

# **M365 Continual Adoption**

**G Cloud 15 - LOT3**

## 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 tech-enabled solution powered by Nulia Works that drives lasting behavioural change and digital skill development. It uses data intelligence to personalise learning, integrates into daily workflows, and rewards progress, reducing costs, improving productivity, and maximising ROI on Microsoft 365 investments.

## Constraints

No constraints

## Pricing Options

### Pricing Option 1

**Pricing Unit:**

Consumption-Based

**Unit Qty Definition:**

Per User

**Rationale:**

Well-suited to a tech-enabled, data-driven adoption platform like Nulia Works, where pricing can be aligned to active users, licences, or usage metrics, giving public sector buyers clear linkage between cost and actual adoption activity.

| Complexity Level  | Unit Price | Unit Measure       |
|-------------------|------------|--------------------|
| Low Complexity    | £4.00      | per user per month |
| Medium Complexity | £5.00      | per user per month |
| High Complexity   | £7.00      | per user per month |

**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.

## Pricing Option 2

### Pricing Unit:

Fixed Price

### Unit Qty Definition:

Per Month

### Rationale:

Appropriate for defined programme components such as initial assessment, baselining adoption scores, setup of dashboards, and delivery of a standard Prosci-aligned adoption and communications playbook over a fixed period.

| Complexity Level  | Unit Price | Unit Measure                                                                |
|-------------------|------------|-----------------------------------------------------------------------------|
| Low Complexity    | £52,000    | per month (fixed-price M365 Continual Adoption service, by complexity tier) |
| Medium Complexity | £62,000    | per month (fixed-price M365 Continual Adoption service, by complexity tier) |
| High Complexity   | £95,000    | per month (fixed-price M365 Continual Adoption service, by complexity tier) |

### Pricing Assumptions:

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- 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:

Time & Materials (T&M;)

### Unit Qty Definition:

Per Resource-Day

### Rationale:

Useful for ongoing, bespoke elements such as tailored executive engagement, custom reporting, and organisation-specific change interventions where scope and level of effort may evolve over time.

| Complexity Level  | Unit Price | Unit Measure     |
|-------------------|------------|------------------|
| Low Complexity    | £2,300     | per resource-day |
| Medium Complexity | £2,700     | per resource-day |
| High Complexity   | £4,100     | 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.

## CONTACT US

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

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