

Consultancy Services for Cloud Support

Equal Experts' Consultancy Services help organisations safely harness the power of AI across their software delivery lifecycle (SDLC), from initial landscape exploration and health checks to strategy setting and delivering concrete value quickly. Our approach is data-driven, user-focused, and sustainable, allowing us to deliver results quickly and efficiently.

Features

- Organisation-wide AI-enabled SDLC Strategy and Technology Consultancy
- Multi-sector experience, HMRC, HMPO, MoJ/HMPPS, Defra, DWP, NHS/DHSC
- Safe-use governance and model access patterns, enabling responsible adoption
- Specialists in legacy modernisation, supporting replacement, migration and modernisation decisions
- Consultancy on AI integration into pipelines, strengthening quality, verification, automation
- Consultancy on Automated artefact generation, improving architecture, testing and documentation
- AI-accelerated discovery, synthesising research, and insights for large-scale cloud migrations
- Experts in data modelling, cleansing, migration, transformation services, LLMs, GenAI
- Partnerships including AWS, GCP, Azure, Snowflake, RelationalAI, SAS, FluentCommerce, Elastic
- Develop machine learning models in Python, Scala, R and Java

Benefits

- Targeted and contextualised consulting services for maximum impact
- Proven toolkits for scalable AI-enabled SDLC adoption, with reusable patterns
- Introduce innovative ideas into the services provided
- Optimise the efficiency of transformation processes with increased engineering productivity
- Better strategic decisions, enabled by concentrated, amplified expert knowledge
- User interface re-design, browser and mobile enablement, improved performance
- Cost savings from legacy modernisation through clearer pathways, reduced uncertainty
- Business Intelligence insights generate information from existing data

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- Long-term organisational readiness through sustained capability development with staff upskilling
- Many consultants have current SC/DV level security clearance

Equal Experts (EE) will use a lean, incremental approach to automate manual processes, analysing, simplifying and streamlining each by removing steps. We will examine the manual steps within build, test, deployment, operation, monitoring and maintenance areas, and disaggregate these into small incremental steps, automating those which give maximum benefit first. We will explore interacting with users in new and innovative ways, unlocking opportunities for improved digital interaction.

We treat AI as a tool that concentrates and amplifies human knowledge. Rather than replacing expertise, AI accelerates understanding, sharpens reasoning and helps teams make better decisions. As quality improves at the source, delivery times shorten, costs naturally reduce and organisational flow strengthens.

We will work within organisations to look for ROI business cases with specific data for the problem they are trying to solve. This ensures these areas can be automated and the organisation's resources can be freed up. Automation can perform well above human levels providing a better service to meet users' needs in a digital world.

Our consultants will help build and deliver successful solutions for you collaboratively, with progress as the incentive for ideas, ensuring exceptional service. We work closely with our clients to understand their goals, existing designs and implementations of business processes. We apply a repeatable cycle of context, generation, verification and iteration. This ensures AI output is grounded in intent, validated by people, and safely integrated into existing engineering and delivery workflows.

Areas where Equal Experts have enabled clients to benefit from include view of customer behaviours, project journeys, optimising and streamlining business processes through automation, relationship management and organisational structures. Typical service areas offered by our consultants include:

- Analytics and mapping
- Design
- Implementation and migration
- Development
- Onboarding and training/upskilling client staff
- Change management
- Digital Assistants

- Administrator Task Automation
- Churn Rate Analysis
- Customised Offers
- Forecast and price optimisation
- 24/7 digital customer service
- Recommendations

We work with our clients to develop the business case to ensure that the return on investment is met.

Our approach to Consultancy

Equal Experts will use a lean approach, starting with an analysis of the existing process, aiming to simplify and streamline by removing steps. We will then look in detail at all the manual steps within the build, test, deployment, monitoring and maintenance areas, break these down into small incremental steps and automate the elements which give us maximum benefit first. We will implement a continuous improvement process, through increasing the amount of automation over time.

We will follow governance processes for each change and implement a continuous improvement process, constantly introducing automation. Responsible AI adoption is built into our approach. We incorporate security, privacy, compliance and governance considerations from the beginning, ensuring teams can innovate confidently while maintaining trust and organisational integrity.

