


**Digital** with a **Difference**

Delivering **people-focused** secure outcomes through **innovation**

www.goaco.com

# Your partner from **discovery** to **run**



## go discover

Discover, Define, and Validate Human-Centred Solutions.

## go build

Empower Your Data, Cloud Software and Cyber Security Evolution.

## go live

Manage and Secure your Digital Operations round the clock.

Watch our video: Click Here

# About Goaco

*Goaco is a Global Consultancy working as a partner with the public and private sectors, delivering innovative solutions and experiences that align to the needs of people, places and planet.*

- Founded in 2010: Headquartered in the UK.
- 100+ subject-matter-experts across offices in the UK, UAE & KSA.
- Network of 16,000+ associate consultants through Goaco Group.

We are **Digital Transformation, Cyber Security** and **Managed Service** experts successfully delivering projects for business and government.
Our approach integrates leading-edge ideas with a focus on people, being true partners and ensuring our clients are central to every step of the process.
Our agile team swiftly adapts, enabling us to deliver optimal outcomes and solutions tailored to your requirements.

**Recognised as UK Government digital experts.**




THE SUNDAY TIMES
T Best Places to Work 2025
SMALL ORGANISATION

# Delivering people-focused outcomes through innovation

## Goaco has delivered for the public and private sectors across the globe

Cabinet Office
Ministry of Defence
Department for Transport
Department for Work & Pensions
Ministry of Justice
Crossrail
Medway Council
Hampshire County Council
REUTERS
BT SPORT
ALIPH
ADITUM
Scottish Courts and Tribunals Service
BRITISH AIRWAYS

**Delivering excellence for over 15 years**

# Your vision, our priority

## Partnering with your organisation as one team

Goaco, founded in the UK and working across the MENA region, has an established background in delivering public and private services covering areas such as Strategy, Programme Delivery, User Centred Design, Enterprise Architecture, Software Development, Cyber Security, Cloud, Data and AI.

**10+**
Countries serviced

**60M+**
Users served with our solutions

**24x7x365**
IT and Cyber resource availability

**$50M+**
Customer operational costs saved

## UK Public Sector Experts

Goaco have delivered

**40+** Government Digital Service

Government Digital Services, passing the Service Standard.

## Cyber Security Experts

Goaco are monitoring

**1.1m+**

endpoints across multiple sectors globally.

# Our certifications

## Our certifications are recognised globally
























# Our Services

## UCD User-Centered Design

Our User-Centred Design approach starts by understanding the root problem and what users truly need. Through user research, service design, and clear content, we create journeys that feel natural and accessible. It's not about trends, it's about meaningful outcomes and experiences that genuinely help.

## Digital Delivery

As a delivery partner with your organisation, our service is primarily outcomes based, implementing products and services across portfolios & programmes in an iterative manner (Agile & Waterfall) with a focus on the benefits.

## Cyber Security

Goaco partner with public & private sector organisations, protecting them from the threat of known and unknown security threats. We help you to develop security maturity, become certified, conduct security/penetration testing and protect from cyber-attacks 24x7.

## Data

Goaco's Data Services span the full lifecycle from collection and management to advanced analytics and AI-driven insights. Ensuring accuracy, security, and scalability, we help businesses make smarter decisions, modernise operations, and drive growth.



## Cloud

Our service offerings involve transforming your organisation to use the Cloud across Google Cloud, MS Azure and AWS, embedding automation (infrastructure-as-code) for cost-saving, and monitoring and management of your infrastructure for efficiency.

## Artificial Intelligence

At Goaco we enable businesses to harness AI to transform how they operate, compete, and grow. Our AI Services span assessment, strategy, design, and implementation covering automation, predictive analytics, generative AI, and custom machine learning solutions.

## Managed Services

Goaco's ITIL aligned support team works around the clock to keep your IT running at peak performance levels, using industry leading tools to constantly improve and ensure you are in safe hands.

## Software Development

Goaco provide you with tech-agnostic custom, Web, App (mobile) and Low/No code (DynamicsCRM/PowerApps) development from design, build, launch & management. We embed as a development partner providing you the value of leveraging our experience.

