G-Cloud 15

Application Management Services

January 2026

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Transforming Business using the Cloud

Enabling business and enterprise transformation using cloud is a complex, strategic consideration facing many private and public sector organisations. We have worked with many Central and Local Government clients to support the implementation of their business objectives using cloud technology.

Cloud technology and services have the potential to reduce cost, remove technology bottlenecks, and facilitate rapid business innovation. As a result, for most organisations globally, adopting cloud technology has become a question of “when and how” rather than “if”.

Opportunities for enterprises generally include a combination of one or more of the following:

- Implementing private and/or hybrid clouds for infrastructure and applications
- Smarter use of public cloud infrastructure for optimising existing business functions
- Using cloud for implementing new business services or digital operations
- Reducing cost by moving to consumption-based pricing models that only charge for the actual IT capacity and services used.

Migration or adoption of cloud must be properly choreographed for success. We understand the realities and the business and technical risks that should be fully considered, understood and mitigated before such a move. Critical considerations include:

- **Alignment of business and technology objectives.** This is essential to fully realise the targeted benefits of any cloud transformation or any refinement of existing cloud services. There can be a tendency to adopt cloud systems to fit current ways of working, rather than adopt and standardise processes where possible. The trade-offs between business, customer and technology requirements must be considered to make informed design decisions
- **Availability and reliability of services.** The avoidance of operational downtime to mitigate in lost revenue, unnecessary operational cost or reputational damage that can disrupt a business’ operations
- **Decentralised support structures.** The need to tailor and revise the approach to operational security to cover the support structures employed by cloud service providers that will have a different risk profile for sensitive information
- **Data handling practices.** Data classification and data-handling practices that reflect the data flow within a cloud environment must be understood and tailored accordingly to protect customer data

- **Data privacy.** Compliance with GDPR to understand where and how information can be stored or processed. The cloud model enables data to bounce swiftly around the world by using available server capacity in various geographic locations, but this must be within the bounds of what is permissible. This is ever more of a concern as organisations review their front office, back office and out of office experiences

- **Future Technology Trends.** Cloud applications are the stated direction of travel for the major application vendors, but any upgrade path must also cater for the future technology needs of the organisation and seek to minimise technical debt where possible.

A careful assessment of an organisation's needs and different cloud service provider's controls is required, enabling concerns to be addressed and the correct path to the cloud is selected.

As a trusted advisor PwC provides the framework, and the wealth of private and public sector experience, to consider the combination of Business, customer experience and Technology activities outlined above. There is no single answer that covers each and every client organisation; we tailor our frameworks to each client circumstances to support them:

- As a partner through the complete lifecycle of strategy through to execution

- With point business issues encountered during implementation or running the business.

Application Management Services (AMS)

This section describes in more detail the service features and benefits.

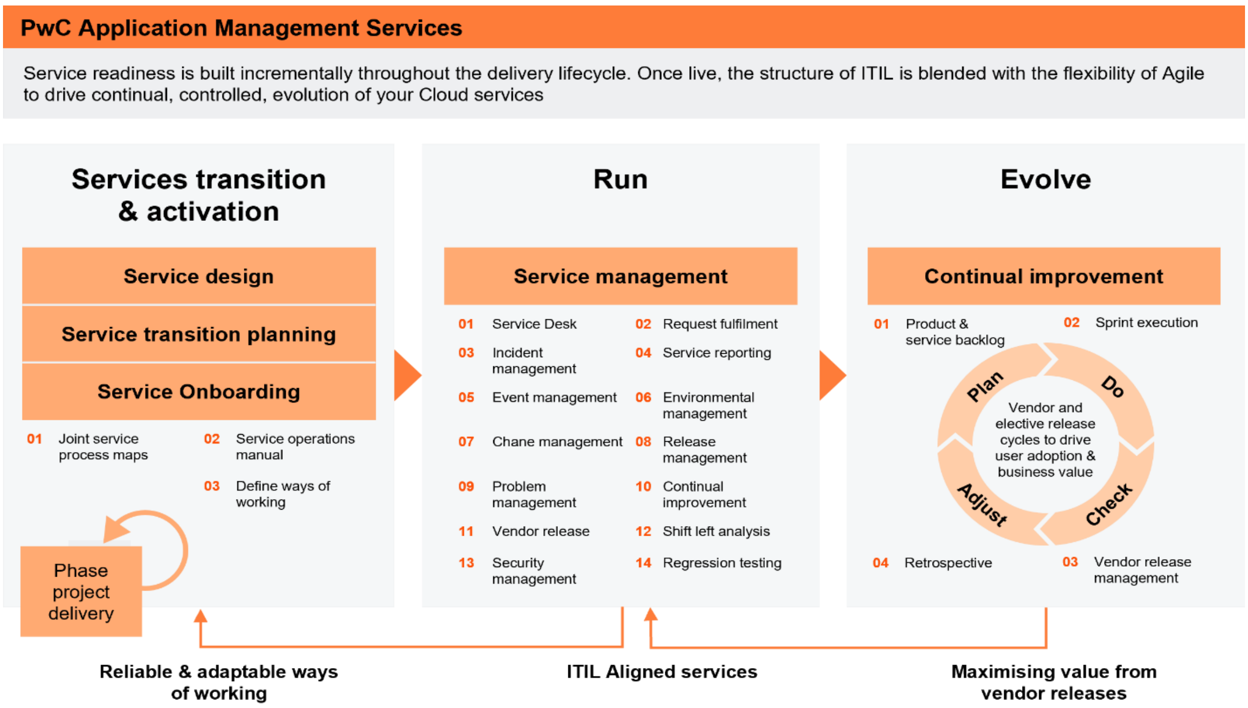
PwC's Application Management Services facilitates your adoption of new technology and helps drive continual innovation in support of your expanding, cloud-enabled business. We achieve this by:

- **Maintaining Technology the applications:** Effective and efficient IT Service Management which is much more than just 'Support'
- **Building Value:** Continually improve and evolve the services and solution, maintain business alignment, driving real value and maximum value from your technology investment
- **Informed Business Change:** Provide real business insight, informed by the services which we are managing.

PwC delivers a distinctive managed service portfolio, encompassing Service Management and specialised expertise in leading cloud technologies, including enterprise application support for Microsoft Dynamics D365, Oracle, Salesforce, and SAP. Additionally, we offer managed services for a broad spectrum of other technology solutions, as well as PwC-developed SaaS applications.

Our Service Delivery Approach

We blend the structure of ITIL with the flexibility of Agile to drive a continual, controlled, evolution of your Cloud services.



Your Application Management Service may include the following:

- Service Desk
- Service Management
- A named Service Delivery Manager and Client Subject Matter Expert (SME)
- Service Assurance and Quality Management
- Application Support and Management
- Environment Management
- Test Management
- Vendor Release Management
- Infrastructure and Cloud Management
- Vendor Management.

To manage your support and investment levels, and maintain business alignment, we offer shared service and dedicated FTE service models with the commercial flexibility to switch between models at contract anniversary. We also have several delivery locations to be considered for support including the United Kingdom, Poland, India, Egypt, and South Africa.

Service agility through commercial flexibility

Our service management layer is a fixed price component across all AMS engagements. All other components can be consumed via a model of your choice, with the option to move between commercial models at agreed milestones.

Call-Off AMS Support	**Fixed Price** AMS Manage	**Dedicated Resources** AMS Team
Buy an upfront bundle of days and draw down from your balance as and when you need support.	A fixed recurring fee for a fully managed service. Can be scaled up or down at agreed milestones in line with system maturity.	Dedicated resources to provide specific capabilities or supplement an existing team on a full-time basis.
Suitable for…	**Suitable for…**	**Suitable for…**
Clients who wish to have a lower recurring cost and the ability to draw on PwC's expertise 'on demand' at critical times and/or have a limited internal support capability requiring cover.	Clients seeking a comprehensive, predictable, fixed price managed services agreement, whilst still benefiting from a shared services delivery model.	Clients who wish to have greater control over the day-to-day work of the resources, whilst avoiding the cost of maintaining the team as an in-house capability.

Working examples demonstrating how service may be consumed:

	Option 1			Option 2		
	Call-Off	Fixed Price	Dedicated resource	Call-Off	Fixed Price	Dedicated resource
Service Management	–	✓	–	–	✓	–
Incident & Problem Mgt	✓	–	–	–	–	✓
Request Mgt	–	✓	–	–	–	✓
Vendor Release Mgt	–	✓	–	–	–	✓

Benefits of a PwC Application Management Service

A PwC Application Management Service provides a structured yet flexible proven set of business-aligned managed services, including the following benefits:

PwC Application Management Services Features	PwC Application Management Services Benefits
• Commercially flexible shared service and dedicated FTE models • ISO20000-1 certified services • ITIL-aligned and quality focused service management framework • Continual Service Improvement. Focus on drive for added business value • Service Management - named Service Manager and Client SME • 24/7 Service Desk with integrated ITSM tooling for operational efficiency • Service Quality and Assurance • Application Support and Management and Infrastructure Cloud and Management • Vendor Management • Service Review Reports and Service Review Meetings	• Adopt a culture of continual evolution and improvement • Cost effective service delivery models to match your business needs • Resourced entirely by permanent PwC employees dedicated to managed services • A wide variety of services covering hyperscalers and enterprise applications • ITIL certified consultants and proven service management processes • ISO20000-1 certified to the globally recognised standard for service management • Agile service management combining traditional support requirements with system evolution • Flexibility of scaling up/down resources in-line with business demand • Unlock innovation from vendor releases to maximise investment value • Intelligent automation and latest benefits of GenAI delivered

PwC Alliances

By combining PwC's expertise and our Alliance partners' technology, we can help you to solve your most critical business issues. Whatever your focus - moving to the Cloud, greater innovation, or business transformation, PwC are here to help. Read more about PwC's partnerships and awards here:

https://www.pwc.co.uk/services/alliances.html

Contact Us

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