



SERVICES GUIDE

Remove the guesswork with unbiased advice and meaningful data

Consultancy & Advisory Services

Meet the Consultancy & Advisory Team

Our Consultancy & Advisory team bring together strategy, innovation, and technical excellence to deliver connected outcomes.

Unlocking Connected Outcomes through Consultancy & Advisory

Rooted in our heritage of supply chain services, we help organisations move beyond technology procurement — connecting people, innovation, and experiences to drive real-world outcomes, informed by insights from 510 interviews with IT and Line of Business decision-makers.

Through SMART Solutions, Total Experience (TX) frameworks, and responsible innovation, we support every stage of the digital journey — from resilient foundations to human-centred experiences and future-ready operations.



Terry Chana
Chief Technology Officer

I lead XMA's Consultancy & Advisory division, helping organisations transform services in a secure, sustainable, and human-centred way. With 17 years' experience, I connect vision with delivery — making technology meaningful, manageable, and impactful. My passion lies in helping organisations build digital services that empower people, improve experiences, and create lasting value.



Sumit Tank
Head of Consultancy

As Head of Consultancy, I lead a team delivering assessment, advisory, SMART Solutions, and innovation services across sectors. I focus on enabling impactful outcomes through our Stabilise, Standardise and Optimise framework. Every engagement centres around real customer needs — ensuring technology investments create sustainable, measurable results that connect people, services, and operations effectively.



Scott Wright
Head of Pre-Sales

I lead XMA's Pre-Sales team, supporting organisations with strategic advisory and solution architecture across workspace, security, cloud, and data centre technologies. With over two decades of IT Channel experience, including time as a Sales Engineer at a leading security vendor, I combine technical leadership with customer advocacy — ensuring every solution we design aligns to business goals and delivers real-world value.

Our Services Framework

Our proven service methodology, leveraged by some of the UK's largest organisations:

Supply Chain & Fulfilment Services

Unbeatable services to support your pre-delivery and after-sales experience.

[Find out more](#)

1

Consultancy & Advisory

Remove the guesswork with unbiased advice and meaningful data

[Read on to find out more.](#)

2

Professional Services

Unlock value swiftly with comprehensive design and delivery services

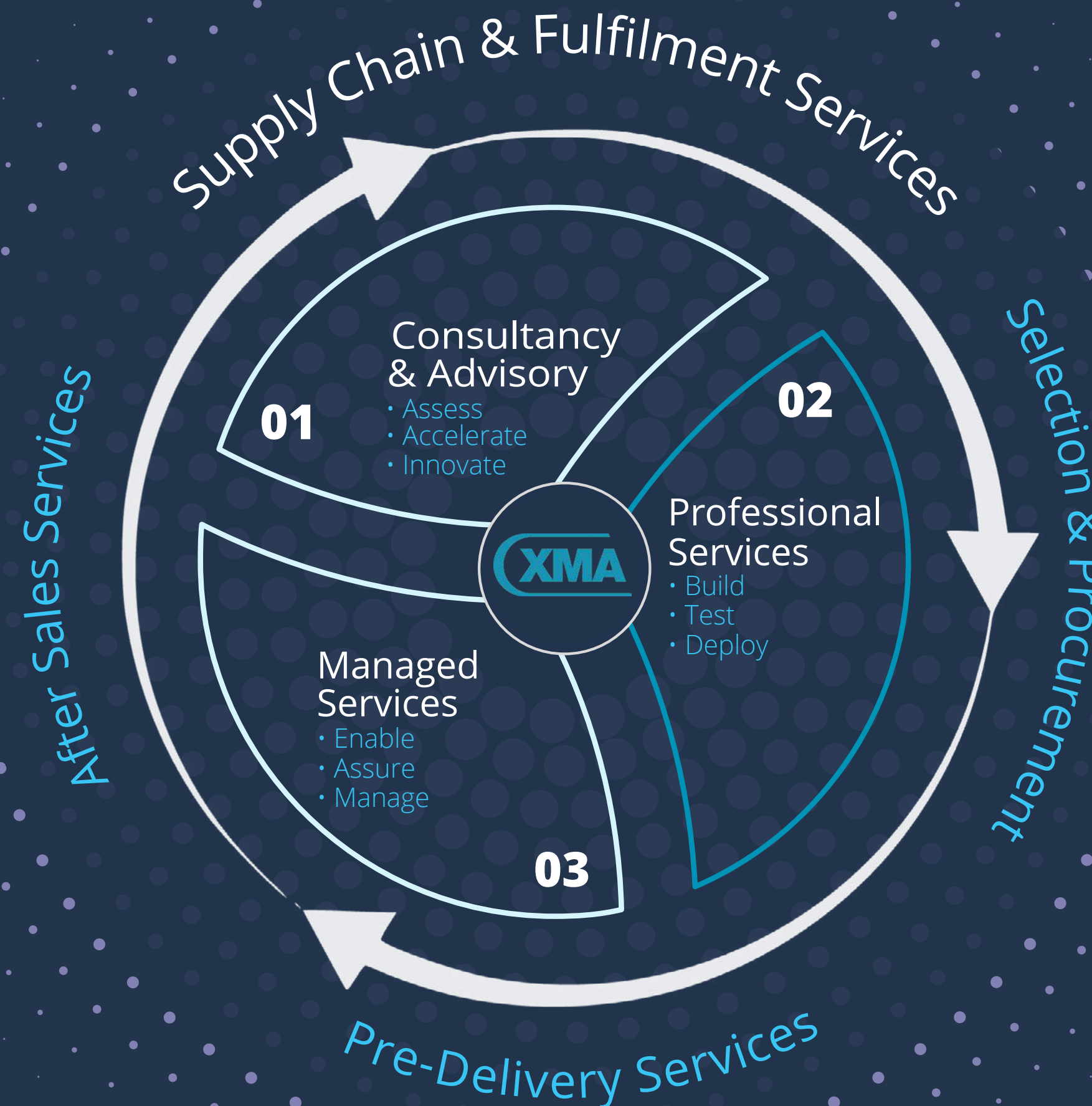
[Find out more](#)