# Services: UCD User-Centered Design

## Goaco delivers user-centred design services that help you transform digital services and embed user-led thinking, ensuring every solution creates an exceptional user experience.

### User research

User research uncovers what truly matters to people, providing insights that guide the design of effective, usable, and user-aligned services and products.

### Content design

Content design solves problems by delivering the right information at the right time in ways that are clear, usable, and meaningful.

### Interaction design

Interaction design creates intuitive, seamless connections between people and digital products, guiding users effortlessly toward their goals.

### Service design

Service design integrates people, processes, and technology to create seamless end-to-end experiences for users.

### Scoping and problem framing

We help teams define the real problem and project focus from a user's perspective, ensuring you solve the right problems in the right way.

### Capability building and training

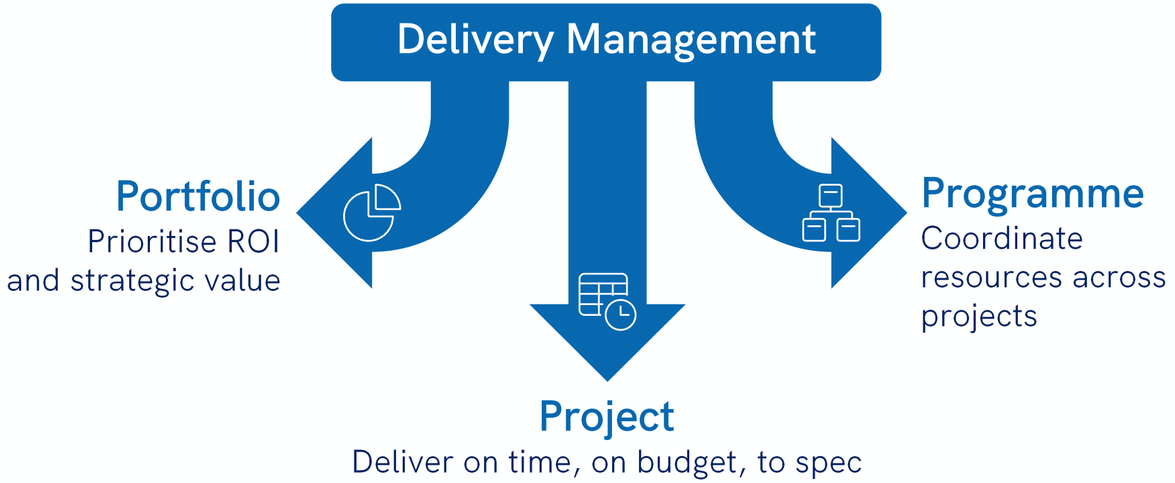
We help organizations build their own lasting user-centred design capability with tailored training and hands-on support, so they can design better services for their users.

### UCD Maturity and Strategy

We help organizations grow their **user-centred design maturity**, shifting from isolated practices to a culture where user-centred thinking shapes strategy and decision-making. We'll work with you to develop a UCD strategy that aligns business goals with user needs.

# Services: Digital Delivery

## Goaco supports your organisation from portfolio-level delivery, agile product development to continuous improvement (Business as Usual).




### Agile & Continuous Improvement

**User-Centred Design**
Research, prototype, and validate with real users

**SAFe & Lean Six Sigma**
Scaled agile frameworks with quality excellence

**DevOps & ITIL**
Continuous integration with service management

**Business Value Focus**
KPI monitoring, uptime optimisation, UX excellence

### End-to-End Support

Portfolio Strategy → Product Delivery → BAU

Our approach is adaptive and outcome-driven, ensuring your digital initiatives deliver real business impact from start to finish.

# Services: Managed Services

## Goaco's Managed IT Services (Go:Run), offering your people and organisation peace of mind and confidence that, we believe, is unrivalled.

Our dedicated team run your digital services, IT infrastructure and cyber security operations 24x7 using industry leading ITSM tools. Our specialists are aligned to and accredited in the ITIL framework, ensuring smooth and reliable operations with efficiency, speed and value. We partner with you, ever evolving and refining, to provide market leading success.

