



G-Cloud 15

Amazon Web Services EMEA SARL, UK Branch
(AWS)

Service Definition

AWS Professional Services

Lot 3 Cloud Support Services

30 January 2026



G-Cloud 15

Amazon Web Services EMEA SARL, UK Branch (AWS)

Service Definition

AWS Professional Services

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1 How to Use the AWS Service Definition Documents

To make it easier for customers to review AWS service content from the hundreds of individual AWS listings on the Digital Marketplace, AWS has grouped the definitions from its listed services into bundled Service Definition Documents that describe the features of each family of AWS Cloud services. The AWS service families are:

- IaaS and PaaS (Lot 1a); SaaS and SaaS (Lot 2a); SaaS (Lot 2b)
- **AWS Professional Services (Lot 3)**
- AWS Support (Lot 3)
- AWS Training (Lot 3)
- AWS Managed Services (Lot 3)

This **AWS Professional Services Service Definition** document describes the key features for each of the different AWS Professional Services Offerings available to Customers on G-Cloud 15 in Lot 3.

To access the options through a Call-Off Contract the Customer must reference each individual Digital Marketplace Service ID within the Call-Off Contract in order to enable that service as an option that can be procured under their G-Cloud 15 Call-Off Contract.

Lot 2a (Infrastructure Software as a Service - I-SaaS), Lot 2b (Software-as-a-Service) and Lot 3 (Cloud Support Services) services may be purchased as ancillary services to Lot 1 (IaaS and PaaS) offerings. The framework's Full Taxonomy of Services uses a Lot availability key where services are marked with "O" (Optional) to indicate they "may be purchased as ancillary service to Core Requirements".

This means that while Lot 2a, Lot 2b, and Lot 3 services are primarily available through their respective dedicated lots, buyers have the flexibility to procure these services alongside their Lot 1a or Lot 1b cloud hosting purchases when they complement or support the core infrastructure and platform services. This ancillary purchasing mechanism allows buyers to create comprehensive cloud solutions by bundling infrastructure software and support services with their primary IaaS/PaaS deployments, streamlining procurement and ensuring integrated service delivery from a single supplier when appropriate.

AWS recommends that Buyers list all of the Digital Marketplace Service ID's for every service across all relevant lots in its Call-Off Contract to enable the option to switch between Services flexibly during the term. For a list of all AWS Digital Marketplace Service ID's, please contact an AWS account representative at aws-ukps-frameworks@amazon.com.

Note: To ensure spend can be monitored, customers are required to sign up to AWS Budgets.

Please note that the options or parameters selected by AWS on this framework are those that most closely align with our existing commercial services. AWS is happy to provide additional information about our services upon request. To find out more about AWS on G-Cloud and AWS Cloud services, visit us at [AWS on G-Cloud UK](#).

2 AWS Professional Services – Introduction

AWS Professional Services is the in-house consulting arm of Amazon Web Services, comprising a global team of over 7,000 certified cloud professionals who collectively hold more than 39,000 AWS certifications. Our organisation provides strategic guidance, proven methodologies, and hands-on implementation support to help enterprises achieve their cloud transformation goals across migration, modernisation, security, data analytics, and AI/ML initiatives.

Our track record demonstrates significant impact: in 2025 alone, we delivered over 5,500 customer engagements, serving 90% of Fortune 100 companies and thousands of public sector organisations worldwide, including extensive work across local, regional, and national UK public sector entities. Organisations partnering with AWS Professional Services typically achieve an 80% average increase in cost efficiency, 30-40% reduction in infrastructure costs, and 99.9%+ service availability. As the foremost experts in AWS services, we specialise in applying these technologies to drive technology-led transformation.

Service Overview

AWS Professional Services is driven by a core mission—to deliver relentless innovation that creates customers for life through technology that advances a more ethical, sustainable, and inclusive world. Our integrated value proposition, delivery model, and capabilities work in concert to fulfil this mission through a well-defined, continuously refined delivery methodology supported by our global delivery organisation and framework.