From the start of the work, our 'you-build-it, you-run-it' approach will guide our thinking about processes to automate and when to automate them, so when we start building, we will naturally automate where it makes sense. We will use pairing and Test Driven Development practices to ensure consistency, reliability and shared understanding. Where appropriate we will embed Behaviour Driven Design within the verification and testing stages and use tooling like Checkov and Terratest to automate testing of builds to prevent deployment failures in live, through halting a pipeline when a failure is detected.

Quality of Delivery

EE utilises agile methodologies allowing our SOWs to be outcome-focused, and formulated in close collaboration with our clients. These SOWs are grounded in deep analyses conducted during Discovery and Inception. Regular review meetings with client stakeholders track measurable business outcomes throughout delivery, including post-deployment to live environments.

We've built platforms for several public sector bodies, these adhere to cross-government and Buyer-specific standards (e.g. Access, Availability, Security and Change Management policies). We developed the API platform in line with UK Government API standards, enabling seamless interfacing with digital services for third parties. Our knowledge is codified in 'The Digital Platform Playbook,' a document for best practice.

We form multi-disciplinary teams tailored to deliver the specific outcomes agreed upon. In Discovery, we employ experienced user researchers and service designers to deeply understand user needs and map existing workflows or processes through comprehensive stakeholder and user interviews. The emphasis is on building empathy with real users and solving their whole problems. This data and insight de-risks later delivery and enables our teams to make informed decisions as they start creating hypotheses for Alpha.

We leverage test automation for continuous integration and build accessibility, performance, and security testing into our deployment pipelines to ensure robustness. Our coding practices adhere to Open Standards Principles. We use standard tooling for version control, delivery tracking, and orchestration.

We've cultivated a culture of quality, where empowered teams adhere to standards. Readiness checks at phase transitions assure our work and our governance structures are designed to provide oversight without stifling innovation.

Design Services that Meet User Needs

Identifying users is key to understanding the needs the service must meet. Users may span citizens, Civil Servants, Economists, suppliers and specialists (e.g. Life Scientists), and during discovery, we conduct primary research to identify their expectations, behaviours, and motivations in context.

Our service designers map end-to-end flow, using experience and service maps to capture the 'as is' and pain points. We use rapid prototyping to test our hypotheses quickly and to de-risk choices, iterating on user feedback.

We practise inclusive design, ensuring all users are catered for, including people with low digital literacy and accessibility needs.

Decision Making

We adopt continuous delivery principles, repeatedly delivering small changes quickly and gathering data to support evidence-based decision-making. These rapid 'build-test-learn' cycles enable teams to respond effectively to feedback or changing needs across the

services, products and platforms they look after. Regular planning sessions provide alignment and dependency management, whilst roadmaps and runbooks are maintained as living documents, capturing decisions and updated plans over time.

We support senior leaders in understanding strategy and the long-term outcomes using tools such as OKRs and high-level roadmaps. We translate these into objectives for teams to deliver, with milestones and key results that can be measured.

Buyer Needs and Delivery

For each SOW, we will:

Capture the Buyer's needs by:

- Working with the Buyer to understand the overall objective
- Analysing available documentation
- Identifying users, stakeholders and existing insight
- Observing the environment and any constraints
- Seek feedback on the expected outcomes and measures in the SOW

Ensure the delivery team understands the needs by:

- Conducting a kick-off workshop clarifying uncertainties
- Sharing the Buyer's documentation with the team and establishing collaboration tooling to manage progress
- Regularly seek validation of the team's understanding
- Engaging with the wider programme and Defra's technical roadmap to put the needs in context

Track delivery of solutions by:

- Establishing milestones in SOWs to serve as checkpoints
- Using Kanban boards to show progress, dependencies and blockers transparently
- Regularly demonstrating our outputs and working software
- Routinely reporting on service and delivery KPIs
- Routinely validating our work with stakeholders

Typical Information we need from the Buyer:

- Desired outcomes, purpose and benefits
- Target users
- The current state of the platform/project
- Desired timeline and any key milestones
- Key stakeholders and invested parties

- Technical and architectural constraints
- Success criteria
- Communication and reporting preferences
- Budget
- Roles to be fulfilled by other parties

Typical Dependencies Buyer would Provide:

- Collaboration and software development tooling
- Timely access to stakeholders and existing data
- Governance processes and policies
- Supplier training and onboarding
- Security vetting

Expedite Delivery while Working with Complex Stakeholders by:

- Maintain a Relationship Management Plan as a living document, following the guidance of ISO44001
- Craft a communication plan for timely, effective updates
- Build trust-based stakeholder relations and align expectations through open dialogue
- Rank stakeholder needs by business value for early fulfilment
- Communicate scope changes clearly
- Periodically update stakeholders on key milestones
- Actively monitor and report project risks

How We Manage Changing Priorities:

- Draft a transition plan
- Pause the current SOW and adjust the invoicing
- Document work for resumption later
- Maintain clear communication for all projects
- Assess and adjust team skills for new work
- Manage stakeholder expectations during the shift
- Conduct a post-shift review for future improvements

Knowledge Transfer

Our structured Knowledge Transfer approach (find, read, discuss, review, practice, refine), allows us to rapidly assimilate and share background and support information when taking over work from incumbent suppliers or handing over to maintenance and support teams.

We track completeness with a matrix representing all areas to be transferred (eg. intent, product roadmap, source code, release processes, technical components) and assess our level of understanding for each. We use this to identify gaps and measure progress as we go. We set and measure Knowledge Transfer goals for both individuals and the project.

During Knowledge Transfer we will record technical debt found, ensuring that product owners have the information they need to prioritise against the future vision.

We will be collaborative, open and transparent with stakeholders. Status updates will include visual representations of progress, risks, issues, asks and improvement ideas. We will implement a regular cadence of stand-ups, check-ins, and reviews.

Services

We have four core UK-based teams that provide expertise and advice to the organisation, our clients and our partners:

Data and AI

The Data and AI service helps clients make better use of data and create powerful AI solutions that improve and transform any business. We use our deep expertise in data engineering to improve the quality of data that flows through the organisation, providing better insights into customers and operations. Applying our expertise in MLOps, Generative AI, AI in the SDLC and algorithms, we help upskill client teams, automate key services and create new ones.

Design and Product

The Design and Product service helps clients increase adoption and user satisfaction by designing exceptional digital products and services. We use our expertise in user-centred design and product management to discover and solve the most valuable problems, aligned to a client's digital strategy. We help to create delightful customer experiences that deliver real business value, increased user engagement, better brand reputation and additional revenue.

Technology Strategy

Our Technical Strategy service helps teams to confidently navigate the technology landscape and make decisions that will sustain long-term value. Our expertise covers all aspects of technology strategy, including architectural choices, operating model changes and the adoption of emerging technologies. Using our extensive industry and technology experience, we help to plan the practical steps clients need to be ready for the future.

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Modernisation and Platforms

Our Modernisation and Platforms service helps to accelerate time-to-value and reduce total cost of ownership, while scaling digital products and systems. Using modern engineering practices, we help to build and run cloud-native services and improve heritage systems. We bring deep expertise in cloud architectures, secure delivery, “you build it, you run it”, and platform engineering on AWS, Azure and GCP clouds.

Team

Our core culture and business model prioritise providing value and doing what is best for all our stakeholders, particularly our clients, rather than maximising short-term profits and shareholder returns. Our founders sold the business to an Employee-Owned Trust (EOT) in May 2024 to secure the long-term future of our collaborative approach, highlighting this commitment. The EOT trustees include the founders and representatives of our employees, Associates and clients, ensuring the interests of all stakeholders are considered and balanced in our operations.

Equal Experts is a worldwide network of technology experts who are dedicated to driving innovation. We have Business Units in the UK (London and Manchester), USA, South Africa, Germany, the Netherlands, Australia and India. Our resourcing model is based on a core of permanent senior consultants and a supply chain of 4,000+ carefully selected, expert, independent SME consultants - our Associate network. On a typical engagement, we pass ~£2 in every £3 of our contract income directly to this network, creating opportunities for entrepreneurship and helping new SMEs to grow.

90% of our consultants have more than 12 years of experience (average more than 18 years) in the development, delivery, operation and maintenance of digital services using agile methods. Many have significantly more and, in some cases, are global influencers, authors and presenters. Their maturity and pragmatism mean they are highly collaborative, happy to transfer knowledge and keen to help clients build internal capability.