### Break Fix

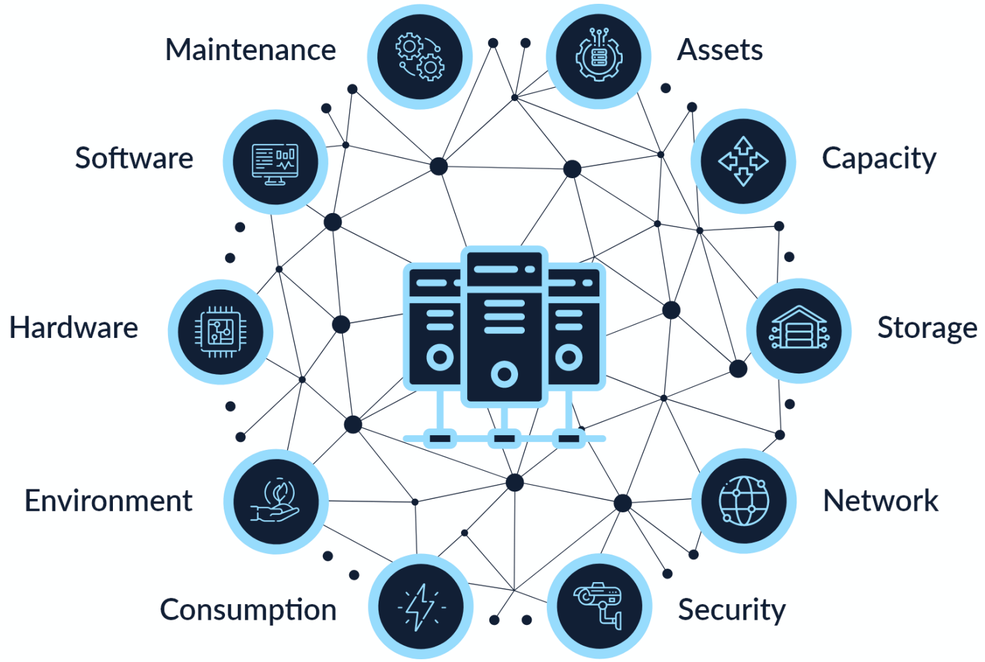
- Hourly Rate
- Incident Tickets Managed
- Monthly Report – ITSM
- Monthly Report – Accounts
- Optional SDM Service Review

### Bank Hours

- Tiered preferential rates
- Fully Managed Tickets
- Monthly Report – ITSM
- Monthly Report – Accounts
- Alerting on low threshold
- Optional SDM Service Review

### Fully Managed Service

- Fixed Annual Cost
- End to End ITIL Management
- Named SDM as POC
- Full reporting on
  - ITSM
  - Account
  - Projects
- Full SDM SR monthly