3

Managed Services

Unburden your in-house IT talent with Enable, Assure or Fully Managed Services

[Find out more](#)



Assess

Analyse data-backed insights and calibrate your operations with our Assessment Services.

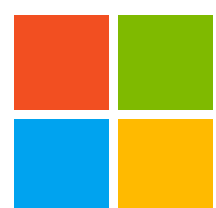
79%



of organisations face security and productivity challenges across their workforce

Core Assessment Services

Efficient end-user device management processes boosts IT security, efficiency, cost-effectiveness and user experience. Discover how we facilitate the seamless transition to the platforms of your choice, enabling you to reap the benefits.



Windows Modern Management

Intune Assessment

Review of security configurations including devices, applications, Intune Application Protection Policies, and third-party integrations.

Windows 11 Readiness

Assessment Hardware compatibility, device selection, application compatibility and packaging, and pilot group(s) discovery.



Apple Readiness Assessment

Apple Readiness Review

Detailed analysis of iOS and macOS device enrolment, deployment, usage, security configuration and authentication.

Apple Optimisation Review

Workflow analysis, process optimisation, deployment and management strategy, lifecycle management, and architecture design review.



Chrome OS Assessments

Chrome OS Readiness Assessment

Hardware, business and collaboration tools, security, directory, and federated services compatibility assessment.

Chrome OS Flex Assessment

Feasibility assessment of repurposing existing Windows or macOS devices, incorporating collection, upcycling and delivery services.

SMART Assessment Services

Enhance efficiency, security, and sustainability with our SMART, secure, manageable, agile, responsible technology services that go beyond the device.



Stabilise

Minimise costs, reduce technical debt, and eliminate inefficiencies.

Smart Device Refresh Assessment

Retire only degraded endpoints to reduce overhead without over-replacing.

Software License Reduction Assessment

Identify unused or underutilised licenses to cut costs and improve compliance.

M365 Security Assessment

Secure your Microsoft 365 estate using best practices to reduce cyber risks.



Standardise

Streamline systems, optimise processes, enhance operational efficiency.

Digital Employee Experience Assessment

Use real-user data to improve productivity and streamline workflows.

Active Directory Security Assessment

Audit and standardise access policies, identity controls, and user provisioning.

Cloud Security Assessment

Harden SaaS platforms and unify cloud security configurations.



Optimise

Enhance capabilities, elevate experiences, invest in ongoing innovation.

M365 Copilot Readiness Assessment

Prepare your digital estate for safe, effective generative AI adoption.

Compromise Assessment

Detect advanced threats and validate cyber resilience across hybrid estates.

Data Security Posture Assessment

Ensure sensitive data is protected as you scale and diversify workloads.