1.1 Core Value Proposition

AWS Professional Services provides comprehensive cloud transformation services spanning the entire adoption lifecycle—from initial assessment and strategy development through implementation, optimisation, and ongoing innovation. Our services help to:

- **Accelerate cloud adoption** through proven methodologies and packaged offerings
- **Reduce risk** by applying AWS proven practices and security-first approaches
- **Enable self-sufficiency** through embedded knowledge transfer and upskilling
- **Deliver measurable outcomes** with clear ROI at every transformation stage
- Apply Agentic AI acceleration by deploying specialised AI agents including the AWS Professional Services Delivery Agent to compress development and delivery timelines from months to weeks—or weeks to days—while maintaining enterprise-grade quality and security standards

1.2 Service Delivery Model

Our delivery approach combines:

- **Packaged Offerings.** Pre-configured delivery kits optimised through thousands of customer engagements, helping enable 40-60% faster delivery than traditional approaches
- **Custom Consulting.** Tailored solutions for complex, organisation-specific challenges
- **Specialty Practices.** Deep expertise across migration, modernisation, security, data analytics, AI/ML, Generative AI, Agentic AI and industry-specific solutions
- **Knowledge Transfer.** Embedded learning throughout delivery, not as a separate phase
- **Deep Partnerships.** Well defined relationships with AWS Consulting Partners of all sizes, to build optimally scaled delivery teams tailored to customer's specific goals.



1.3 2025 Service Capabilities

AWS Professional Services delivers solutions that incorporate the full spectrum of AWS services to maximise business outcomes. This document, along with our G-Cloud Services Matrix, details our core G-Cloud offerings and outlines additional AI/ML capabilities available for procurement through G-Cloud. Our service portfolio is organised around the following key capability areas.

Migration & Modernisation

- Fast migration with hyper-automation and Agentic AI capabilities
- VMware to AWS native migrations
- Application modernisation including .NET Framework transformations
- Mainframe and midrange modernisation
- Datacentre and Cloud-to-cloud migrations

AI/ML & Generative AI

- AWS Generative AI solution engagements
- AI/ML model development and MLOps implementation
- Generative AI security and governance frameworks
- Industry-specific AI use case development

Security & Compliance

- AWS Security Assessment and Security Epics
- Compliance acceleration (GDPR, UKDPA, FedRAMP, ISO 27001, PCI-DSS, HIPAA)
- Security Assurance Services with credentialed auditors
- Cloud Audit Academy training programs

Data & Analytics

- Modern data foundation and strategy
- Data lake and analytics platform implementation
- Customer 360 solutions
- Real-time data processing architectures

Agentic AI & Professional Services Agents

- AWS Professional Services Delivery Agent for accelerated solution development
- Custom agents built on AWS Transform for migration and modernisation workloads
- AI-powered proposal generation and statement of work creation
- Automated wave planning, dependency mapping, and runbook generation

2 Delivery Methodology

2.1 AWS Global Delivery Organisation (GDO) Methodology

AWS Professional Services employs the Global Delivery Organisation (GDO) methodology, a proven approach that guides organisations through successful cloud transformation. This structured framework helps ensure alignment, value delivery, and sustainable outcomes through four integrated phases:

Phase 1: Assess and Prepare

- Establish shared vision and stakeholder alignment across the organisation
- Identify organisational dependencies and capability gaps

- Develop strategies for organisational readiness
- Implement change management activities to prepare teams for transformation

Phase 2: Launch and Evaluate

- Develop and launch pilot projects to validate the approach
- Validate business value against expected outcomes
- Learn and adapt strategy before full production deployment
- Demonstrate tangible results to build organisational momentum

Phase 3: Scale and Innovate

- Transition successful pilots to full production
- Measure outcomes against defined success criteria
- Expand adoption across the organisation
- Build repeatable patterns and processes for efficiency

Phase 4: Optimise

- Drive continuous improvement and innovation
- Optimise operational excellence across workloads
- Achieve cost optimisation and efficiency gains
- Develop advanced capabilities for sustained competitive advantage

2.2 Global Delivery Framework (GDF)

Delivering to the highest standards requires engagement, project management and delivery model that brings together our customers expertise together with the skills and experience of our AWS Professional Service teams. Each delivery is unique, but our approach is based on tried, tested, and constantly optimised methodology applying learning from our global teams. AWS Professional Services employs the Global Delivery Framework—a technology-agnostic, four-phase approach that introduces consistency of quality and standards before, during and post project completion:

Phase 1: Opportunity

- Customer discovery and relationship building
- Governance establishment
- Team onboarding and integration
- Shared expectations setting
- Communication channel creation
- Customer kick-off facilitation

Phase 2: Launch

- Sprint-based delivery cycles
- Launch Ready Planning event
- Business outcome alignment
- AWS Cloud Adoption Framework (AWS CAF) proven practices incorporation
- Accelerated cloud transformation execution

Phase 3: Manage and Inspect

- Day-to-day project delivery tracking
- Quality assurance and validation
- Value-added outcome measurement



- AWS-customer relationship strengthening
- Continuous improvement implementation

Phase 4: Close

- Contractual obligation finalisation
- Outstanding task completion
- Results communication and documentation
- Final customer approval
- Knowledge transfer completion

2.3 Engagement Leadership Model

Across our customer engagements and projects, AWS Professional Services employs a "four-in-the-box" leadership structure:

- **Professional Services Account Executive (PAE):** Owns the customer relationship and acts as strategic partner, using consulting experience and methodology to align service approaches and solutions that drive business outcomes
- **Professional Services Cloud Architect (PCA):** Drives technical excellence through subject matter expertise in solution design, architecture, and industry-specific requirements
- **Delivery Practice Manager (DPM):** Maintains delivery quality and methodology standards while connecting customer teams with delivery expertise for a successful project delivery
- **Engagement Manager (EM):** Combines technical expertise with project leadership to deliver complex cloud solutions, bridging technical implementation with strategic business objectives for successful project delivery and customer satisfaction.

These four leadership roles work in concert to orchestrate customer engagements, providing strategic oversight while helping delivery teams to execute with excellence. This leadership structure creates a conducive environment for **Technical Consultants** and **Technical Leads**—the practitioners who design, build, and implement cloud solutions directly with customer teams.

Technical Consultants bring deep specialisation in specific AWS services, technologies, and industry domains, translating architectural guidance into working solutions.

Technical Leads coordinate technical delivery across workstreams, mentor team members, and ensure engineering excellence throughout implementation.

Together, the four-in-the-box leadership model and technical delivery roles form an integrated team structure that balances strategic direction with hands-on execution, helping to ensure that customers receive both visionary guidance and practical implementation expertise that delivers measurable business value.

These leadership roles report to senior delivery leadership within AWS Professional Services, typically Regional Delivery Directors or Practice Leaders, as well consulting with, and informing AWS Account Teams of progress. It is this group who maintain executive visibility across the engagement portfolio. At the customer level, these senior leaders often participate in **Customer Steering Committees** bringing together executive sponsors from both AWS and the customer organisation to review progress, address strategic decisions, and help ensure alignment on business outcomes.

This governance layer helps ensure that both the four-in-the-box leadership team and technical delivery roles have clear channels for executive support and strategic direction when needed to drive customer success.

3 UK Public Sector Expertise

AWS Professional Services brings extensive experience working across the UK Public Sector, supporting government, education, healthcare, and nonprofit organisations in their cloud transformation journeys, as well as technology partners who deliver into these organisations.

Our team understands the unique challenges these organisations face—from complex regulatory requirements and the need to drive value for money, to the need for secure, resilient systems that serve government departments, citizens, students, patients, and communities.

3.1 Sector Experience

We have worked with organisations across **Central Government** departments and agencies, supporting digital transformation initiatives that improve citizen services while meeting stringent security and compliance requirements. Our experience spans policy development, service delivery, and cross-government platforms.

In **Healthcare**, we have supported NHS organisations and health bodies in modernizing clinical and administrative systems. Notable examples include NHS Digital's deployment of NHS login—a serverless identity platform built on AWS that provides secure, scalable access to healthcare services for residents in England, aligning with the UK government's Cloud First policy.

Our **Education** sector experience includes working with universities, colleges, and educational institutions to modernise learning platforms, research infrastructure, and administrative systems while meeting sector-specific requirements and compliance.

