A Gartner G-Cloud 15 Service Definition for

Cloud Consulting: Market Price Assessment Benchmark — Cloud Product or Service Assessment

2026

Gartner G-Cloud 15 Service Definition

Gartner

Service Summary

Gartner will assess how the price of the client's cloud service compares with the market. We will use our global-leading benchmark data to advise the client on whether they are paying an appropriate price for the service being delivered. The assessment can include additional cloud services as 'bolt-on' modules.

Service Description

Gartner will independently assess the market price range of the specific cloud service, implementation or project for which a proposal has been received:

- Gartner will provide a market price range based on its benchmark data, which reflects the specific complexity of the product/service and/or delivery methodology used
- Gartner will help the client to answer key questions such as:
  - Is the offer on the table at a competitive market price for the cloud and/or other managed services or project services being provided?
  - Is the estimation rationale reliable, and can the outputs be reasonably used to estimate schedule, effort, and price?
- Gartner will take into account the period for which the service price is relevant or the point in time within the project life cycle where the estimate has been made.

Service Benefits

- Achieve independent assessment of price, service levels and effort
- Evaluate the proposed price within the client context
- Demonstrate fair market price assurance and cost control
- Provides input to HM Treasury Value for Money analysis
- Utilise a proven measurement framework to quantify success
- A self-funding service with a significant return on investment
- Project or programme gate financial assurance
- Accelerates delivery of actionable insights through proven analytical capabilities
- AI-powered analysis that augments Gartner's Insights and SME delivery experience

Service Features

- Independent and objective report
- Assurance of initiative against fair market pricing for service
- Analysis and market comparison against appropriate peers
- Executive presentation
- Flexible and scalable assessment to include additional cloud services

Full List of Service Features

- Project Plan — Following project initiation, a plan will be proposed to cover roles and responsibilities, business stakeholders and timescales and key milestones for the review
- Workshop 1: Data Collection/Contract Profiling — Gartner will work with the client to perform data collection by populating standard profile documents, using client schedules of pricing and contracts which detail service pricing for external contracts, plus any other project-level documentation that pertains to this review
- Summary of Data Collected/Contract Profile — Using client and supplier pricing information, a description of the contracted services and price breakdown for the client organisation for sign-off
- Workshop 2: Analysis and Peer Selection — Gartner will consider service and/or project complexity and provide a summary of potential peers and complexity criteria for discussion with the client's representatives
- Report 1 — A report with Gartner analysis of market comparisons, including evaluation of market range, analysis of any pricing model or mechanism made available
- Report 2 — Based on feedback from the client organisation, Gartner will refine the analysis for the key stakeholders and will include an evaluation of the bid in terms of price competitiveness, analysis of declared/implied productivity, price reasonableness range and peer comparisons

Project Approach

- Evaluation of proposal or analysis of a likely market range for products and services delivered to the client organisation
- Considers quantitative and limited qualitative criteria
- To input into client strategies and supplement existing planning, especially in the context of commercial supplier negotiations

Project Schedule

Through the use of workshops and off-site work to achieve an evaluation of price versus the market, with conclusions and recommendations, within 8-10 weeks.

Client Project Team Roles

Gartner will provide consultants experienced in analysis, peer analysis, and the evaluation of a project or service proposal. The Gartner project will be led by a Director/Associate Director and supported by a team of subject matter experts.

Assumptions

Project pricing is based on the assumption that Gartner will conduct 5 interviews/workshops over a period of 6 weeks and that the client will arrange all sessions with the client's personnel.

A critical driver of the project is the achievement of the Contract Profiling milestone, whereby both parties sign-off the dataset to be used for the benchmark analysis. Any delay in achieving this milestone will impact the overall schedule and may result in change control. If the client and service provider fail to agree on the final Contract Profiles within the time frame agreed during Project Initiation, Gartner reserves the right to issue a Change Order to this SOW. Gartner will charge up to 12.5% of the agreed total price per additional week required to complete the Contract Profiles and will adjust the completion date for the Engagement accordingly.