



INSIGHT DIRECT (UK) Ltd.

Insight's Google Cloud Services - Cloud Business Transformation

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1. Insight

Insight leads the delivery of transformative solutions, supported by a powerful ecosystem of over 6,000 global partners including Microsoft, AWS, and Cisco.

As a Fortune 500 company with a long-standing history of delivering trusted services to the UK Public Sector, we combine our own deep expertise in consulting, advisory, and transformation with partner innovation to create holistic solutions across cloud, data, modern workplace, cybersecurity, and application services.

Guided by proven methodologies and ESG principles, we work collaboratively to design and implement tailored strategies that drive measurable business impact while promoting sustainability and governance excellence.

2. Insight for the Public Sector

Your End-to-End Digital Transformation Partner

As a leading Solutions Integrator, Insight combines deep technical expertise with a vast partner ecosystem to help UK government organisations modernise, innovate, and deliver citizen-centric services. We hold places on over 85 public sector frameworks, offering a compliant, efficient route to digital transformation.

We don't just supply IT; we design, deploy, and manage the solutions that secure your data and unlock value.

Core Areas of Expertise

- **Innovation, Data & AI:** we deliver end-to-end data science and custom AI solutions. From modernising data platforms to deploying bespoke machine learning and spatial computing, we help you unlock the value of your data to drive operational efficiency.
- **Modern Infrastructure & Cloud:** Building scalable, hybrid foundations that reduce technical debt and support multi-cloud strategies.
- **Modern Workplace:** Empowering the public sector with secure, flexible tools to work from anywhere, attracting talent and improving productivity.
- **Cybersecurity:** Comprehensive managed security services, threat detection, identity protection, and compliance management to ensure your data remains sovereign and secure.
- **Modern Apps:** Agile application development creating meaningful and impactful tools that link to tangible benefits, improvements and cost savings.

Our Approach: Consulting, Lifecycle, & Managed Services

We deliver value at every stage of your technology journey, ensuring accountability from strategy to support:

- **Consulting (Architecting the Future):** We bridge internal skills gaps with data-driven strategy. From "Discover & Design" to full-scale migration planning, we ensure your investments solve real public sector challenges.
- **Lifecycle (Seamless Execution):** We take the risk out of procurement and deployment. Leveraging global buying power, we handle everything from supply chain management and imaging and implementation to sustainable asset disposal (ITAD).
- **Managed Services (Always-On Support):** Shift from "keeping the lights on" to innovation. We provide 24/7 infrastructure monitoring, cloud cost optimisation (FinOps), and security operations to ensure resilience.

3. Service Offering

Google Cloud Services - Cloud business transformation services

Introduction

The purpose of this document is to provide a global service description that creates and maintains a common definition of the Google Cloud Services - Cloud business transformation service.

This document is not intended to supersede or replace any statement of work provided by INSIGHT prior to embarking on any project with the Client, instead it is intended as a guide to how INSIGHT's services are typically delivered to customers under this framework.

Service Description

The Google Cloud Services - Cloud business transformation service is INSIGHT's foundational managed service for large-scale business technological change, including migration and transformation of workloads onto the Google Cloud Platform. The service is based on INSIGHT's multiple years of experience of being a pure play, global, Google Cloud premium services / resale partner, and enables customers to facilitate meaningful change leading to fewer IT-led delays, better security and governance assurances, and more enablement across engineering teams to deliver good outcomes for their customers.

Service Scope

The implementation service covers, but is not limited to, the following key pillars:

- Cloud migration: Seamless workload aware cloud migrations with ongoing support
- VMware: Implementing Google Cloud VMware engine to reduce licence risk and modernise
- Cloud security: Protect your data, customers and workloads
- Machine learning and AI: Train models, automate and optimise your processes with the latest AI services
- DevOps and CI/CD: Improve your development and release process
- Kubernetes deployment: Create a secure and reliable container orchestration platform
- Cloud cost optimisation: Manage, report on and optimise your cloud spending
- Cloud operations: Partner assisted cloud operations practice
- Cloud support: Ongoing support and escalation path for cloud management
- Change management: Business led leadership for change implementation and training

Service Outcomes

INSIGHT's services cover any aspect of implementation, planning, architecture, software development, deployment, continuous improvement and ongoing management of customer workloads on the Google Cloud Platform - as required to facilitate the required business transformation and outcomes.

A key part of any business transformation is the alignment of people and processes to that transformation. We adopt a business standard Organisational Change Management strategy with over 24 OCM certified professionals advising on projects, ensuring that the business is aligned, success is measured and adequately celebrated to improve adoption, and training and knowledge transfer is executed thoroughly and completely by the business to ensure a good outcome.