We support **Local Government** organisations in delivering better services to residents through cloud-enabled digital transformation, helping councils and regional authorities modernise legacy systems and improve operational efficiency.

Our work with **Non-profits** helps mission-driven organisations use cloud technology to maximise impact while managing limited resources effectively.

In **National Security, Defence, and Public Safety**, we bring specialised expertise supporting mission-critical workloads that require the highest levels of security, resilience, and compliance. This includes work with policing, defence, and other public safety organisations focused on improving citizen safety and supporting critical operations.

Compliance and Standards Expertise

- Our deep understanding of UK Public Sector compliance requirements underpins our ability to deliver successfully in this market. We maintain expertise across UK specific, and global frameworks supporting 143 security standards and compliance certifications globally.
- We understand the requirements of the Government Digital Service (GDS) Service Standard, the Technology Code of Practice, and service lifecycle phases from Discovery through Live. In healthcare, our team has experience with NHS Data Security and Protection Toolkit requirements, integration with NHS Spine and national systems, and clinical safety standards (DCB0129, DCB0160).
- Our personnel can provide appropriate security clearances including BPSS (Baseline Personnel Security Standard), SC (Security Check), and DV (Developed Vetting) when required, and our solutions support UK Government Security Classifications

including OFFICIAL and SECRET workloads with full alignment to NCSC Cloud Security Principles.

This combination of individual sector experience and compliance expertise helps enable AWS Professional Services to serve as a trusted partner to UK Public Sector organisations, helping them achieve their missions through secure, compliant, and innovative cloud solutions.

AWS Professional Services has extensive experience supporting UK public sector organisations with solutions that meet:

- **GDS Service Standard:** All 14 assessment points
- **Technology Code of Practice:** Full compliance framework
- **Service Lifecycle Phases:** Discovery, Alpha, Beta, Live support

3.2 Security Classifications and Clearances

AWS Professional Services can provide personnel with appropriate security clearances:

- Baseline Personnel Security Standard (BPSS)
- Security Check (SC)
- Developed Vetting (DV) when required

Our solutions support UK Government Security Classifications including OFFICIAL and SECRET workloads, with full alignment to NCSC Cloud Security Principles. We can provide UK only consulting teams where offshore or overseas residency are not permitted, and can deliver our services on-site, remotely, or hybrid.

4 Measurable Outcomes and Success Metrics

4.1 Customer Success Statistics (2025)

- **90%** of organisations partnering with AWS Professional Services report accelerated modernisation
- **92%** of organisations confirm AWS Security Services helped enable successful cloud migrations
- **80%** average increase in cost efficiency for customer engagements
- **5,500+** customer engagements delivered year-to-date
- **4.5+/5.0** average Customer Satisfaction (CSAT) score
- **60+** Net Promoter Score (NPS)

4.2 Typical Outcomes by Engagement Type

Migration Projects:

- 30-40% reduction in infrastructure costs
- 40-50% faster migration compared to traditional approaches
- 99.9%+ service availability improvement
- 12-month acceleration in data center exit timelines

Modernisation Initiatives:

- 40-60% reduction in service processing times
- 25-35% improvement in customer satisfaction scores
- 60-90% cost reduction for mainframe modernisation
- 100%+ ROI within first year for application modernisation



Security & Compliance:

- 5% reduction in risk of major security breaches
- Accelerated compliance certification timelines
- Automated security control implementation
- Enhanced security posture across five pillars

5 G-Cloud 15 Service Offerings

AWS Professional Services offers 17 specialised services across four categories under G-Cloud 15 Lot 3:

5.1 Training Services

Cloud Audit Academy (CAA) equips audit, risk, and compliance professionals with foundational cloud security auditing knowledge. The curriculum progresses from cloud-agnostic fundamentals to AWS-specific and industry-focused content, addressing the knowledge gap that prevents traditional IT auditors from supporting cloud migration acceleration.

