

SmartSourcing Ltd - G-Cloud 15

Service Definition

Cloud Support: Digital User Researchers and Content Designers, Content Editors, Product Designers

December 2025

Version 1.0

About Us

SmartSourcing is an established SME that specialises in cloud, digital and data services for the UK public sector. We support central government, agencies, arm's length bodies, local authorities, NHS and education customers to plan, deliver and run cloud enabled services.

We combine technical consultancy, project delivery and specialist resourcing under one model. Our teams cover the full range of G Cloud 15 Lot 3 Cloud Support capabilities, from cloud migration planning and set up through to security, quality assurance, training and ongoing support.

SmartSourcing is an experienced G Cloud supplier. Our services are underpinned by certified quality, information security and environmental management systems and supported by an extensive network of security cleared specialists. When you engage with us you can expect a responsive, collaborative and outcomes focused approach.

Working with You

We work as an extension of your team. For each engagement our Account Director and Delivery Manager agree the scope, success measures, budget and timelines with you, then assemble a multidisciplinary team drawn from our Cloud Support service streams.

We are comfortable working under direct award or further competition routes and align to your existing governance. We attend your stand ups, show and tells, steering groups and boards as needed, and provide clear reporting so you always know progress, risks and decisions required.

We can provide full teams or individual specialists. Where appropriate we wrap these into Work Packages or Statements of Work with named outcomes, deliverables and milestones. This allows you to keep internal staff focused on core responsibilities while our team delivers specific pieces of work, mentors your people and transfers knowledge.

Our delivery model is tailored for cloud and digital services. We understand the pace and uncertainty of transformation and flex the team mix, cadence and scope with you, while maintaining control of quality, cost and risk.

G-Cloud Core Capabilities Compliance

G Cloud 15 Lot 3 requires suppliers to cover the core Cloud Support capability areas. SmartSourcing delivers services across all of these and can provide support from one or any combination of the following:



Each of our 33 Cloud Support service entries maps back to one or more of these core capability areas so buyers can align our services directly to their G Cloud requirements.

Our Service

Our Digital User Researchers and Content Designers, Content Editors and Product Designers service sits under the G Cloud 15 Lot 3 **Set Up and Migration** capability. It supports the sub categories **engagement and communication planning, data and information structure design, service optimisation and right sizing** and **other cloud support services** for user centred digital delivery across UK public sector organisations.

SmartSourcing provides multidisciplinary digital teams to support discovery, alpha, beta and live. We supply user researchers, content designers, content editors and product designers who work alongside your product, delivery, engineering and policy teams. Together they plan and run user research, design clear GOV.UK style content, structure information, optimise journeys and support cloud-based services that meet the GDS Service Standard and accessibility expectations.

Engagements usually start with understanding your service, users and policy intent. Our user researchers plan research, manage recruitment and consent, design scripts and handle ethics considerations. They use qualitative and quantitative methods including interviews, usability testing and surveys to build a clear picture of user needs, pain points and behaviours. Insights are shared through personas, journey maps and evidence packs that inform design decisions.

Content designers and content editors apply plain English and GOV.UK style guidance to create content that is task focused, inclusive and easy to understand. They work on end-to-end journeys, transactional content, guidance, error messages and supporting materials. Product designers and information architects shape navigation, labelling, taxonomy and page layouts so that users can find and complete tasks quickly. Our teams support product discovery, vision definition, value propositions and outcome mapping and help populate and manage backlogs with user stories, prioritisation and acceptance criteria. Accessibility is embedded from the start, with assessment against WCAG and UK government expectations and practical recommendations to improve usability for all users.

