



Performance Analytics Support

G-Cloud 15 Service Definition Document

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1 Deloitte Overview

As a leader in professional services, Deloitte LLP is committed to making an impact to our clients, our people and for society. We have over 27,000 staff based across the UK providing audit, risk advisory, tax, consulting, financial advisory and legal services to public and private clients across multiple industries. We work together to build trust, support inclusive growth, and build capability, enabled by our **breadth and depth of expertise across advisory, delivery, engineering and managed services.**

Our **public sector practice** serves Central Government, Government Agencies, Local & Regional Government, Defence, Security and Justice, Health and Social Care, Transport, Education and Housing. We also provide services to the Northern Ireland Office, Scottish Government, Welsh Government and Crown Dependencies.

Our Cloud Capability

At Deloitte, we help our clients **Imagine, Deliver and Run** the businesses of the future through the power of **Cloud**. We have deep Cloud architecture, engineering, operational, commercial, and business transformation expertise delivered by a team of more than 26,000 Cloud Practitioners globally. We have delivered over 2,000 cloud implementations over the past 5 years and have 60+ cloud centres of excellence supporting the delivery of cloud services to our clients.

In the UK, we have a team of over 100 Cloud managed service specialists plus the following certifications across AWS, Microsoft Azure, Google Cloud and Oracle Cloud Infrastructure (OCI):



We help our clients with all aspects of their journey-to-cloud and optimisation of their cloud and cloud-services investments. Our Cloud practice can support you to optimise your client investments, and to navigate your organisations cloud journey, providing specialist cloud architecture, engineering, and operational skills at all stages, with a large proportion of our team holding the clearances required to meet your specific security requirements.

Our AI Capability

Deloitte stands at the forefront of AI transformation and was recognised as a Leader in the 2025 IDC MarketScape for Artificial Intelligence (AI) services for the fourth consecutive time. Supported by a £3 billion investment in AI, Data, Automation, Cloud, and Cyber, we seamlessly integrate our deep AI expertise with our extensive cloud capabilities. Our UK team is part of 339K AI-fluent practitioners globally, and includes over 1,300 AI specialists and engineers, many of whom hold the necessary security clearances for public sector delivery.

Through the Deloitte AI Institute, our hub for cutting-edge research and innovation, and strategic alliances with leading hyperscalers, we empower public sector clients to optimise costs, streamline processes, and navigate their AI journey. We achieve this by leveraging our ReadyAI™ models, which provide end-to-end support for AI solution implementation, and our Trustworthy AI™ framework, ensuring responsible and ethical deployment.

Our alliances & ecosystems

To bring full value to our clients, Deloitte is a premier consulting partner with all the leading hyper-scale cloud vendors in the market including AWS, Google, Microsoft¹ and SAP. A selection of our partners and alliances are presented below:



What the analysts say

Don't just take our word for it. Deloitte is recognised by the analyst community as being **leaders in cloud transformation services**. This reflects the wealth of experience we have in delivering cloud services across the public sector and wider private sector combined with our out-of-the-box templates, tools and assets.

Gartner

Originating in 2021, Deloitte has been recognised as a Leader in this category for four years in a row. Deloitte was also positioned as a Leader in the **Gartner Magic Quadrant for Public Cloud Infrastructure Professional and Managed Services, Worldwide** in 2021, 2020 and 2019, the previous form of this category.

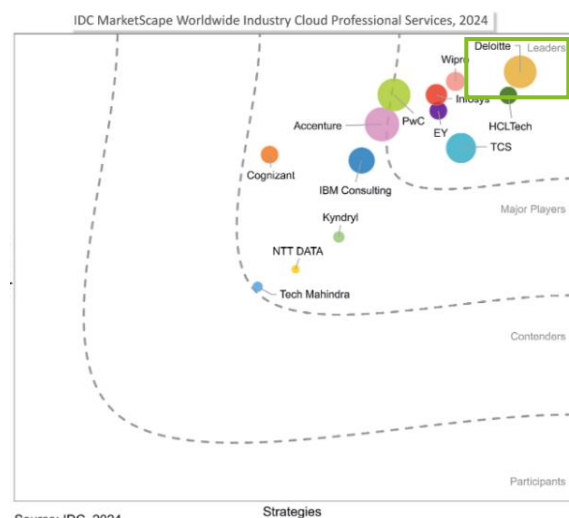


Gartner

Gartner: Magic Quadrant for Public Cloud IT Transformation Services. © Gartner inc. 2025

IDC

Deloitte has been awarded Leader status in the **IDC MarketScape: Worldwide Industry Cloud Professional Services 2024** Vendor Assessment. We have also been recognised as Leaders in **Hybrid IT Consulting & Integration Services** and **Software Engineering Services**.