Powering Resilient Cloud & DevSecOps



Cloud Readiness Assessments

Evaluate infrastructure, security, and data readiness for modernisation.



Cloud Cost Optimisation Identify opportunities to reduce cloud spend while maintaining performance.



DevSecOps Assessment

Evaluate DevSecOps maturity, integrate security, reduce software risk.



[Start your Journey](#)

Accelerate

Accelerate your strategic goals with our proven Advisory Services.

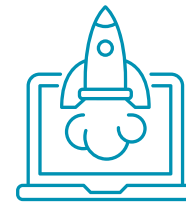
70%



say the best performing organisations in their field put outcomes before technology

Putting Outcomes Before Technology

Our Advisory Services combine strategic insight, technical innovation, and human-centred thinking to unlock sustainable transformation. We help organisations stabilise, optimise, and modernise at every stage of the digital journey.



Modern Management

Streamline device management with Intune and Autopilot. Automate deployments, enhance security, and simplify hybrid provisioning.



Application Modernisation

Reduce legacy app maintenance costs and modernise incrementally. Improve security, flexibility, and user experience across platforms.



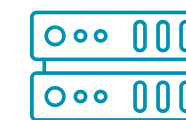
Network Security Modernisation

Expand your security perimeter to cloud and mobile environments. Consolidate technologies with SASE, SD-WAN, and CNAAP.



Virtual Desktop Modernisation

Optimise user experience, scalability, and security. Enable remote workforces with modern, flexible, and resilient virtual platforms.



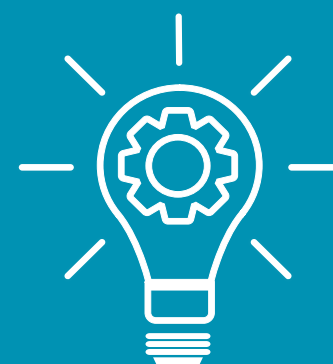
Data Centre Modernisation

Transform traditional data centres. Accelerate deployments, simplify upgrades, reduce impact, and future-proof operations.



Smarter ESG Goals

Optimise technology asset use. Reduce costs, enhance compliance, and embed sustainability into business operations.



Turning Innovation into Business Impact

Our innovation services are designed to unlock business value through AI, hyperautomation, and experience design — driving measurable outcomes across every engagement.

Discover how we turn innovation into impact

[Find out more](#)

Innovate

Boost your competitive advantage with our Innovation Services and Solutions.

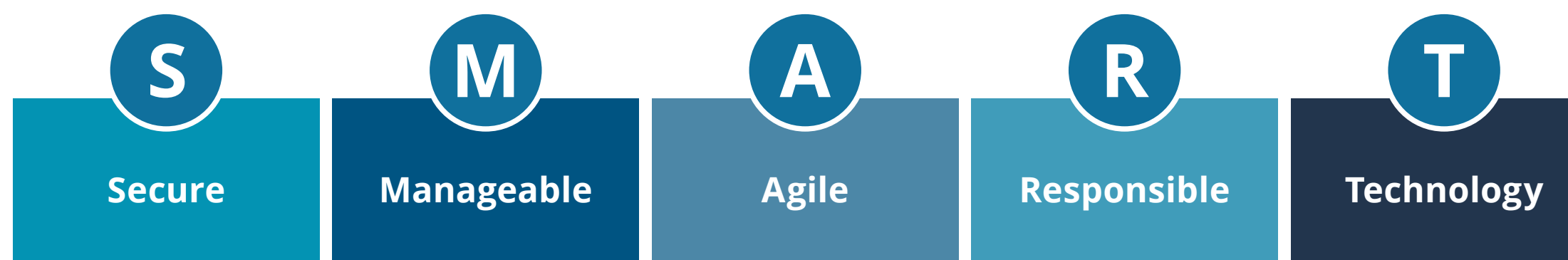
84%



say secure, manageable, agile, responsible technology underpins an excellent experience for all

SMART Solutions: The Bedrock of Total Experience

These solutions lay the foundation for delivering Total Experience (TX)—a connected approach to elevating employee, customer, and citizen journeys. We deliver outcomes through our SMART principles—ensuring technology is Secure, Manageable, Agile, Responsible, and fit-for-purpose:



We support public and private sector organisations with integrated, future-ready solutions that drive measurable outcomes across three core domains:



SMART Workspace

Secure & Engage Your Workforce

- Shift to Zero Trust with identity-first security across hybrid environments.
- Streamline management and boost IT productivity through intelligent IT process orchestration.
- Enhance productivity and collaboration with Digital Experience (DEX) Insights, low-code apps, and AI.