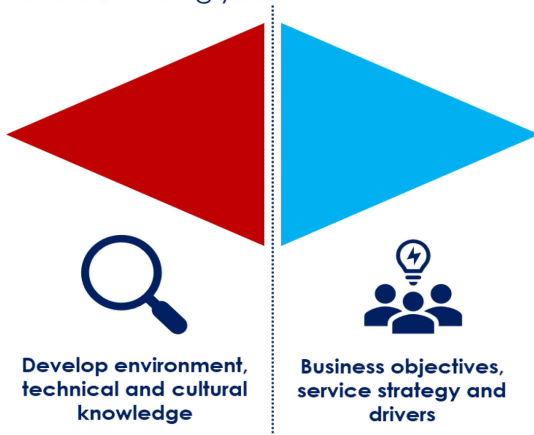
Work Packages or Statements of Work set out the services in scope, outcomes, deliverables, timelines and acceptance criteria. Our security cleared specialists (BPSS, CTC, SC and DV where required) collaborate with your stakeholders through show and tells, playback sessions and co design workshops. Handover, documentation, training materials and knowledge transfer are built into the engagement so that your internal digital teams can maintain, extend and iterate the content, journeys and research practices over time.

Streamlined Engagement

SmartSourcing provides a streamlined, collaborative engagement route built around our Discover, Design and Deliver approach.

Discover

Understanding you



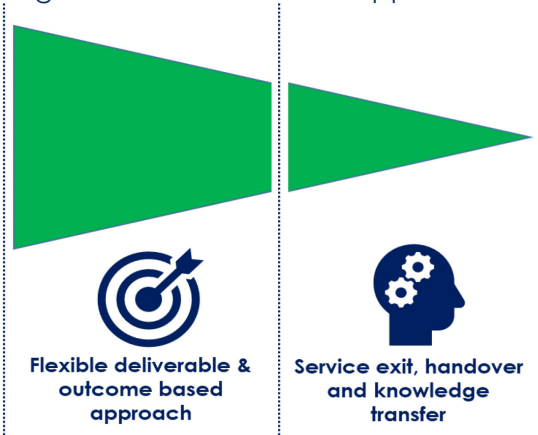
Design

Working with you



Deliver

Agile and flexible service approach



Onboarding and offboarding are handled through our ISO aligned processes, including right to work, security clearance, information security and asset management. This gives buyers a clear, compliant route to bring in and stand down capability with minimal overhead.

We Add Value

Using any of our Cloud Support services gives buyers access to a consistent value set:

- Scalable, flexible, tailored and innovative solutions aligned to client needs
- Work Packages and Statements of Work configured and managed to budget
- Security cleared specialists including BPSS, CTC, SC and DV cleared
- Managed service, turnkey solutions and capability as a service options
- Deliverable and outcome based flexible specialist engagement and resourcing
- Regular client engagement and service reviews, adoption of cloud first principles
- Value for money, cost effective solutions including outside IR35 options
- Collaborative training, knowledge transfer and upskilling, diverse and inclusive teams
- Proven Government Digital Service, wider public sector, NHS and education track record
- Extensive network of highly skilled certified technical specialists and teams

These benefits apply across all of our Cloud Support services, whether you are procuring a single specialist, a blended agile team or a full programme outcome.

What we do for our Clients

The examples below show how SmartSourcing delivers Cloud Support services across the core G Cloud capabilities. Each project drew on a blend of cloud migration planning, set up and migration, security services, QA and performance testing, training and ongoing support.

Supporting Transport for London with the DVS2 cloud service

The requirement

From 2023 Transport for London needed to upgrade its cloud based web portal and CRM to support the new Direct Vision Standard 2 (DVS2) safety scheme. The service had to manage higher permit volumes, tighter HGV safety rules and new three star thresholds while remaining available and secure for hauliers, operators and enforcement staff.

Our approach

SmartSourcing provided an agile multidisciplinary team to design, build and support the upgraded cloud service:

- **Cloud migration planning**
 - Assessed the existing DVS platform, integrations and data flows
 - Produced options for the DVS2 target architecture on Azure and GOV.UK services
 - Agreed a delivery roadmap aligned to TfL governance and assurance gates
- **Set up and migration**
 - Delivered new portal and API components using C Sharp .NET Core and Azure services such as Functions, API Management and SQL
 - Planned and executed data migration and cutover, including rehearsal events and rollback plans
 - Managed environments, configuration and deployment pipelines using Azure DevOps
- **Security services**
 - Applied secure by design principles and threat modelling
 - Implemented role based access, encryption and logging aligned to NCSC and TfL policies
 - Supported security assurance, pen testing and vulnerability remediation
- **QA and performance testing**
 - Implemented automated functional tests, regression packs and accessibility testing to WCAG 2.1
 - Ran load and performance testing using tools such as Selenium and JMeter to prove peak traffic handling
- **Training and ongoing support**
 - Delivered training and knowledge transfer for internal teams and third parties
 - Provided early life support, incident management and service optimisation after each release