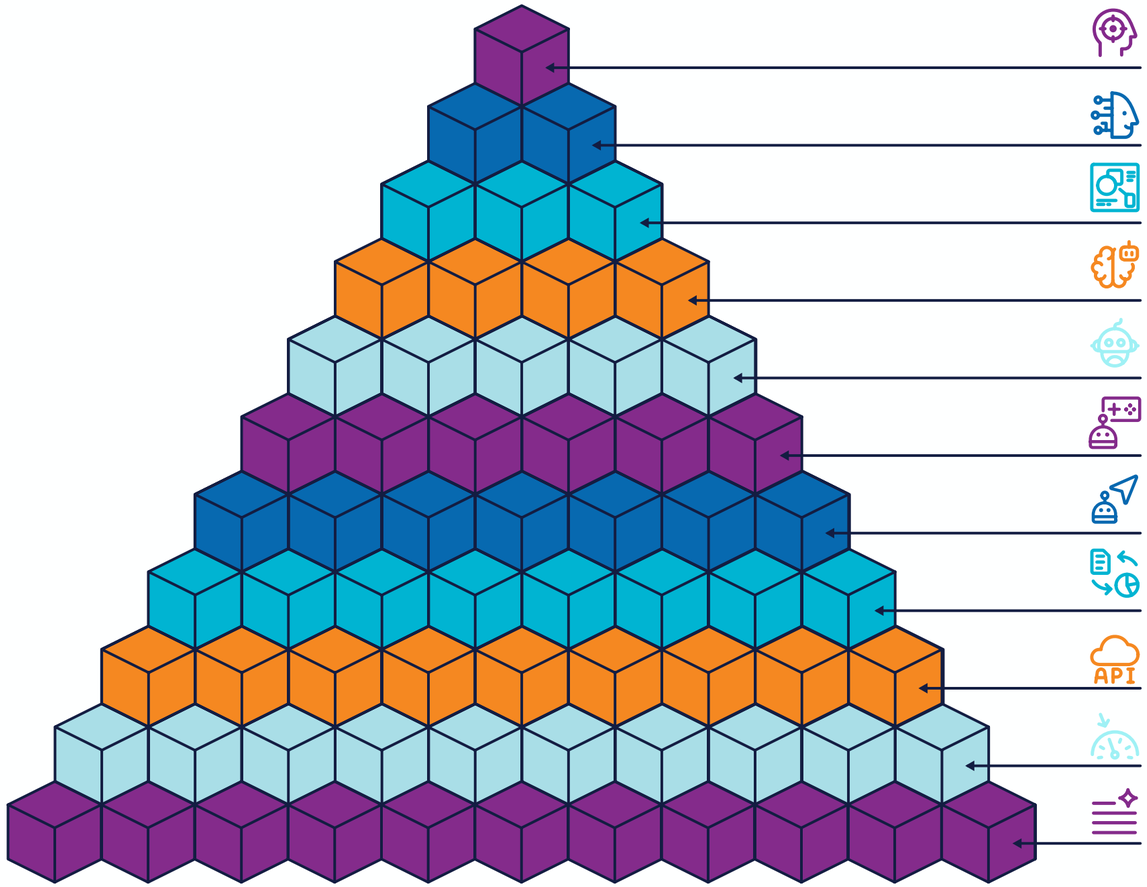



**10+**
Countries serviced

**24x7x365**
IT and Cyber resource availability

# Services: Artificial Intelligence

## Transform your business with AI-powered intelligence, from strategy to execution



**Capability & Readiness Assessment**
Assess data, technology, and organisational maturity to prepare for AI adoption.

**GenAI Strategy & Roadmap**
Define your vision, align with business goals, and plan enterprise adoption..

**Use Case Design & Prioritisation**
Discover, validate, and prioritise high-impact AI and GenAI use cases.

**Custom Model Development**
Fine-tune foundation models and build domain-specific AI solutions.

**AI Agents & Copilots**
Deploy intelligent assistants to automate tasks and augment decision-making.

**Generative Content & Creativity**
Create text, imagery, and multimedia content at scale with GenAI.

**Conversational AI**
Deliver smarter chatbots and virtual assistants powered by advanced NLP.

**Responsible AI & Governance**
Establish ethical, secure, and compliant frameworks for trusted AI use.

**Integration & Scaling**
Embed AI into enterprise systems and scale solutions seamlessly.

**Performance Optimisation**
Continuously monitor, refine, and optimise AI models for impact.

**AI Adoption & Enablement**
Upskill teams, drive change management, and embed AI into culture.

# Services: Data

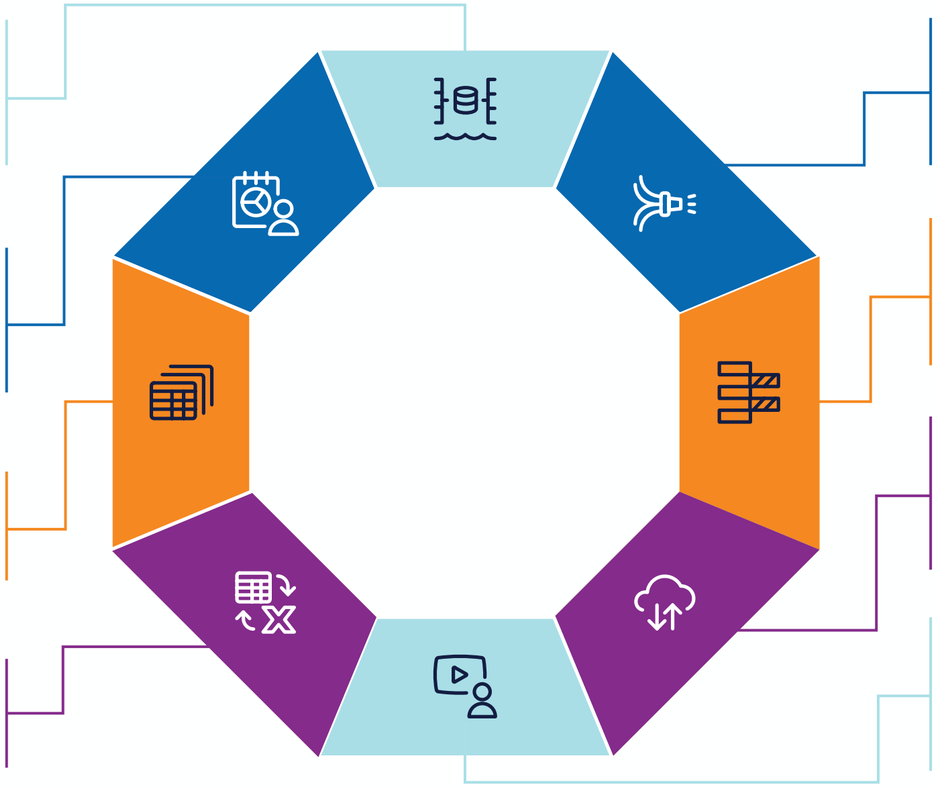
## Goaco enables organizations to reduce errors, cut costs, and gain a competitive edge through data-driven insights.

### Data Architecture
Designing scalable and efficient data infrastructure, including data warehouses and data lakes.

