Mobile accelerator for cloud-based digital services

Provisioning of mobile cloud-based services to accelerate cross-platform mobile application development for Android and iOS. Enabling Continuous Delivery (CD) and Continuous Integration (CI) to facilitate the continuous evolution and innovation of mobile cloud applications. Standardised development on reliable, cloud platforms focuses organisations on the core challenges of mobile development.

Mobile application development can be accelerated by leveraging third-party best-in-class tooling and approaches, and by integrating key components that fast-track development across iOS, Android and Windows. By leveraging external cloud-based services, engineering teams are able to focus on the core task of development in a more streamlined and efficient way. Whether application development is handled in-house by organisations, externally by a supplier, or a combination of both, Equal Experts' mobile accelerator service brings cloud service support to mobile projects.

Features

- Application rationalisation, minimising dependencies and complexity
- Cloud-based prototyping and testing accelerate workflow design and decision-making
- Enables Continuous Delivery (CD) and Continuous Integration (CI)
- Selection and integration of services, including Buddybuild, Bitrise, Nevercode, TestFlight
- Cloud-based testing, and automation provisioning and setup
- Push notification provisioning via Amazon SNS, Google Firebase, Urban Airship
- Mobile analytics integration via Google Firebase, Fabric, Adobe Omniture, Flurry
- Support, monitoring and alerting via services including Datadog
- Mobile cloud engineering expertise and knowledge transfer to team members
- Rationalise app store administration and improve launch security and speed

Benefits

- Shortens development cycles to enable 'test, learn, iterate' innovation delivery
- Gathers rapid feedback to enable data-driven decisions
- Improves resilience and reporting for IT Operations
- Reduces operating costs through increased standardisation and application rationalisation

- Streamlines the workload with modern provisioning and deployment techniques
- Shares expert-level knowledge to fast-track future app development
- Saves time and cost building push notification services into apps
- Ensures cloud app and service launches are seamless and secure

The mobile accelerator service complements an organisation's team skills by adding expert-level tools to help them work smarter. Organisations that take this approach can set up, develop and deliver mobile software projects via the cloud with ease, speed and confidence. Often, organisations find that whilst they may have engineering or development teams in place to deliver software, there is a substantial burden in testing, provisioning and deploying software that detracts from the core engineering effort. This service removes the pain of mobile cloud app provisioning - we help define a framework for the engineering pipeline, ensuring teams can deliver quickly and effortlessly.

Our service is recommended for any public sector organisation embarking on cloud technology adoption for the delivery of mobile apps and services, where they wish to streamline delivery and focus on engineering, rather than on the build and test pipeline and peripheral app support.

Our mobile accelerator service enables the following capabilities:

- Continuous Integration - ensuring a seamless development environment in which to manage software projects, including setup of TDD (Test Driven Development) and other test environments and build pipeline
- Continuous Delivery - facilitating a test, learn, iterate approach to deploying mobile products to the live environment
- Service Integration - enabling engineers to quickly add core cloud-based capabilities such as Analytics, Service Monitoring and Alerting, Push Notifications to apps and services
- Application Rationalisation - enabling streamlining of code, services and apps
- Cloud prototyping - to accelerate decisions
- App Launch - app store identity access management and rationalisation
- Knowledge transfer of Mobile Accelerator capabilities

Equal Experts has significant hands-on experience in building software for organisations at scale, organisations in which mobile is increasingly central to everything they do. Our mobile accelerator offering covers all aspects of acceleration for cloud-based mobile services.

Our approach to mobile acceleration

Our approach to mobile acceleration is to work closely with key organisational stakeholders to understand the ambition and any technological or policy-related constraints. We can help across the whole landscape:

- app provisioning
- set up of test environments and build pipelines
- integration of analytics
- push notifications
- monitoring and alerting services
- app launch/app store submission streamlining

Equal Experts is primarily a delivery organisation, working onsite with our clients and taking responsibility for end-to-end multi-channel software applications and platforms typically deployed or migrated to the cloud. We use rigorous, disciplined engineering practices and processes that help to improve productivity, optimise throughput and allow for continuous learning and improvement.

More and more, for our clients and us, mobile is central to a digital experience, both for end users and operationally. Equal Experts assists clients with software, and increasingly with the mobility capability required in order to successfully deploy, deliver, manage and operate that software in the cloud. In addition to our engineering offering, Equal Experts has developed a specialism in enterprise mobility, helping our clients put in place the right mobile technology to operate successfully in the modern age.

Typically, in our client engagements, we bring:

- Consulting expertise - helping to define goals
- Technical know-how - helping to realise those goals
- Industry and product expertise - helping to find the best fit

Our team of consultants works with clients at all levels (and often with diverse stakeholder groups) to define the current state and the ambition, helping to explore what's possible and optimal. We help define the optimal future state and make technical and product recommendations based on the specific circumstances and objectives. We are agnostic to mobility cloud suppliers, and help clients find the solution that's optimal for their circumstances. We then work with teams to set up, implement and adopt new mobility capabilities, so they 'just work' for the organisation.