5.2 Security Services

- **AWS Security Assessment:** This assessment evaluates one AWS environment's security practices through stakeholder interviews and technical discovery, identifying strengths and improvement areas across current security posture.
- **Security Epics Accelerator:** The Accelerator helps customers operationalise the recommendations of the AWS CAF Security Perspective across the core five security pillars: Identity and Access Management, Detective Controls, Infrastructure Security, Data Protection, Incident Response.
- **AWS Executive Security Workshop and Simulation:** AWS Executive Security Workshop aligns business and technology leadership through unified cybersecurity vision creation while assessing organisational security posture. Executive Security Simulation uses competitive, game-based scenarios where technical teams make time-sensitive security investments and experience real-world impacts on cloud adoption success.

5.3 Cloud Migration Planning Services

- **Cloud Foundation Landing Zone:** The Cloud Foundations Landing Zone offering consolidates the recommended Cloud Foundations compliant AWS Landing Zone solutions and provides a decision framework to allow Technical teams to select the correct Landing Zone solution for their specific customer requirements.
- **Mobilise For AWS Cloud (Migration):** Mobilise bridges Migration Readiness Assessment findings to migration execution by building foundational AWS capabilities through modular delivery kits. ProServe consultants and APN Migration Competency Partners establish operational systems, security processes, and technology training, allowing customers to successfully migrate workloads independently.
- **Landing Zone Accelerator:** The Landing Zone Accelerator on AWS solution helps customers quickly deploy a secure, resilient, scalable, and fully automated cloud foundation that accelerates your readiness for customers' cloud compliance program. A landing zone is a cloud environment that offers a recommended starting point, including default accounts, account structure, network and security layouts, and so

forth. From a landing zone, customers can deploy workloads that utilise your solutions and applications.

5.4 Set Up and Migration Services

- **AWS Rapid Migration:** AWS Rapid Migration delivers end-to-end portfolio discovery, landing zone establishment, workload migration, and ongoing operations through a prescriptive, integrated approach. This packaged solution combines AWS Global Services capabilities—including training, AMS operations, and Premium Support—to mitigate common large-scale migration challenges efficiently.
- **Discovery Acceleration and Planning:** Discovery Acceleration and Planning delivers comprehensive infrastructure discovery using AWS tooling, TCO analysis with OLA, and directional migration recommendations. Relevant for large migration customers who want to transition from Assess to Mobilise within a few months.
- **Migration Readiness Assessment:** Perform the Migration Readiness Assessment to gain insights into the customer's cloud process to date, understand their current strengths and weaknesses from the Cloud Adoption Framework perspective and recommend next steps, and actions to be completed in the Mobilise phase.
- **Application Modernisation Assessment:** Application Modernisation Assessment is one of the first and critical steps in the customer path to modernisation. It allows to dive deep and evaluate the current state of customer's legacy application(s) and their readiness to create a roadmap for successful modernisation.
- **Application Portfolio Assessment:** This engagement delivers a complete migration roadmap spanning Assess, Mobilise, and Migrate/Modernise phases through three progressive modules. Customers receive enriched portfolio inventory, migration wave plans, and detailed application assessments through customisable modules, achieving faster migration with reduced risk and business-aligned confidence.
- **Application Modernisation Lab-Windows:** This engagement modernises legacy Windows.NET Framework applications into.NET Core/5+ microservices on AWS through co-design and co-development. Customers gain license-free, scalable architectures with CI/CD pipelines and database modernisation, accelerating their modernisation path through MVP kickstart following prerequisite application assessment.

5.5 Digital Front Door Services

Contact Center on AWS Discovery

Contact Center on AWS Discovery helps organisations using Amazon Connect's AI-powered solution through comprehensive roadmap development addressing customer, agent, and operational experiences. The engagement analyses existing contact center landscapes, designs solutions using Amazon Q in Connect for automated issue detection and contextual responses, implements AI-powered analytics for performance optimisation, and creates easy omnichannel experiences through chatbots and proactive engagement capabilities.

5.6 Data, Analytics, AI/ML and Generative AI Services

Modern Data Strategy

Modern Data Strategy (MDS) delivers end-to-end support for data-intensive programs requiring analytics, business intelligence, generative AI, ML, or embedded applications. The modular offering allows customers to ideate, assess, plan, and implement individual use cases or entire data analytics programs flexibly.



