

Product Management as a Service

G-Cloud 15 service definition document



Hays project services portfolio accelerates the delivery of technology change and business transformation across Public Services in the UK.

We provide collaborative expertise to deliver change at pace and value for money.

Knowledge transfer is at the centre of what we do, enabling and up-skilling internal teams.

Hays has served the UK Public Sector for over 50 years.

Our experience

Hays has been operating in the Public Sector for over 56 years.

We have partnered with customers across NHS, Central & Local Government, Higher Education, Defence & Transformation

Sectors we cover



Healthcare & NHS



Central Government



Higher & Further Education



**Local Government &
Combined Authorities**



**Housing, Charity &
Not for Profit**



Defence, Security & Bluelight

Collaboration by design

Accelerate delivery, share knowledge

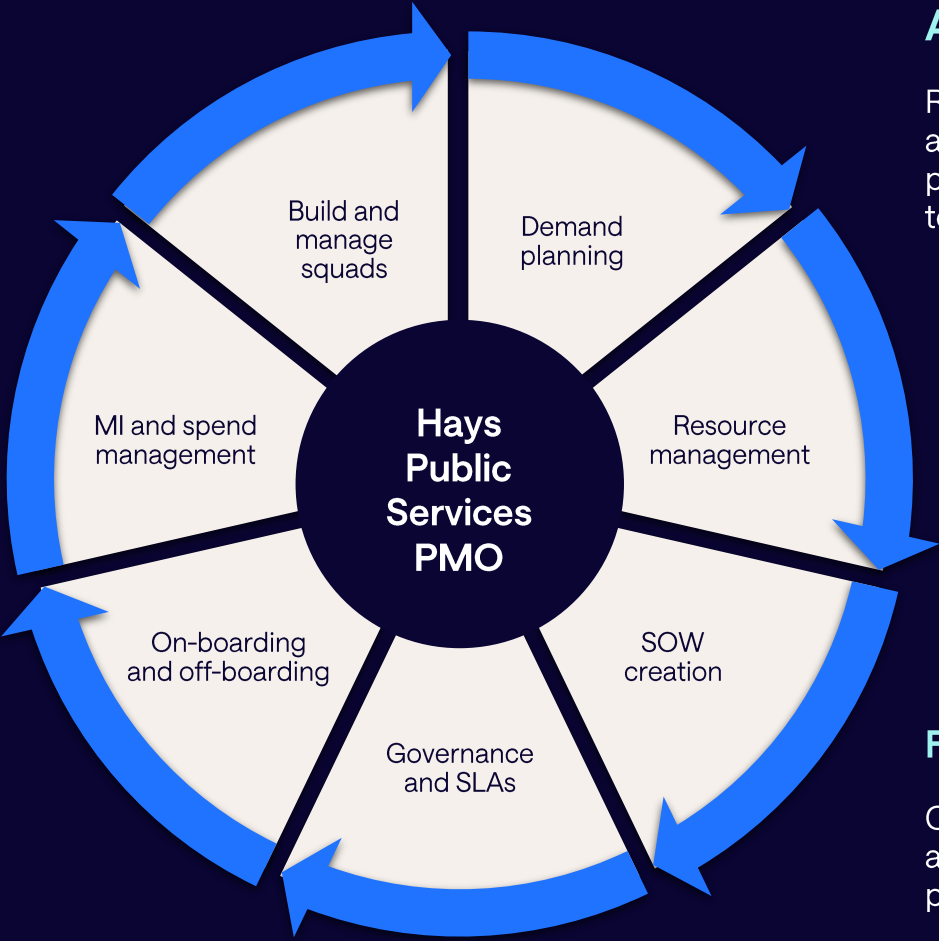
We accelerate technology and change delivery across Public Services with high calibre Cloud consulting talent delivered through flexible SOW services. Knowledge transfer is embedded in our contracts.

Increase delivery management capacity

PMO support is embedded into each service and Hays PMO can be utilised to add flexible capacity to your in-house teams

Productive and transparent

Our SOW contracts deliver high levels of productivity from day 1 and give you visibility over every aspect of the delivery status and progress of the project.



Agile capacity

Rapidly define your requirements and deploy SME's and teams across your technology stack and change programs. Scale up/ down or change the mix of skills to meet the demands of your projects and products

Value for money

Outsourced overheads, competitive commercial models, knowledge transfer, PMO support and agile resourcing deliver value for money for Public Services buyers.

Flexible delivery models

Customer can own project delivery with Hays augmenting internal capacity or outsource project management and delivery to Hays.

Product Management as a Service

Hays supports organisations with product management expertise, helping you define, develop, and launch successful products. We manage the product lifecycle, market analysis, and stakeholder collaboration to drive growth and innovation.