We have grown organically, mostly through personal referrals, prioritising quality, experience and cultural fit above all else. After a rigorous selection process, experts are added to our network, whether we need them immediately or in the future.

We select the most suitable people for any contract role from this large pool, not just from a bench of off-charge employees. Our model is resilient and efficient; we form small expert teams, reducing cost and risk for our clients, while achieving outcomes faster than less experienced teams. Our experts train and upskill the whole supply chain, including client

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staff and those of other suppliers. We have delivered many public and private sector systems (e.g., for HMRC, HMPO, Defra, DWP and MoJ), including CNI, over the past 17+ years using this model. Our approach is data-driven, user-focused and sustainable, allowing us to deliver results quickly and efficiently, using small teams of real experts.

Our standard working model for teams is hybrid remote/on-site, with a core generally based close to client offices, minimising travel costs and environmental impact. This ensures they can be on-site for workshops, meetings and onboarding activities, and can work collaboratively with client team members, stakeholders and other suppliers. In the words of one client, “*your consultants truly leave their Equal Experts badges at the door*”.

Our focus on senior talent means that all our consultants have the skills and experience required to thrive in dynamic, challenging client environments. It means we can focus on work that adds real value, rather than micro-managing more junior consultants. Our non-hierarchical structure also allows us to operate with lower overheads. For our teams, this creates a mature, pragmatic and innovative working environment, where they can implement the best solutions of their already distinguished careers. And for our clients, it translates to better services, delivered faster and at lower overall cost. We were ranked 2nd in Glassdoor’s UK Best Places to Work 2025, up from 4th in 2024, and 15th in Newsweek’s Most Loved Workplaces 2022.

For more information and case studies, please visit <https://www.equalexperts.com/> or contact us at solutions@equalexperts.com.

Roles

Collectively, our consultants have the multi-disciplinary experience and expertise needed for successful transformation to cloud-first delivery, live service maintenance and new operating models. Our network gives us fast and flexible access to the DDaT skills our clients need. We have specialists in all areas required for digital success, including:

- Delivery managers
- Change managers
- Product managers
- Engagement managers
- Strategic advisors
- Security specialists
- Data scientists
- Data engineers
- Data architects

- Technical leads
- Technical architects
- DevOps consultants
- Developers
- Testers
- Business and performance analysts
- Accessibility experts
- Service designers
- User experience designers
- Content designers
- User researchers

When a client needs specialists or niche skills, we can rapidly and confidently engage with other organisations in our established ecosystem of proven partners. EE interviews each partner consultant to ensure a high level of knowledge and cultural fit before we assign them to clients.

Public sector clients

We're proud to be one of the top suppliers to the public sector via the G-Cloud and DOS frameworks. Our services are also available through RM6190 Technology Services 4, RM6195 Big Data and Analytics (the only supplier on all 6 capabilities), RM6335 DALAS (Lot 2a) and DPS Frameworks including RM3764 Cyber Security 3, RM6173 Automation Marketplace, RM6094 Spark, RM6200 Artificial Intelligence and RM6235 Space-Enabled and Geospatial Services.

The Equal Experts approach has a successful track record of delivery across the private and public sectors. Some recent award-winning deliveries include:

- HMPO's passport renewal service,
 - ranked #1 public service with a score of 81.2/100 in the July 2025 ICS customer satisfaction survey.
 - Winner of Public Sector Project of the Year and Development Team of the Year at the UK IT Industry Awards 2024.
- HMRC's Data Platform Services Core Engineering Platform, winners of Computing DevOps Excellence Awards 2025 Best Implementation of DevSecOps.
- John Lewis & Partners Best Implementation of DevSecOps at the DevOps Excellence Industry Awards 2023

We know what it takes to implement and support cloud-based applications within complex public sector organisations and across large multi-vendor programmes. We understand

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and adhere to the GDS digital service standards for delivering solutions and handling and securing data within critical national systems. We have experience in consulting, deploying and supporting security-accredited solutions and have passed numerous GDS assessments. Many of our consultants hold current SC clearance (some have DV) as they have previously worked with public sector clients.