### Consulting & Strategy
Providing expert advice on data strategy, maturity assessment, and the full spectrum of data engineering solutions.

### Data Modelling
Designing logical and physical data models for databases and data warehouses.

### Data Processing
Converting raw data into a format suitable for business intelligence and analytics.



### Data Pipeline Development
Creating custom, resilient pipelines for collecting, transforming (ETL/ELT), and integrating data from various sources.

### Data Integration
Connecting internal and external data sources, including through APIs, to create a unified view of data.

### Cloud Data Solutions
Migrating data infrastructure to the cloud, implementing scalable solutions for large data volumes.

### Data Quality & Governance
Implementing frameworks to ensure data accuracy, consistency, compliance, and security.

**Technology** and **Data** allows you and your **organisation** to adapt for the **future** with quantitative insights **through a single pane of glass.**

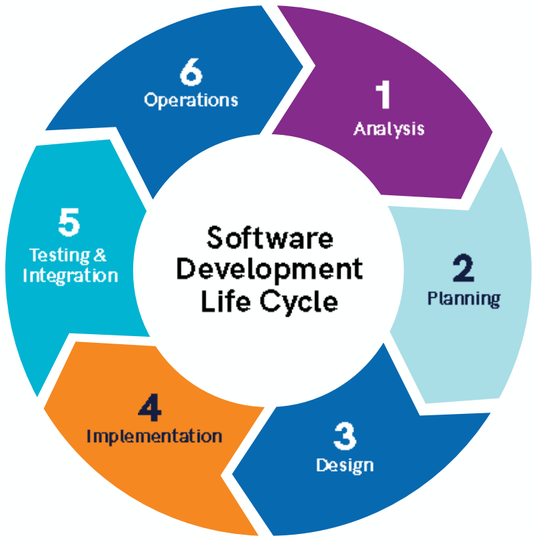
# Services: Software Development

## Goaco provide you with software development, low/no code and app delivery services, from design through build to launch and management.

In a fast-changing environment Goaco develop services, products and tools that align with user needs and your vision.

We embed as a development partner providing value from leveraging our experience, clear vision and technological expertise to understand you and deliver the right solution.