As well as this scaled approach to change, INSIGHT's services practices implement best of breed technology architectures to support these changes including, but not limited to the following services:

- Foundational IaaS services and solutions
 - Google Cloud Foundation
 - Google Cloud VMware Engine Foundation
 - VM Migration Assessment
 - Google Kubernetes Engine Based Platform Architecture and Integration
- Data analytics services and solutions
 - Data Platform Foundation
 - Redshift to BigQuery Migration
 - Salesforce to BigQuery Integration
 - Looker Foundation
- Cloud Networking and Security
 - Advanced Network Foundation
 - Cloud Security Confidence Assessment
 - Cloud Native Access Control
 - Cloud Security Posture Management
 - Cloud Armor
 - User & App Protection
- Machine Learning and AI
 - ML Feasibility Study
 - Machine Learning Minimum Viable Model
 - Machine Learning Minimum Viable Pipeline
 - Production ML & MLOps
 - Customer Engagement Suite (fka CCAI)
 - Gemini Enterprise
 - Generative AI Solutions with Vertex AI
- Application Development and design
 - User Experience Research & Discovery
 - Discovery & UI/UX Design
 - Quality Assurance/User Testing
 - Maps and Related Geospatial Solutions
- Financial Operations and Cost Efficiency
 - FinOps Core Foundations
 - FinOps Operating Efficiency

Service commercial model

Services are delivered based on resource based pricing. Resources are commonly contracted primarily via a Fixed Price, Time & Materials, or managed services model, though other commercial models are available to fit your needs.

For further details, please see the service pricing document provided within this submission

Prerequisites

The following prerequisites and assumptions apply to the implementation services:

For business transformation projects, typically, a significant time is spent in initial discovery and planning; the Client will need to engage various stakeholders around the business to ensure that information is made available and those stakeholders who will sponsor their part of the project can coordinate and manage communications to their teams as appropriate throughout the engagement.

The INSIGHT team requires that all system access to Client's infrastructure and environments is approved and granted before the project kick-off. Access to Client's systems will ensure that estimated timelines and project goals are delivered as laid out in this SOW. Any delays could result in changes to the estimated cost and timelines, resulting in a change order for an extension

The following list includes common access required to perform Professional Services with INSIGHT, and is only applicable where it is relevant to Client's communication systems and environments:

1. Access to environment
 - a. Separate Google Cloud Platform project created by Client with billing enabled and setup.
 - i. Access granted to INSIGHT resources with the "Owner" role
 - b. INSIGHT will support Client in establishing/setting up projects and/or access as necessary
2. Client (if applicable)
 - a. Access to corporate systems via internal usernames and passwords
 - b. MFA and other verification tools
 - c. Virtual Desktop Interface (VDI)/Corporate Laptops
 - d. Remote access
 - i. VPN access
 - ii. Site-to-site access
 - iii. Point-to-site access
 - e. Security clearance and contractor onboarding protocols
3. Communication channels (Internal and External)
 - a. Slack, Microsoft Teams, Google Chats, etc.
 - b. Email groups
 - c. Distribution lists
4. Contacts
 - a. Resource from Client's team in charge of user acceptance testing

Caveats & Assumptions

Any "Caveats & Assumptions" described below are critical to a successful implementation of the service. Anything INSIGHT assumes in this service definition impacts the estimates for the project timeline, level of effort, and pricing. The Client will confirm that the caveats and assumptions listed below are understood and accurate.

1. **Point of Contact/Decision-Maker:** Our timeline anticipates timely responses for any authorization, approval, and User Acceptance Testing (UAT) required. We expect same-business-day responses to maintain the committed timeline. INSIGHT will require the customer to validate and test each environment to ensure the system operates as expected.
 - a. INSIGHT will deem Client's acceptance of any deliverables within 3 business days of delivery unless otherwise stated in writing via email. If no response is received within that time frame,

deliverables will be deemed accepted. Once deliverables are deemed accepted, no further changes will be incorporated without a Change Order.

2. **Timely Cooperation:** During the project, INSIGHT personnel will undoubtedly have questions about the Client's systems and applications that are critical to the delivery of a successful project delivered on time. Client confirms that Client's team members will answer project and technical questions as they arise promptly.
3. **Services Sign-off:** If INSIGHT receives no communication from Client for 10 business days, INSIGHT will close the project and bill for services rendered.
4. Client will be responsible for coordinating any required efforts and/or licensing with any third parties required to perform the activities outlined in any delivered services unless otherwise provided by INSIGHT.

4. Further Information



Contact us

For more information, please contact your
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