Equal Experts has helped implement digital services to government digital service standards (including passing many formal GDS service standard assessments) for:

- His Majesty's Revenue and Customs (HMRC)
- Department for Environment, Food & Rural Affairs (DEFRA)
- The Home Office and His Majesty's Passport Office (HMPO)
- Ministry of Justice (MoJ), His Majesty's Prisons and Probations Service (HMPPS) and His Majesty's Courts and Tribunals Service (HMCTS)
- Department for Work and Pensions (DWP)
- Department of Health and Social Care (DHSC)
- Department for Business, Energy & Industrial Strategy (BEIS)
- Border Force
- Department for Education (DfE)
- Registers of Scotland
- Office for National Statistics (ONS)
- Intellectual Property Office (IPO)
- States of Guernsey
- Cabinet Office
- Government Digital Service (GDS)
- Valuation Office Agency (VOA)

Planning

To build detailed knowledge of the context and domain for any project, an initial phase of planning, definition and knowledge transfer will generally take place at the start of an engagement.

We have found that this takes place most effectively through a short time-bound inception to develop a shared understanding and agreement on vision and objectives across a broad stakeholder group. This covers the business, technical and user aspects of the project and the outputs may include user personas and scenarios, key user journeys, as-is and desired business processes, a prioritised backlog of user stories, technical constraints and vision, and a release roadmap and plan. The techniques and principles applied are

also used on an ongoing basis throughout the course of delivery, to ensure the solutions developed are fit for purpose and meet real and changing user needs.

This initial inception phase can be contracted separately if required.

Setup and migration

In addition to ongoing development and operation of live cloud-based services, we can help with the initial set up and migration as part of a transition to cloud. We look for opportunities to automate processes (for example, test, deploy) that will yield real benefit and high ROI. Our approach helps to address integration, dependencies and risk early. We capture actionable metrics to measure and manage progress towards meeting the agreed success criteria and KPIs identified for building and operating the service. The highly collaborative, interactive processes we follow foster continual learning and improvement of services. They help to establish and evolve the overarching service design, management processes and the team capabilities.

We can ensure projects hit the ground running through our experience in designing, configuring and setup of many continuous delivery and automated cloud deployment environments. These techniques allow software to be repeatably and reliably deployed and tested through each stage into production on the cloud. We have substantial experience when it comes to the tooling required for continuous delivery and automated software deployment, greatly facilitating the software set up, build and migration process, which increases programme productivity and reduces project risk and cost.

Quality assurance and performance testing

We hold ISO9001:2015 Quality Management System certification. All our consultants have extensive experience in both manual and automated testing, including performance testing, continuous integration and delivery into production environments at scale. With all clients, we actively encourage the adoption of robust and meaningful automated test coverage, delivery and test techniques, to reduce risk and safely increase delivery velocity. We are happy to work with a client's existing quality management system (QMS) where appropriate.

Security services

We hold ISO27001:2022 Information Security Management System, Cyber Essentials and Cyber Essentials Plus certifications.

We can provide the following security services if required:

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- Security strategy
- Security risk management
- Security design
- Security incident management
- Security audit services

Training

For every client, we aim to transfer and embed knowledge of technology and process innovation. Our consultants have the expertise, skills and enthusiasm to help transfer knowledge of new technologies and ways of working to our clients' team members, upskilling staff and helping to build their internal delivery competence and capability. This improves internal competencies and builds long-term sustainable capability, as clients migrate to modern cloud-based products and services. We tailor particular practices to address specific organisational constraints – we recognise that every organisation is different and there is no “one size to fit all”.

We tend not to offer classroom-based training as our consultants are happy to share their knowledge throughout a project. They take responsibility for helping individual client team members adopt new practices and ways of working.

Ongoing support

Our operational philosophy is “you build it, you run it”. The delivery team responsible for the development of a live service usually also takes responsibility for its operation. We have found that development teams which support their own products are motivated to deliver higher quality, more robust and maintainable code.

When a service is live with real users, we expect the delivery team to provide 2nd line (infrastructure, in conjunction with hosting support agreements) and 3rd line (applications) support during business hours. We can agree on an appropriate model for 24/7 on-call coverage if required - see our G-Cloud On-Call Support offering for details. We typically establish an on-call rota with delivery team members assigned weekly.