- User-Centered Design (UCD)
- Enterprise Architecture
- Custom Development
- Low Code/No Code
- Web & App
- Quality Engineering & Assurance

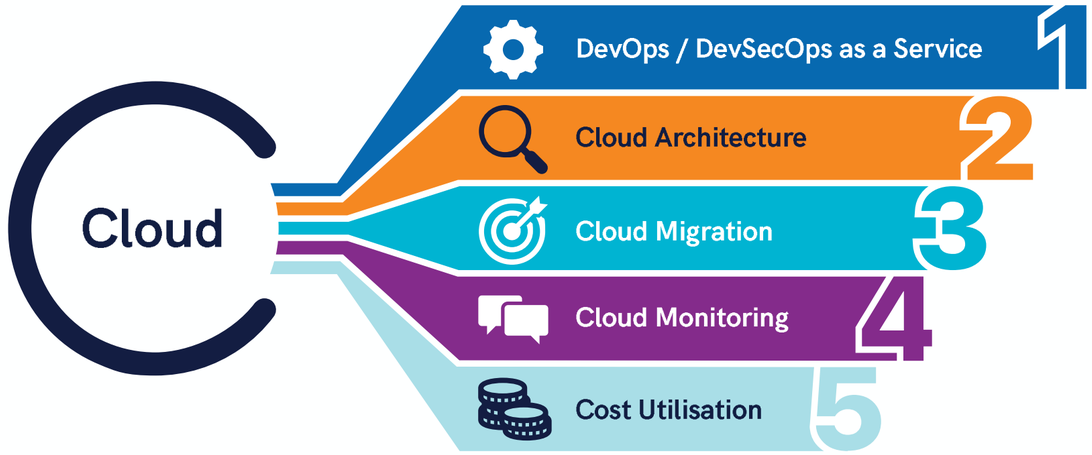



Our tech-agnostic software development experts deliver secure and accessible solutions to suit your business and user needs, through an agile iterative Software Development Life Cycle.

# Services: Cloud

Goaco's Cloud Adoption and Migration offerings are designed to seamlessly transition your organisation from on-premises infrastructure to the Cloud, while optimising and modernising your existing systems through proven cloud best practices.
Our end-to-end package leverages automation, continuous monitoring, and proactive management of your cloud environment to deliver enhanced security, improved reliability, and measurable performance outcomes.
By partnering with us, you can modernise your IT foundation, accelerate innovation, and unlock the full potential of the Cloud—tailored to your unique business needs and growth objectives.

aws Azure Google Cloud ORACLE CLOUD






The **Cloud** is a steppingstone to any form of Digital Transformation

docker HashiCorp Terraform kubernetes

GOV.UK

Goaco has delivered UK Government cloud services positively impacting millions of users, partnering with Central & Local Departments.

# Services: Cyber Security

Your trusted **Cyber Security Partner** covering services from **Strategy**, **Implementation**, and **24x7 Managed Security monitoring**.

### Transformation

Strategy, Cyber Incident Training, Gap Analysis, Phishing Simulation, User Awareness Training.

### Security Assurance

IT Health Check, MS 365 assessment, GCP assessment, Cloud Security assurance.

### Managed Security Service

24x7x365 Cyber Security monitoring, MDR, XDR, Digital Forensics and Incident Response (DFIR).



### Penetration Testing

Network security, Mobile and Web application security testing, IoT Security

### Information Governance

Data Protection and GDPR, Cyber Essentials/CE+, ISO27001, Cyber Advisor

### Cyber Team augmentation

CISO as a Service, DPO as a Service, Security Analysit as a Service, Security Architect as a service.