SMART Data

Secure & Unlock the Value of Your Data

- Optimise cloud infrastructure to boost performance, reduce cost, and strengthen security.
- Modernise data centres to drive agility, compliance, and operational efficiency.
- Eliminate data silos by integrating and securing data across platforms and systems.



SMART Buildings

Optimise Building Operations & Experiences

- Connect systems and spaces to unlock real-time insights and optimise performance.
- Enhance safety, sustainability, and resource use with data-driven decisions.
- Elevate occupant experiences through intelligent automation and smart environment design.

Total Experience (TX)

Where Strategy Meets Human-Centred Design

Enabling Connected Experiences

Disconnected employee and customer journeys limit transformation. We believe a great customer experience starts with a great employee experience — helping organisations align technology investments to create connected, human-centred outcomes.



Empower Staff

Drive internal efficiency and workforce agility.

Integrate digital services to streamline operations.

Strengthen skills and collaboration with modern tools and automation.

Build a resilient workforce focused on service excellence.



Empower Customers

Deliver seamless and personalised customer or citizen journeys.

Enable omnichannel engagement across all touchpoints.

Improve satisfaction through real-time service insights.

Build trust with intuitive, human-centred digital experiences.



Enable with Technology

Power innovation with intelligent platforms and security.

Unlock insights with secure, advanced data analytics platforms.

Connect digital services through low-code, cloud-native solutions.

Protect operations using identity-first security and DevSecOps practices.

Total Experience Executive Briefing

Discover how Total Experience (TX) connects staff and service journeys to drive measurable outcomes.

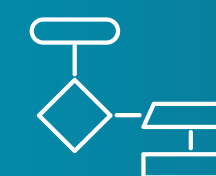
We'll share actionable insights and practical frameworks to move you from siloed operations to connected outcomes.

What's Covered:



Shared Experiences

Align staff and customer journeys for joined-up outcomes.



Hyperautomation

Accelerate operations with intelligent automation across services.



360° Observability

Gain full visibility across systems, users, and outcomes.

Book Today

Artificial Intelligence

Unlocking Responsible AI Innovation

Overcoming the Barriers to AI Success

AI adoption is complex—CIOs face infrastructure, security, and integration hurdles, further challenged by talent gaps. Without the right strategy, investments risk being underused. Our AI service pillars empower organisations to drive secure, scalable, and responsible transformation.



AI-Powered Experience

Enhance employee and customer engagement with AI-driven automation and insights.

- Productivity Assistant
- Customer Support Assistant
- Help Desk Automation



AI-Powered Operations

Optimise decision-making, efficiency, and security through real-time AI analytics.

- Situational Awareness
- Predictive Maintenance
- Operational Efficiency



AI-Powered Discovery

Leverage AI to extract insights, predict trends, and drive innovation.

- Advanced Data Insights
- Predictive Modelling
- Trend Analysis



Artificial Intelligence Executive Briefing

“AI is at the top of every C-level leader’s agenda, yet 85% of AI projects fail. Our executive briefing helps demystify AI and explore its potential applications in your organisation.”

Terry Chana, Chief Technology Officer
Join our complimentary 60-minute workshop.

[Book Today](#)

Why XMA?



Homegrown

We are a private, family run UK-based business.



Award-winning

We are a national award-winning IT reseller.



Public sector approved

We hold status on 25+ procurement frameworks.

[VIEW OUR FRAMEWORKS](#)



Right-sized

We can provide and tailor service solutions for any size project, while maintaining a personal experience for every customer.



Established

We have served thousands of customers over 35+ years in business.



Partner accredited

We have an unrivalled partner accreditation portfolio that means customers have access to best-in-class solutions, always.

With XMA's outcomes-focused philosophy we can make sure that every solution you implement is in alignment with your organisation's goals, and that you have the support you need at every stage of the process.

Find your headspace with XMA Services. Let us take care of your day-to-day so you can focus on your future.

Get in touch to discuss your IT service needs.

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www.xma.co.uk

Sources:

Insights based on 510 interviews conducted by XMA with IT and Line of Business decision-makers across UK organisations

Crown
Commercial
Service
Supplier

INVESTORS IN PEOPLE
We invest in people Standard

disability
confident
EMPLOYER

