Independent, market-informed advice, to support defensible investment decisions.
9. Programmes set up for success through comprehensive delivery planning.
10. Better Business Cases-trained specialists, improving quality and approval confidence.

5. Our experience

Channel 3 has a strong track record of developing business cases for major public sector programmes. We have:

- Supported over 100 organisations across health, social care and local government, including NHS Trusts, Integrated Care Systems (ICSs), local authorities and national bodies.
- Delivered Strategic Outline Cases, Outline Business Cases and Full Business Cases for investments ranging from £5m to £150m.
- Worked on cases for Electronic Patient Records (EPR), shared care records, cloud migration, ICT Infrastructure, LIMS, case management systems, ERP/CRM platforms, data analytics, and technology-enabled care.
- Guided clients through NHS England, Frontline Digitisation, Cabinet Office and HM Treasury assurance processes, and local authority governance including member approvals, achieving high success rates.
- Partnered with multi-organisation programmes, managing complex governance and funding models.
- Provided Better Business Cases-trained practitioners and subject matter experts with deep health and care experience.
- Delivered cases under challenging conditions, including tight timelines and politically sensitive environments, ensuring compliance and stakeholder alignment.

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 support services for**
public sector organisations navigating
complex change.

www.channel3consulting.co.uk