

GeolQ Analytics: Location Intelligence Transformation Accelerator

G Cloud 15 - LOT2B

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.

Service Description

A premium consulting service for enterprises seeking to harness location and geospatial analytics to drive actionable business intelligence and enhance decision-making.

Constraints

Requires access to relevant enterprise data and stakeholder engagement. Cloud or on-premises hosting options must be confirmed.

Pricing Options

Pricing Option 1

Pricing Unit:

Time & Materials (T&M;)

Unit Qty Definition:

Per Resource-Day

Rationale:

GeoIQ Analytics involves bespoke assessment, solution design, integration and enablement, all of which are highly variable by client and require iterative discovery, making T&M; suitable to handle evolving scope and complex stakeholder engagement.

Complexity Level	Unit Price	Unit Measure
Low Complexity	£1,850	per resource-day
Medium Complexity	£3,250	per resource-day
High Complexity	£4,050	per resource-day

Pricing Assumptions:

- 22 working days per month is the standard capacity baseline for pricing across all services and complexity tiers.
- All prices are exclusive of VAT.
- This figure already includes normal public holidays, weekends, and excludes overtime unless explicitly stated.
- Seniority & Skill Mix: Low = mid level consultants/engineers; Medium = senior consultants/architects; High = principal architects/SMEs.
- Scope & Effort: Higher complexity = more heterogeneity, integrations, governance, risk, and stakeholder management.
- Volume & Scale: Sometimes tied to asset/user/API counts but often reflects qualitative complexity.

Pricing Option 2

Pricing Unit:

Fixed Price

Unit Qty Definition:

Per Assessment

Rationale:

Discrete phases such as initial geospatial ecosystem assessment, target architecture design, and standard training/change management packages can be well-scoped and offered at fixed price for budget predictability in public sector procurements.

Complexity Level	Unit Price	Unit Measure
Low Complexity	£45,000	per assessment
Medium Complexity	£82,500	per assessment
High Complexity	£103,000	per assessment

Pricing Assumptions:

- 22 working days per month is the standard capacity baseline for pricing across all services and complexity tiers.
- All prices are exclusive of VAT.
- This figure already includes normal public holidays, weekends, and excludes overtime unless explicitly stated.
- Seniority & Skill Mix: Low = mid level consultants/engineers; Medium = senior consultants/architects; High = principal architects/SMEs.
- Scope & Effort: Higher complexity = more heterogeneity, integrations, governance, risk, and stakeholder management.
- Volume & Scale: Sometimes tied to asset/user/API counts but often reflects qualitative complexity.
- Well bounded scope, typically 3 to 6 weeks elapsed for assessments or up to several months for setups/migrations.
- Defined scope and deliverables per complexity tier.

- Any changes to scope of project will be impacted accordingly.

Pricing Option 3

Pricing Unit:

Consumption-Based

Unit Qty Definition:

Per Usage Hour

Rationale:

If the engagement includes ongoing real-time location analytics, automated geo-data ingestion, and dashboard usage on a managed platform, a consumption-based model can be applied to the operational analytics components, aligning cost with actual data volumes and compute usage.

Complexity Level	Unit Price	Unit Measure
Low Complexity	£115.00	per usage hour
Medium Complexity	£205.00	per usage hour
High Complexity	£255.00	per usage hour

Pricing Assumptions:

- 22 working days per month is the standard capacity baseline for pricing across all services and complexity tiers.
- All prices are exclusive of VAT.
- This figure already includes normal public holidays, weekends, and excludes overtime unless explicitly stated.
- Seniority & Skill Mix: Low = mid level consultants/engineers; Medium = senior consultants/architects; High = principal architects/SMEs.
- Scope & Effort: Higher complexity = more heterogeneity, integrations, governance, risk, and stakeholder management.
- Volume & Scale: Sometimes tied to asset/user/API counts but often reflects qualitative complexity.
- Billed per unit per month (VM, endpoint, server, application, user, API call).
- Volume assumptions are embedded; pricing is based on typical steady state usage patterns.

- Minimum commitments or volume tiers may apply for very small or very large estates.
- Consumption Based: 12+ month commitments for dedicated teams or per unit consumption billing.

CONTACT US

For more information, including validating any assumptions or resource requirements, please contact your Insight Account Manager.

Tel: 0344 846 3333

Email: pstenderteam@insight.com

Website: <https://uk.insight.com>