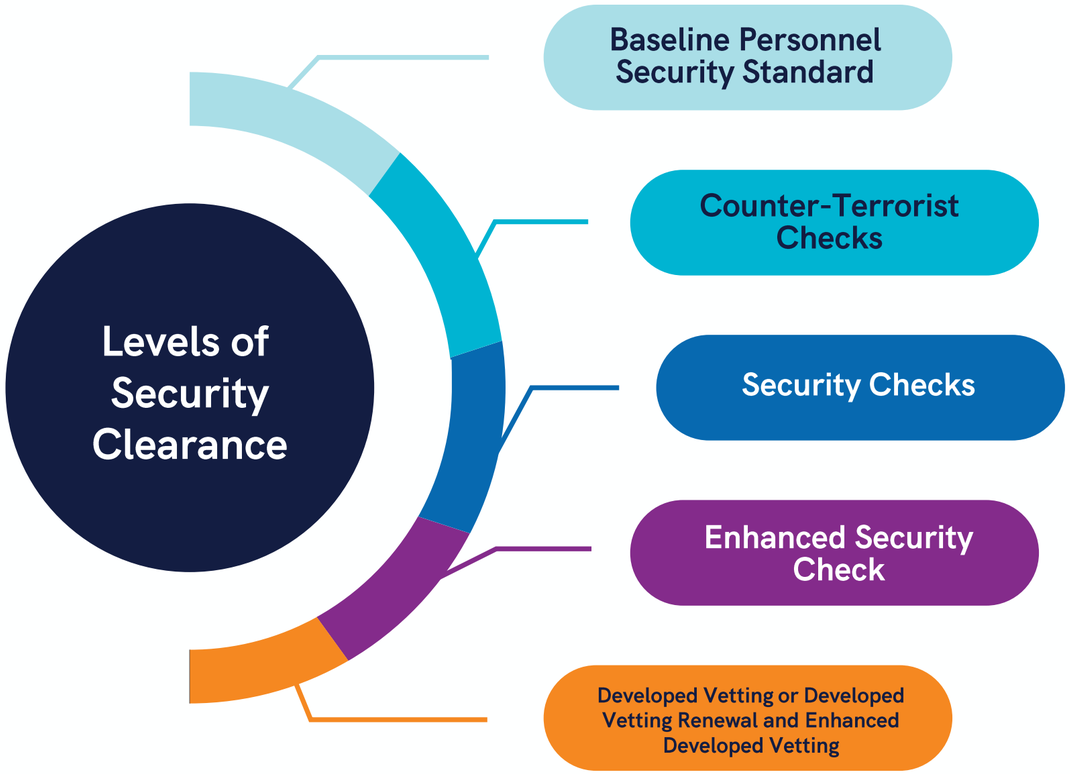
PEERS QUALITY ASSURANCE LTD
UKAS MANAGEMENT SYSTEMS
ISO/IEC 27001:2013 9940

CERTIFICATION BODY CYBER ESSENTIALS

CERTIFICATION BODY CYBER ESSENTIALS PLUS

# Personnel clearance levels (UK)

## At a minimum, our UK personnel hold a Government approved BPSS clearance.




Our Penetration Testers and Cyber Security consultants hold a minimum of Security Clearance vetted with the Ministry of Defence (UK Government). For SECRET, personnel with DV Clearance are available, which is the highest level across the UK Government.

**International branches** are covered by the same principles as BPSS, including identity verification, references and criminal record checks.

**This is the value we bring to other regions and countries, with the assurance of personnel accessing sensitive data.**

# Customer testimonials

## Read what our customers have to say about Goaco

"I have worked with many service driven companies over the years, Goaco are up there with the best. Not only do they respond quickly, but more importantly they resolve quickly!" - **Ray Foley - Blackthorne Consultancy (UK)**

"I wanted to express my appreciation for the thorough and professional penetration testing services provided by your team. The detailed vulnerability assessment and actionable recommendations have given us a clearer understanding of our security posture and helped us improve our system's defenses significantly."
- **Mostafa Asaad, Lucidya (Saudi Arabia)**

"Level 5 (Goaco) were the supplier for the beta phase of the Bus Service Operators Grant (BSOG) digitisation project, beginning in January 2022 and ending in March 2023. The total value of this contract was £1.26m. Level 5 designed and developed a system to replicate the functionality of the legacy BSOG system, including meeting two interim deadlines for partial releases, driven by policy announcements. Although budget and timescale revisions were necessary, due to changing specification, once these had been finalised Level 5 delivered the system within the time and budget set."
- **Rachel Prior – Department for Transport (UK)**

"Goaco have been developing and hosting our website for over 5 years and have provided an excellent service over the years. Very professional and high-level technical support without any issues. Online backup service has been outstanding. Very friendly approach by their experienced dedicated team. I would highly recommend Goaco for their services."
- **Indi Sandhu - Essex Cultural Diversity Project, Local Government (UK)**