To embed new capabilities effectively, our consultants take hands-on roles. Our consultants all have many years of experience, and we tailor particular practices to address specific organisational constraints – we recognise that every organisation is different and there is no “one size fits all” approach.

The depth of experience of our consultants means they are mature, pragmatic, and have an approach grounded in hands-on digital experience. All our consultants are selected based on their demonstrated understanding of how a successful mobility strategy can transform an organisation’s ability to operate successfully. Passing this expertise and understanding to our clients is a key and unique advantage and value provided throughout our engagements.

Equal Expert’s mobility principles:

- Technology changes rapidly, so organisations require flexibility and the ability to adapt and scale.
- Mobility supports other dependencies, so mobility change programmes must be swift and simple to deliver.
- Mobility should ‘just work’ for organisations and should enable users.

Outline engagement structure

After identifying project stakeholders and objectives, we embark on the following phases:

- Phase 1 focuses on understanding the current state, the ambition (the desired future state) and undertaking a gap analysis
- Phase 2 focuses on research and gathering inputs to inform the mobility strategy and may cover people, processes, technology, trend analysis and supplier evaluation
- Phase 3 makes a recommendation, engaging with appropriate stakeholders and working closely with all relevant contributors to devise this
- Phase 4 focuses on implementation, working collaboratively to implement and embed change across the organisation’s people, processes and technology

Examples of mobile acceleration in action

Equal Experts recently engaged with the Mobility Team of a major government department to help identify, from a population of over 13,000 iPhone users, the main areas where mobile native application development could solve a real user problem. The outcome of

the research was to be used by the senior leadership team to assess whether further funding should be provided to take these opportunities through to production.

We kicked off with proposition and user research, with mobility users surveyed as to their tasks/satisfaction/usage & attitudes, and correlation analysis used to identify cohorts. This was followed by a rapid understanding of the domain through close collaboration and knowledge transfer from client stakeholders, with a combination of quant (surveys) and analysis/exploration of current roles and responsibilities to validate user cohorts and their burgeoning needs and frustrations.

We conducted 28 user interviews across 22 roles to extend our understanding and motivation, and deepen cohorts, with 18 follow-up interviews across 4 roles, looking at time on task/frequency/frustrations to validate efficiency and cost savings for primary and secondary cohorts.

We conducted a broad-brush analysis to align primary needs across user cohorts and to aid prioritisation of key problem areas or opportunities to take forward into deep-dive exploration, using observation and interviews with each of the identified cohorts, to map their workflow and pain points to inform hypothesis generation during the design sprint.

A summarised and open reporting of mapped research findings was provided to client stakeholders at each step. Our survey confirmed that while there was some dissatisfaction with basic features such as attachments, contacts, accessing documents, carrying two phones, and tethering, an agreed roadmap for change was addressing the most important areas of dissatisfaction.

We also found that interviews proved more valuable for understanding people's day-to-day work, giving insights as to where mobility could solve a real problem. Frontline staff provided a rich source of opportunities, with visiting officers identified early as a high-impact opportunity. Fraud investigators, trainers, surveillance officers and other specialist roles are highly mobile, with likely many opportunities to solve real day-to-day problems with mobile.

A collaborative research-lead design sprint (3-4 days, during week two) with the core user roles/cohorts represented, led to an alignment of identified primary user needs and opportunities, evolution of several hypothesis solutions for primary aligned issues, and we collaboratively (across cohorts) designed lightweight prototypes based on the identified journeys to build a focused proposition to solve the primary need.

We developed a clickable prototype to take our proposition through usability testing across the personas to measure success, with the initial proposition and user research iterated further based on feedback and research findings. Amongst a 'low-tech' user group (average age ~50) the response was overwhelmingly positive in that they could see themselves using the app. Our testing surfaced that they had considerable downtime between visits, which is currently underutilised because of a lack of access to office-based information, with all visiting officers responding, stating they estimated the app could save them significant time.

Water utility field engineer application

Another of our mobility clients is one of the UK's largest water and wastewater services providers, serving some 15 million customers with fresh water and associated wastewater utilities. Doing so requires an impressive workforce; the organisation employs over 6,000 employees, of whom a significant percentage are blockage engineers working on its extensive sewer network.

These are the people getting their hands dirty (so to speak). They're also among the first beneficiaries of our client's transformation programme – through which it aims to offer the leading UK customer experience in Water and Utilities.

Equal Experts delivered the digital platform that underpins the organisation's new digital capabilities, and embedded the ways of working that helps it benefit from an agile approach in the longer term. But in keeping with our thinking on transformation, we were also keen to deliver meaningful value as quickly and frequently as possible.

For our first release in early 2018, we identified an opportunity to help blockage (field) engineers by focusing on an ageing legacy application used in the field. Blockage engineers used the application to manage their day-to-day work, but the application ran on ageing Panasonic Toughbook laptops and was very difficult to change, with minimal flexibility and a poor, outdated user experience.