Outcomes

- DVS2 portal and CRM enhancements delivered to plan and budget in 2024
- Service scaled to support higher permit volumes and tighter safety standards
- Successful assurance and security sign off with no major defects at go live
- Ongoing collaboration with TfL to refine user journeys and reporting as policy evolves

Modernising case management for The Insolvency Service

The requirement

In 2024 The Insolvency Service initiated the Future Case Management Capability programme to replace multiple legacy case management systems with a single modern cloud based service. The aim was to improve efficiency, strengthen controls and support a digital first strategy while keeping sensitive case data secure.

Our approach

SmartSourcing supplied outcome based migration and architecture services across the G Cloud core capabilities:

- **Cloud migration planning**
 - Led capability analysis and target architecture definition using TOGAF and Government Digital and Data guidance
 - Produced business capability maps, solution vision and a multi year roadmap for incremental delivery
 - Identified migration options, risks and dependencies across policy, operations and technology
- **Set up and migration**
 - Defined the migration approach for legacy data and documents into the new case management platform
 - Selected and configured tools for data extraction, transformation and quality checks
 - Planned and supported rehearsals, cutover events and rollback to minimise service disruption
- **Security services**
 - Designed security architecture covering access control, audit, encryption and secure hosting
 - Supported security risk assessments, incident handling procedures and audit readiness
 - Ensured alignment with ISO 27001 controls and government security expectations
- **QA and performance testing**
 - Established test strategies for functional, integration, performance and user acceptance testing
 - Coordinated test plans and defect management across suppliers and internal teams
- **Training and ongoing support**
 - Produced training materials and ran knowledge transfer sessions for operational staff
 - Helped shape support processes, SLAs and service reporting for the new platform

Outcomes

- Programme aligned to digital first and cloud first policies with a clear roadmap
- Legacy systems de risked through structured migration planning and data quality improvement
- Improved case management capability, enabling more efficient working for operational teams
- Key milestones achieved on time and within budget, including business case approval, design ratification and definition of security principles and migration strategies

Other Cloud Support Service Streams

Current Cloud Support services available through the Digital Marketplace include:

Agile Development and Management Services
Analysis & Design Services
Artificial Intelligence in the Cloud
Business Intelligence, Information Management and Data Warehousing Services
Business, Systems and Data Analysis Services
Contract, Commercial & Procurement Management Services
Data Analysis , Data Analytics and AI Services
Data and Information Architecture
Data Centre Specialist Services, Subject Matter Experts, Technical Design Authority
Data Science and Data Engineering Services
DevOps – Integration, Delivery and Cloud Support
Digital Service Support, Management and Team Provision
Digital Transformation Services
Digital User Researchers and Content Designers, Content Editors, Product Designers
Digital, Data & Technology DDaT Subject Matter Experts
Enterprise Architecture
Front End, Back End and Full Stack Development Services
Interaction Design, UX Design and Service Design Services
IT Security, Information Security, Cyber, Risk Management and Governance Services
Microsoft Migration, Transition and Support
Network Architecture
Networks, Support, Telecoms and Deployment, Mobile Device Support Management
Planning, PMO and PSO Services
PPM, Project, Programme, Delivery & Portfolio Management Services
Product Management, Product Owner, Product Design Services
Service Design, Systems Integration & Service Management Services
Support & Helpdesk Cloud Support Services
System Administration and Virtualisation Support
Technical and Solutions Architecture
Technology, Estates and Facility Management Transformation and Support
Testing, Test Strategy & Test Management Services
Transition Consulting, Strategy, Transformation & Change Management Services
Whole Life Architecture Services

Contact Us

For further information regarding our G-Cloud Services use the following contact routes:

Centralised Email for all G-Cloud Enquiries

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