"Goaco worked with ACER UK for just under a year, supporting the development and delivery of ACER's online assessments in schools. They showed flexibility and determination, working across UK and Australian time-zones, writing read and write database scripts, and helping us to monitor and improve system performance and work processes. Their positive attitude and collegiate style is an asset to any team."
- **Ben O'Toole – Scottish Government & A.C.E.R. (UK / Australia)**

"I really enjoyed working with Goaco. Their use of Project Management tools to keep the project organized and moving forward really helped given that we are in a different time zone and work different hours. They are responsive, a pleasure to work with, and quickly incorporated feedback."
- **Christa Avampato - Empty Quarter Studios (New York, USA)**

"Working with Goaco on our mobile app, Rechord.XYZ, has been an absolute game-changer for our company. Goaco didn't just develop an app; they became a true digital partner, understanding our vision and helping us bring it to life in ways we never imagined. Their expertise and innovation have revolutionized the music recording industry through this project. From concept to launch, Goaco's dedication, creativity, and technical prowess were evident every step of the way. We couldn't have asked for a better partner in this journey!"
- **Ray Mia – Rechord.XYZ (UK)**

"Goaco's managed services have been a game changer for our business, streamlining our IT operations while significantly reducing costs. Their expert support has eased the workload on our staff, allowing us to focus more on growth and less on day-to-day tech challenges."
- **Project Manager - Ghobash Group (Dubai, UAE)**

# Our partnerships

goaco

aws partner network

Google Cloud Partner

GOLD UMBRACO PARTNER

CLOUDFLARE

NOMINET

ARMED FORCES COVENANT

PROUDLY SUPPORTING THOSE WHO SERVE.

GREAT BRITAIN

Quest

# go world



- Kent, UK
- Scotland, UK
- Dubai, UAE
- Riyadh, KSA

**We are one united team.**

# Our values

### Equality

We continually review our **promotion** of inclusivity, **diversity** and lifelong **learning**.

### Integrity

**Honesty** and **integrity** have built a culture of trust and openness within the Goaco network.

### Unity

We **recognise** the **power** of **diversity** and difference in a **team** to learn and grow as individuals and an organisation.

### Respect

Respecting others **boundaries**, opinions and **skill sets** is **important** to us at the core of our **company culture**.

### Excellence

We take pride in delivering **excellence** in everything we do and **expect** the same **passion** and drive from our colleagues.

# Our culture

**Behind every success story, innovation and milestone achieved, there are dedicated individuals who go above and beyond to make it happen.**


One Team


Company Socials


Creating Opportunities



Valuing Diversity


Generating Solutions



Giving Back

# Our social values

## Climate Change

Goaco operates under a Carbon Reductions, Environmental and Sustainability policy and plan, embedding sustainability across its services and deliverables.

## Wellbeing

We support all staff through flexible working arrangements, enabling them to effectively balance professional commitments with family and caring responsibilities.




## Living Wage Employer

Goaco is a Living Wage accredited employer, ensuring fair pay aligned with the real cost of living for UK-based employees.

## Equal Opportunity

Goaco operates under a policy that defines a clear company-wide approach to Equality and Diversity. Inclusion sits at the core of everything we do and is reflected in our policy objectives and company culture.

## Tackling Economic Inequality

We aim to open pathways for individuals who do not traditionally access technology careers. To drive awareness and opportunity, Goaco sponsors youth sports initiatives (Ebbsfleet U15s Football and Aylesford Bulls Girls Rugby) and operates a Cyber Academy.

# Contact us

## Visit our website:

www.goaco.com

## E-mail

General enquiries:
hello@goaco.com

Service Desk (existing customers):
servicedesk@goaco.com

## Telephone

UK Contact number: **+44 333 444 07 90**
(Monday to Friday, 9am – 5.30pm GMT)

UAE Contact number: **+971 45 49 03 05**
(Monday to Friday, 9am – 5.30pm GST)

## Our office locations



**Dartford, UK**
Regus, Admirals Park
Victory Way, Dartford
Kent DA2 6QD



**Dubai, UAE**
Goaco FZE, Office EP23SRT,
25th Floor, Sheikh Rashid
Tower, Sheikh Zayed Rd, Dubai




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