AI/ML on AWS

This AI/ML offering guides customers through discovery to define machine learning use cases and identify optimal starting points. AWS then develops custom-trained models using customer data, deploys them into production environments, and supports quick return on investment through implementation support.

Generative AI on AWS

This offering establishes strategic Agentic GenAI business transformation programs through discovery and implementation. Discovery introduces Agentic AI capabilities, identifies use cases, and defines business cases. Implementation delivers end-to-end solutions where data scientists collaborate on foundation model selection and customisation through fine-tuning, prompt engineering, and RAG, aligning AI agents with specific business objectives to drive outcomes and create value.

6 Quality Assurance and Delivery Excellence

6.1 Quality Framework

AWS Professional Services maintains rigorous quality standards through:

- **Bar Raiser Program:** Independent quality validation at multiple project checkpoints
- **Customer Satisfaction Monitoring:** Regular CSAT surveys throughout engagement
- **Structured Health Assessments:** Proactive identification of delivery risks
- **Clear Escalation Paths:** Defined procedures for issue resolution
- **Security and Compliance:** Embedded throughout delivery lifecycle

6.2 Knowledge Transfer Approach

Knowledge transfer is embedded throughout delivery via:

- **Learn-by-doing:** Hands-on collaboration with customer teams
- **Interactive workshops:** Practical skill-building sessions
- **Comprehensive documentation:** Detailed runbooks and procedures
- **AWS proven practices sharing:** Industry-leading guidance
- **Training and certification support:** Role-based learning paths
- **Operational handover:** Structured transition to customer operations

7 Team Expertise and Capabilities

7.1 Global Scale with Local Presence

- **7,000+** certified consultants globally
- **39,000+** AWS certifications across the team
- **93** countries with ProServe presence
- **30+** areas of specialised expertise
- Strong UK presence with consultants throughout the region

7.2 Continuous Learning Investment

- **10%** of working time (21 days annually) invested in training and upskilling
- **31** specialised workshops covering industries and technology stack



- **50+** Technical Field Communities (TFC) for knowledge sharing
- Regular updates on AWS service innovations and proven practices

7.3 Specialty Areas

Solution Specialisations:

- Migration and Modernisation
- AI/ML and Generative AI
- Security, Risk, and Compliance
- Data Analytics and Modern Data Platforms
- Application Development and DevOps
- Enterprise Transformation

Technology Specialisations:

- Microsoft on AWS
- SAP on AWS
- Oracle on AWS
- VMware on AWS
- Mainframe Modernisation

Industry Specialisations:

- Public Sector (Government, NHS, Education)
- Financial Services
- Healthcare and Life Sciences
- Manufacturing
- Retail and Consumer Goods
- Telecommunications
- Energy and Utilities

8 Support and Accessibility

8.1 Support Model

AWS Professional Services operates on a project-based engagement model with support provided through:

- Dedicated engagement teams assigned to each project
- Regular status meetings and progress reviews
- Clear communication channels established at project outset
- Escalation procedures for issue resolution
- Post-engagement support transition planning

Note: AWS Professional Services does not provide ongoing email, phone, or web chat support as standard. Support is delivered through the engagement team during active projects.

8.2 Accessibility Standards

All AWS Professional Services documentation and deliverables are created to meet:

- **WCAG 2.2 Level AA** accessibility standards

- **Open Document Format (ODF)** or PDF/A for maximum accessibility
- **Maximum file size:** 5MB per document
- **Screen reader compatibility** for all digital materials

8.3 Security Clearances

AWS Professional Services personnel undergo:

- **Staff screening** performed but doesn't conform with BS7858:2019 as standard
- **Security clearances up to DV** available when required by engagement
- **BPSS, SC, and DV** clearances can be provided for appropriate roles
- **Vetting coordination** with UK Government security requirements

9 Pricing and Commercial Model

9.1 Pricing Structure

AWS Professional Services operates on a **time-and-materials** or a **unit-based pricing model**. Our Pricing Documents specifies our rate card aligned to G-Cloud role levels, fixed priced by unit options, our terms, expense policy, and discount structure, as well as acceleration programmes.