Our experience is that digital services are never really finished and that it is important to retain some level of investment to allow the addition of new features as the needs of customers (both internal and external) change. Our design of the end-to-end service can include establishing Service Level Agreements for ongoing service evolution and operational support (ensuring agreed levels of service availability).

User support

We provide an engagement manager on all G-Cloud engagements with responsibility for ensuring clients objectives are met and for addressing any issues with service delivery. Our engagement managers act as an escalation point and can be reached via phone or email to respond to issues beyond the control of the team providing the service. Engagement management is included within our service pricing.

When a service is live with real users, we expect the delivery team to provide 2nd-line (infrastructure, in conjunction with hosting support agreements) and 3rd-line (applications) support during business hours, within the agreed service cost. We can agree on an appropriate model for 24/7 on-call coverage if required - see our G-Cloud On-Call Support offering for details. We typically establish an on-call rota with delivery team members assigned weekly.

Social Value, the Environment and CSR

Our values and ethos extend beyond our organisation and people, and we take our corporate social responsibility seriously. We are committed to working with all our clients to share our knowledge and learnings, and contribute to their CSR goals, e.g. we will facilitate discussions with their designated digital sustainability leads, to collaborate on environmental policy goals, discuss current practices for greening software and agree enhancements aligned with industry policies, like the Greening Government Strategy.

We willingly collaborate closely with our clients, other suppliers, competitors and the wider ecosystem to discuss, share and test innovative environmental and social value ideas and initiatives, to improve sustainable practices and create added value throughout any contract.

We will follow our proven social value methodologies for any G-Cloud 15 contract, aligned with the UK's Public Services (Social Value) Act 2012, PPN002 (PA2023) and the Social Value Model, and the UN Sustainable Development Goals, to actively create additional opportunities to develop, measure and improve social value for our client and their entire supply chain. In a recent [Government Transformation Magazine interview](#), Mike Potter, ex-UK Gov CDO recalled his HMRC experience partnering with us for transformative results. *"We didn't just buy their capability - we bought their culture,"* he said. *"Cultural alignment is key. When you pick partners who share your values and ways of working, you find areas of mutual advantage."*

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We review, update and publish our Carbon Reduction Plan, Modern Slavery and EDI statements annually, are a Disability Confident employer, a member of the Business Disability Forum and a participant in the Government Digital Sustainability Alliance (GDSA). Our commitment to providing a fulfilling workplace for everyone is reflected in Glassdoor's Best Places to Work in the UK, voted for by our staff, ranking us 4th in 2024, 2nd in 2025.

We complete the [EcoVadis](#) assessment tool, which evaluates performance across four dimensions: Environment, Labour and Human Rights, Ethics and Sustainable Procurement. We complete the assessment, create an improvement plan and review and update it annually. We willingly share the results with clients and use their feedback and learnings to influence our improvement plans.

Examples of other social value initiatives for clients include:

HMRC Joint Value Initiatives: we work closely with HMRC to organise and fund JVs, e.g.:

- [School visits](#) to encourage children to pursue STEM careers & find future data engineers,
- Data Engineering Academy - supporting HMRC to onboard and upskill new starters and develop their technical expertise through bootcamps and placements on EE projects,
- Hosting the [Women in Tech & Leadership Conference 2025](#) in collaboration with HMRC's Women in Tech Network.

Hace: We co-funded a [project](#) to develop an AI-based data analysis tool to objectively quantify a company's Child Labour performance.

Médecins Sans Frontières (MSF): We staffed a pro bono project to build the [Malaria Anticipation Project \(MAP\)](#), deployed in Lankien, South Sudan and being planned for Anka, Nigeria.

John Lewis: We shifted to lower-footprint GCP cloud data centres in Switzerland to meet JL's environmental sustainability goals.

Government: We are an active member of the Government Digital Sustainability Alliance ([See more details here](#)) and are actively working with Defra to implement exemplar projects such as:

- Implementing Green coding Standards ([See Version 1 Github](#)) in our teams working with Defra to help support learnings for wider Government.
- Working with Defra and our partner [Heata](#) to develop an innovative decentralised cloud compute project. The aim is to reduce the carbon footprint of cloud workloads by 80% and heat farmers' domestic water tanks to save them money.