IDC MarketScape: Worldwide Industry Cloud Professional Services Vendor Assessment © IDC inc. 2024

Cloud Transformation

Transform Faster, Transform Smarter

Deloitte's Cloud Transformation can fast-forward your journey to the Cloud, unlocking innovation, efficiency, and growth.

[Find out more here](#)



¹ As Microsoft's Independent Auditor, Deloitte cannot have a direct or material indirect business relationship with Microsoft, such as having an alliance or being a registered partner. Nonetheless, Deloitte can provide Microsoft-related technology services and invests heavily across its global business building technical skills and capabilities to develop world-class consulting and solution delivery capabilities.

2 Service Overview

Performance Analytics Support

Empowering Your Organisation with Expert Performance Analytics Assistance

Deloitte's Performance Analytics Support Service enables UK public sector organisations to achieve their goals. Whether delivering projects, managing performance reporting, or enhancing existing capabilities, we can provide the expertise, tools, and resources to unlock the full potential of your data. Working alongside your team, we align compliance with public sector standards and empower data-driven decision-making.

What We Offer

Our flexible support service is tailored to public sector needs. We begin with Assessment & Strategy, aligning analytics with organisational goals for measurable value. Our analysts provide Team Support, offering hands-on data expertise while building internal capabilities. We manage Technology Implementation, integrating tools that meet public sector standards. Through Dashboard Development, we deliver actionable insights to monitor and enhance performance, aligned with stakeholder needs.

Finally, our ongoing support enables your analytics capabilities evolve with training, troubleshooting, and adapting to new data requirements.

Who Can Benefit?

Our Performance Analytics Support Service is designed for government departments looking to enhance measurement, reporting and insight capabilities, local authorities aiming to improve performance and efficiency, and public sector teams in need of temporary or ongoing support for analytics projects or tool implementation.

How We Deliver Value?

We help you unlock the value of your data with our global expertise and proven analytics solutions. By transforming complex data into clear, actionable insights, we empower you to make confident, informed decisions. Our tailored approach ensures compliance with tight reporting deadlines and drives the seamless adoption of advanced analytics tools, supported by robust governance. We collaborate with you to align your KPIs with strategic goals, enabling more effective performance tracking and optimising resources. Together, we achieve measurable results and deliver greater value to your organisation.

Key Benefits

- **Expertise On Demand:** Access a team of skilled professionals with deep public sector knowledge, without the need for long-term hiring commitments.
- **Compliance and Standards:** Align your analytics function with public sector regulations, data security, and governance requirements.
- **Enhanced Decision-Making:** Leverage actionable insights to improve service delivery and achieve organisational goals.
- **Scalability and Flexibility:** Scale your analytics capabilities up or down based on your organisation's needs and budget.
- **Value for Money:** Deliver cost-effective solutions that maximise the impact of your data and analytics investments.

By partnering with Deloitte, you gain a trusted advisor and support team dedicated to helping you achieve your goals. Together, we can transform your data into a strategic asset, driving meaningful improvements across your organisation.

3 Detailed Service Description

Our Approach

Deloitte's Performance Analytics Support is designed to integrate seamlessly with your organisation, providing expert assistance to meet your analytics needs. Our approach is collaborative, flexible, and outcome-driven:

1. **Discovery and Planning:** We assess your current capabilities, challenges, and goals to define a tailored support plan.
2. **Delivery and Enablement:** Our team works alongside yours to deliver insights, tools, and solutions while transferring knowledge to build internal capabilities.
3. **Ongoing Support:** We provide continuous support, enabling the long-term success of your performance analytics function through training, troubleshooting, and iterative improvements.

Inputs & Contributions Required from the Client

To support the success of the engagement, we require the following from the client:

- **Access to Data and Systems:** Secure access to relevant data sources, systems, and tools.
- **Stakeholder Engagement:** Availability of key stakeholders to provide input, feedback, and approvals.
- **Clear Objectives:** Defined goals and priorities for the performance analytics function.
- **Collaboration:** A commitment to open communication and active participation in workshops and knowledge transfer sessions.

Outputs/Deliverables

Our deliverables are tailored to your organisation's needs and may include:

- **Performance Analytics Strategy:** A roadmap aligned with your organisational goals.
- **Dashboards and Reports:** Customised, actionable dashboards and reports designed to provide clear insights.
- **Integrated Analytics Tools:** Implementation and integration of analytics tools with your existing systems.
- **Knowledge Transfer:** Training materials and sessions to build internal analytics capabilities.
- **Ongoing Support:** Regular updates, troubleshooting, and enhancements to support continued success.

