



G-Cloud 15

Analytics Driven Business Insight Services

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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 client circumstances to better support clients:

- As a partner through the complete lifecycle of strategy through to execution
- With point business issues encountered during implementation or running the business.

Analytics Driven Business Insight

This section describes in more detail the service features and benefits included within this service definition document.

Analytics Driven Business Insight Service

Analytics Driven Insight is an outcome focused proposition that delivers new insights that help organisations drive value, grow revenue, reduce cost, improve performance and manage risk. We help organisations develop the right Data & Analytics Strategy, execute that strategy and embed a culture of making better, more informed decisions across the organisation.

Analytics Driven Business Insight Features	Analytics Driven Business Insight Benefits
• Develop and implement the right technology enabled Data Analytics Strategy • Accelerate Data Analytics innovation to deliver practical solutions • Test the value of data analytics with our Innovation Lab • Solve business problems with Data Platforms, apps and solutions • Identify core value drivers of the organisation and the key decision points • Develop the analytics that drives insight to get those key decision right first time • Design analytics operating model and build capability through our centre of excellence • Drive behavioural and cultural change that spans across the enterprise • Data improvements aligned to measurable business benefits • Data Monetisation defining how revenue can be generated from existing data.	• Bases decisions on new insight to drive competitive advantage • Reduce cost through more efficient processes and identifying waste • Improve performance through better understanding root cause and drivers • Reduces risk with trusted data and insight that stands up to scrutiny • Better understand your customers and deliver more personalised services • Gains financial benefits and value through improved understanding of data • React quickly to shifting market forces through better insight • Promotes trust in agreed shared insights across the business • Develop the right capability across the organisation • Develop and sustain more evidence-based behaviours and culture & Implementation of strategic initiatives including data curation



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