Service features

- Sectors: Central Government, Local Government & Combined Authorities, Healthcare & NHS, Defence/Security & Bluelight, Higher & Further Education, Housing/Charity/Not-for-Profit
- Flexible delivery options including T&M, work packages, statements of work, or managed services
- Rapid mobilisation of Product Managers across all SFIA levels, including BPSS, SC, and DV-cleared specialists
- Compliance with GDS standards, ISO9001, ISO27001, and Cyber Essentials
- Creation and management of product backlogs, feature definitions, and prioritisation frameworks
- Product strategy development including market analysis, competitor review, value definition, and roadmap creation
- Use of Agile delivery methodologies such as Scrum, Kanban, SAFe, and hybrid models
- Cloud-based collaboration platforms supporting documentation, communication, and real-time updates
- Development of dashboards and reporting tools to track progress, risks, delivery blockers, and KPIs
- End-to-end product lifecycle support — from discovery through Alpha, Beta, and live service
- User-centred research and testing informing product direction, usability improvements, and feature selection

Service benefits

- Access to SC and DV-cleared Product Managers for secure and regulated delivery environments
- Faster and more successful product delivery through structured planning, Agile methods, and clear prioritisation
- Improved visibility and control across the product lifecycle, enabling effective decision-making
- Streamlined backlog management reducing delivery friction, duplication, and delays
- Enhanced organisational agility, responding more effectively to user, policy, or operational changes
- Increased stakeholder engagement through transparent communication, demos, and regular progress updates
- End-to-end support including project, programme, and change management for product initiatives
- Reduced overheads and increased productivity through optimised resource utilisation
- Strong alignment to governance, compliance, and security standards throughout product development
- Comprehensive product planning, design, implementation, and continuous improvement frameworks supporting long-term value

Our service delivery approach

Engage

Connections with clients are established, landscapes are understood, and goals are aligned to set the tone and build trust for the partnership.

Plan

Intent is transformed into a structured and actionable roadmap, with scope, timelines, resourcing, and measures of success clearly defined.

Deliver

Services are executed hands-on, value is demonstrated, and outcomes are tracked against the established plan.

Transition

A controlled handover into steady-state operations and project closure is executed, with knowledge transferred and a clean, confident landing ensured for the client.

PMO assurance

- Governance, Assurance and regulatory alignment check
- Initial risk, dependency and stakeholder mapping
- Entry-gate approval and compliance sign off

- Delivery plans confirmed against organisational and public sector standards
- Financial, resourcing and benefits baseline validation
- Risk, issue and control framework set up

- Progress, cost and benefits tracking
- Risk, issue and dependency assurance
- Quality controls and audit-readiness checks

- Handover and acceptance criteria
- Knowledge transfer and documentation completeness
- Benefits realisation and accountability sign-off

Social value



Our core social purpose pillars – Social, Environmental, Commercial and operations, and Measurement and governance – define our interactions with society and all those we work with, ensuring we’re always doing the right thing.

Social	Environmental	Commercial and operations	Measurement and governance
We actively benefit society by investing in partnerships that empower people and organisations to succeed, creating opportunities and improving lives. Our Social pillar encompasses the wide range of charitable giving and volunteering we provide our communities, along with our dedication to uplifting employability and removing barriers to work across the UK.	By approaching sustainability in its widest sense, we’re addressing the most pertinent environmental issues that are a priority for our business, customers and communities, while providing organisations the people and insights needed to drive sustainable performance.	We take our corporate governance seriously and owe our customers and stakeholders a responsible and transparent approach to business where we remain focused on doing the right thing. We’ll always ensure our commercial operations are closely aligned with the best interests of all those we work with and constantly challenge ourselves to be even better.	It’s important that we can calculate and measure the social impact generated through our various initiatives, showcasing the value for our customers and partners. We partnered with Social Value Portal to deliver a transparent social value strategy, joining as a member to measure, validate and report on the social value generated by our combined fundraising, operations and societal initiatives.

Our impact

£1.2m+ Social Value generated across the UK&I	£400k raised for EveryYouth	£154k worth of Social Value created through Project Flourish	£116k of financial impact generated through Neighbourly	16.5k hours of volunteering time from UK&I staff	£275k+ in Social Value generated through volunteering
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Ordering, on-boarding and off-boarding

Enquiries

For enquiries, work requirements or to book a no obligation discovery session, please email: David.elliott-smith@hays.com

We will contact you to arrange a requirement confirmation meeting with our Project Services Team and as required prepare and agree a costed service quotation for you.

Ordering

We will issue you with the required G-Cloud documentation and request a purchase order. Once the PO is received the services will be initiated as per our service delivery model.

Each SOW engagement/work phase will be subject to agreement with the customer.

For ongoing services a stage-gate review and approval process will apply to each phase/increment of work. All SOW/work phases are subject to formal review and lessons learned sessions.

Onboarding

Services will be initiated as per our service delivery model.

On a monthly basis, we will complete the mandated management information reports to Government Procurement.

Ongoing engagements are managed via individual statements of work which are governed by the framework agreement.

Offboarding

We embed knowledge transfer into our standard service levels assuring that our customers retain all required documentation and knowledge sources from initiation to service transition to BAU at the completion of each engagement, assuring business continuity.

Full project/service closure processes are included in our standard contracted service levels.

Contact us at:

David.Elliott-Smith@hays.com – Head of Project Services

Molly.Ellis@hays.com – Project Services Director

Matt.Henry@hays.com – Project Services Director

Project.Services@hays.com – Project Services Inbox