Critical Success Factors

The success of our service depends on:

- **Strong Collaboration:** A close working relationship between Deloitte and your team.
- **Executive Sponsorship:** Support from senior leadership to drive adoption and alignment with strategic goals.
- **Data Quality and Access:** Availability of accurate, complete, and timely data.
- **Clear Objectives:** Well-defined goals and objectives to measure success.

Exclusions and Constraints

To manage expectations, the following are excluded from this service:

- **Data Ownership:** Deloitte does not assume ownership of client data.
- **IT Infrastructure Changes:** Major infrastructure upgrades or changes are outside the scope of this service.
- **Third-Party Costs:** Costs associated with third-party tools or software are not included.

Case Studies

Case Study 1: Home Office (Visa & Immigration) – Performance Analytics Function

Client Context:

The Future Border and Immigration System (FBIS) programme is delivering on the UK Government's strategy for legal migration and border control. However, product and service teams faced challenges accessing reliable data, performing proactive analysis, and making evidence-based decisions. Issues included fragmented data sources, unreliable behavioural analytics setups, and limited expertise in data utilisation.

Solution Provided:

- Established a performance analytics function to address data challenges and enable evidence-based decision-making.
- Identified key performance indicators (KPIs) and consolidated data from multiple sources to create a single source of truth.
- Improved behavioural analytics setup (e.g., Google Analytics) to enhance data reliability and usability.
- Conducted journey analysis to identify inefficiencies in visa application processes.
- Developed frameworks and guidance to empower civil servants with tools and processes for data-driven decision-making.

Outcome/Impact:

- **Data-Driven Decision-Making:** Enabled ETA (electronic travel authorisation) and eVisa to operate in a data-driven environment through regular analysis cycles and actionable insights.
 - Reduced cases where manual identification was need by 75% (from 8% to 2%).
- **Enhanced Digital Experience:** Improved user experience by leveraging behavioural analytics to create intuitive and personalised digital services.
 - Increased user satisfaction scores by an avg of 118% across 3 major Visa & immigration services
- **Cost Savings:** Identified inefficiencies in visa application processes, leading to significant cost savings and resource optimisation.
- **Empowered Civil Servants:** Provided frameworks and guidance to equip decision-makers with timely, accurate data, fostering a data-driven culture.
 - Enabled 66% of teams to independently generate actionable insights withing the UK Visa & Immigration services at Home Office

Case Study 2: Dept. Business & Trade – Performance Analysis of content

Client Context:

A government department lacked evidence to assess the effectiveness of its content on GOV.UK and other DBT services. Deloitte was tasked with creating a framework to measure content impact, identify fit-for-purpose content, and retire underperforming material.

Solution Provided:

- Joined a multidisciplinary team, including performance analysts, content designers, and service owners.
- Reviewed the existing performance measurement landscape and mapped processes with input from analysts in Monitoring & Evaluation (M&E) and Business Growth teams.
- Identified four high-impact use cases through discovery workshops and developed tailored measurement plans with stakeholders.
- Created a "cheat sheet" for content designers to address workflow challenges and guide future content evaluation.

Outcome/Impact:

- Delivered measurement plans for four key use cases, enabling consistent and efficient content performance evaluation.
- Developed a data source dictionary, a content designer "cheat sheet," and a playbook to support ongoing content measurement.

Details of the Team

Our team consists of experienced performance analytics professionals with expertise in:

- Data extraction, analysis, and visualisation.
- Performance measurement and KPI alignment.
- Public sector compliance, governance, and data security.
- Implementation of industry-leading analytics tools.

Onboarding and Offboarding Support

- Onboarding:
 - Initial discovery workshops to understand your needs and objectives.
 - Setup of secure access to systems and data.
 - Introduction of the Deloitte team and alignment on roles and responsibilities.
- Offboarding:
 - Handover of all deliverables, including dashboards, reports, and training materials.
 - Final knowledge transfer sessions to equip your team to continue independently.
 - Post-engagement support for a defined period to address any remaining queries.

4 Contact Details

Please send your requirement to publicsectorbidteam@deloitte.co.uk. Alternatively, if you wish to discuss your requirements in more detail, please send us the following information and we will be happy to contact you:

- Your organisation name
- The name of this service
- Your name and contact details
- A brief description of your business situation
- Your preferred timescales for starting the work.



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