10 Integration with AWS Technology

10.1 AWS Partner Network

Globally, AWS Professional Services collaborates with **10,000+ AWS Partners** to deliver comprehensive solutions:

- **Complementary expertise** from specialised partners
- **Seamless customer experience** through coordinated delivery
- **Right mix of skills and resources** for optimal outcomes
- **Extended capabilities** beyond core ProServe offerings

AWS UK Professional Services can work with an extensive list of AWS partners with whom we have collaborated previously and have delivered within the UK Public Sector environment.

10.2 AWS Service Integration

Full access to **200+ AWS services and Service Teams** including:

- Compute, storage, and database services
- AI/ML and Generative AI services (Amazon Bedrock, SageMaker)
- Security and compliance services
- Analytics and data services
- IoT and edge computing services
- Industry-specific solutions

10.3 AWS Support Coordination

Integration with AWS Support tiers:

- **AWS Support Plans** (Developer, Business, Enterprise)



- **Technical Account Managers (TAMs)** for strategic guidance
- **AWS Managed Service Providers** for hand off as required
- **AWS Training and Certification** for skill development

11 Innovation and Future-Readiness

11.1 AWS Generative AI Innovation Center (GenAIIC)

Launched in 2024, the GenAIIC provides:

- Hundreds of customer engagements supporting GenAI adoption
- Use case identification and art-of-the-possible demonstrations
- Production value realization for Generative AI solutions
- Industry-specific GenAI applications across sectors

11.2 Emerging Technology Focus

AWS Professional Services maintains expertise in:

- Generative AI and Large Language Models
- Agentic AI and autonomous systems
- Quantum computing (Amazon Quantum Solutions Lab)
- Edge computing and IoT
- Spatial computing (AR/VR/3D visualisation)
- Sustainability and ESG initiatives

12 Service Considerations and Requirements

12.1 Engagement Prerequisites

- **Active AWS Account ID** required for all engagements
- **Statement of Work (SOW)** negotiated for each project
- **Staffing timeline:** 2-6 weeks post-contract execution
- **Customer commitment:** Dedicated resources for collaboration
- **Access requirements:** Appropriate permissions for AWS environment

12.2 Service Scope

AWS Professional Services provides:

- Strategic guidance and advisory services
- Architecture design and proven practices
- Implementation support and hands-on delivery
- Knowledge transfer and training
- Documentation and runbooks
- Proof-of-concept development

AWS Professional Services does NOT provide:

- Production-ready code automatically (unless specified in SOW)
- Access to customer personal data

- Provide Ongoing managed services (we can provide hypercare, make recommendations and transition to managed services providers) automatically (unless specified in SOW)
- Permanent staffing augmentation
- 24/7 operational support

12.3 Intellectual Property

- **AWS content license:** Full usage rights for content delivered in SOW (code, scripts, templates, POCs, diagrams, policies)
- **Requirement:** Active AWS account for license validity
- **Customer-specific Customisations:** Owned by customer
- **AWS Proprietary Methodologies:** Licensed for customer use

13 Contact Information and Next Steps

13.1 Getting Started

To engage AWS Professional Services:

- Contact your AWS Account Team to discuss requirements
- Engage with your industry specialised Professional Services team to explore your business outcomes
- Define engagement scope and desired outcomes aligned with technology services
- Develop Statement of Work with pricing and timeline
- Execute contract and initiate engagement
- Begin delivery with dedicated ProServe team

13.2 Additional Resources

- **AWS Professional Services Website:** aws.amazon.com/professional-services
- **Customer Case Studies:** aws.amazon.com/professional-services/customers
- **AWS Prescriptive Guidance:** aws.amazon.com/prescriptive-guidance
- **AWS Documentation:** <https://aws.amazon.com/professional-services/resources/>
- **AWS Training:** aws.training

13.3 G-Cloud 15 Documentation

This service description is accompanied by:

- **Terms and Conditions:** See Supplier Terms and Conditions uploaded to the Digital Platform
- **Pricing Document:** See Pricing Document uploaded to the Digital Platform
- **Service-specific Datasheets:** For each of the 17 offerings uploaded to the Digital Platform