We assigned a multi-disciplinary team comprising a Delivery Lead, Technical Lead, UX Specialist/Researcher, DevOps Engineer, and a Mobile Engineer, for a short, time-boxed three-week discovery exercise undertaking user research and project due diligence on a proposed development of a Field Engineer native application and associated interface layers.

To identify potential improvements, we worked closely with the engineers to understand where their pain points were. From this, we were able to look at ways to optimise the underlying workflows that guided their current work.

We followed a lightweight research framework to enable the project team to develop a shared understanding and agreement amongst a diverse stakeholder group of the following:

- project context and broader business objectives.
- project vision, and to enable the sharing of that vision amongst the team and beyond.
- validation of Field Engineer workforce processes and user needs.
- validation of technical scope and mitigation of technical and organisational risk through cross-referenced verification of known inputs.
- a baseline of assumptions and assertions at the project outset for tracking and performance review.
- a clear pattern for ways of working, a likely release plan and estimates for subsequent delivery.

Our team provided usability, delivery and technical expertise, collaborating with our client stakeholders and team members to deliver the following outcomes, following an iterative process:

Establish The Field Manager Project Vision

- Align on a series of statements setting out the aim of the project; the ‘design, build and release of a new native application to Field Engineers in 90 days’
- Establish a set of clearly defined success criteria and KPIs
- Develop a measurement framework and an initial funding case to support further phases
- Delivery of User Research, New User Journeys and Initial UI Prototype
- Conduct a two-day field study with engineers to understand the working day context and observe
- As-is workflow and app interaction
- Deliver an initial set of proposed user journeys and information architecture
- Conduct a two-stage, user feedback session to refine proposed user journeys and initial feature set, and validate the proposed new design of the field engineer UI
- Develop a clickable prototype for further refinement and an initial definition of the user requirements

Validation of Technical Solution

- Working with our client’s architecture and technology teams, document the target architecture, aligned technology concepts and options for how the platform could evolve and innovate over time

Dependency Investigation

- Working with our client's and the legacy system provider's offshore teams, form a detailed understanding of the schema and data structure for legacy system integration
- Develop a sequence flow and a likely approach to legacy system integration
- Establish a direct legacy system connection as verification of a key dependency

POC Build (Production Ready, Read Only API)

- Build a first iteration of a read-only API, deployed on an Azure/Kubernetes cluster, hosting dummy data connected to a native smartphone application
- Establish a first iteration of an automated build and deployment pipeline

Delivery Plan

- Deliver a documented delivery approach for the next phase delivery with agreement and input from our client on workflows, ceremonies and delivery team set up, including workspace provisioning
- Create a backlog of work for sprint 1
- Agree on a release plan and timelines
- Identify Assumptions/Risks with mitigation plans
- Agree on resource and cost estimates

The outcomes were reviewed and refined by our client throughout the discovery and research exercise, during a series of kick-off workshops at the start, and at the end of each week as a show-and-tell and progress review session.

The outcomes of the discovery were presented back to the client leadership team at the end of discovery for agreement to proceed into the subsequent delivery phase of an MVP application. The MVP was released to production within about 12 weeks, and we continue to enhance and evolve the app post-MVP.

One example of the success of the app is our redesigned mobile UX: previously, the data capture form for a flooding event required a 42-page training document to explain how to complete it. In the new app, we've redesigned the questions to make them far more intuitive for engineers to complete, replacing complex and convoluted workflows with single-minded calls to action that make the next step clear.

Engineers close out at least six jobs during a shift; on the legacy Toughbook application, they'd have to choose an appropriate code from a list of hundreds (covering both the

waste and clean water sides of the business). We've managed to consolidate this into a list of just 15 context-sensitive codes, dramatically reducing the amount of time it takes to accurately close a job.

As a result of our work, that enormous training document is now surplus to requirements, with the simpler workflows improving compliance and making engineer onboarding much quicker.

Tech-wise, the new digital platform runs lightweight microservices within the app, which integrate with the legacy backend. This approach has brought modern benefits; the platform is auto-scaling and auto-recovering, and supports continuous integration and delivery pipelines to ensure a steady flow of future improvements (a phenomenon that any blockage engineer would approve of).

The benefits don't end there, either:

- The client now owns the user journeys, allowing it to make further changes much more easily
- Data captured out in the field is kept within the organisation
- End-of-life system components can be retired
- Demand for the ageing Toughbook hardware is significantly reduced

Field engineers can now focus on the task at hand, supported by an enterprise mobile app that's designed around the reality of their working day.

Early user testing has been unanimously positive. Our pilot deliberately targeted engineers who were either resistant to change or had little digital experience; they were immediately and unanimously positive about the new app.

This was a big win as far as this piece of work goes, and just as importantly, it was an early, momentum-building test for our client's overarching transformation programme.

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.

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 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 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:

- 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.*"

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 JVIs, 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.