



G-Cloud 13 Amazon Web Services EMEA SARL, UK Branch (AWS) – AWS Professional Services Service Definition Document

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1. Introduction

This document provides the service definition for the AWS Professional Services (ProServe) service offering as provided by Amazon Web Services EMEA SARL, UK Branch (AWS) in the G-Cloud 13 framework catalogue.

2. 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 descriptions 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:

- Cloud Compute Infrastructure Services (Lot 1 & 2)
- VMware Cloud on AWS (Lot 1)
- Professional Services (Lot 3)
- Support Services (Lot 3)
- Training Services (Lot 3)
- AWS Managed Services (Lot 3)

For a list of all AWS Digital Marketplace Service IDs, please contact an AWS account representative through aws-gcloud@amazon.com.

This AWS Professional Services Service Definition document describes the key features for each of the different Professional Services available to Customers on G- Cloud 13. Each Professional Service has its own unique Digital Marketplace Service ID listing. Notwithstanding that AWS has combined its Professional Services service descriptions into a consolidated document for ease of review by Customers, in order to access the engagements 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 13 Call-Off Contract.

Once the parties have executed a Call-Off Contract including Professional Services, the parties would agree and execute one or more Statement(s) of Work (SOW) that would specifically detail the chosen Professional Service and define the scope and pricing for that particular engagement.

AWS would recommend that Buyers list all Professional Services Digital Marketplace Service ID's in its Call-Off Contract to enable the option to procure various Professional Services flexibly during the term.

3. AWS Professional Services (ProServe)

The journey to the cloud is a journey to business results. While every organization's path will be unique, there are common patterns, approaches, and best practices that can be leveraged throughout. We have in-depth understanding of what it means to move to the cloud and have helped hundreds of enterprise customers and government institutions achieve their business goals at every stage of AWS adoption. Operating in 20 countries, we have the global scale and industry expertise to support your organization.

- **Advisory:** Achieve organizational change and tangible business outcomes from adopting the AWS Cloud.

- **Analytics:** Modernize your data infrastructure and get the most value from your data by using AWS services.
- **Application Migration:** Automate and accelerate the migration of applications to AWS.
- **Application Modernization:** Innovate, increase business agility, and reduce costs by refactoring, rearchitecting, and modernizing your applications, including legacy mainframe applications.
- **Artificial Intelligence & Machine Learning:** Leverage machine learning and data science expertise and best practices to accelerate business transformations.
- **Blockchain:** Build incentive models that benefit everyone with blockchain networks.
- **Contact Centre:** Accelerate the migration of legacy contact centre infrastructure to the AWS cloud with Amazon Connect.
- **DevOps:** Accelerate DevOps by leveraging automation, Continuous Integration and Continuous Delivery, and engineering best practices.
- **End User Computing:** Deploy cloud desktop services for any number of users while maintaining scalability, accessibility, and security.
- **High Performance Computing:** Use High Performance Computing to increase the speed of research and reduce time-to-results for resource intensive workloads.
- **Internet of Things:** Connect devices to the AWS Cloud by leveraging purpose-built managed services for IoT.
- **Management & Governance:** Deploy automated, robust, agile IT operations and governance capabilities optimized for the cloud.
- **Purpose-built Databases:** Choose and deploy the right AWS purpose-built database service to meet your application's unique requirements for functionality, performance, and scale.
- **Security, Risk and Compliance:** Develop the confidence and technical capability to migrate your most sensitive workloads to the AWS Cloud.

AWS Professional Services provides global specialty practices to support your efforts in focused areas of enterprise cloud computing. Our Professional Service specialty practices deliver targeted guidance through best practices, frameworks, tools, and services across solution, technology, and industry subject areas. Their deep expertise helps you take advantage of business benefits available with the AWS Cloud.

3.1. AWS Cloud Adoption Framework (AWS CAF)

Each organization's cloud journey is unique. To succeed in your transformation, you will need to envision your desired target state, understand your cloud readiness, and adopt an agile approach to closing the gaps. The AWS Cloud Adoption Framework (AWS CAF) is a mechanism for establishing a shared mental model for cloud transformation that leverages AWS experience and best practices to enable customers, field, and partner teams to identify and prioritize transformation opportunities, evaluate and improve cloud readiness, and iteratively evolve transformation roadmaps. Key business outcomes include reduced business risk, improved environmental, social and governance (ESG) performance, as well as increased revenue and operational efficiency.

The Cloud Adoption Framework has four key benefits:

1. **Reduce business risk:** Lower your risk profile through improved reliability, increased performance, and enhanced security.
2. **Improve environmental, social, and governance performance:** Leverage insights to improve sustainability and corporate transparency.
3. **Improve User Experience:** Create new products and services to reach citizen customers in new ways.
4. **Increase operational efficiency:** Reduce operating costs, increase productivity, and improve employee and customer experience.

The AWS CAF identifies four Transformation Domains that help customers accelerate their business outcomes.

1. **Technology transformation** focuses on leveraging cloud to migrate and modernize legacy infrastructure, applications, and data and analytics platforms.
2. **Process transformation** focuses on digitizing, automating, and optimizing business operations. This may include leveraging new data and analytics platforms to create actionable insights or using machine learning (ML) to improve customer service experience, employee productivity and decision-making, business forecasting, fraud detection and prevention, industrial operations, and the like.
3. **Organizational transformation** focuses on reimagining the operating model; how business and technology teams orchestrate their efforts to create customer value and meet organizational strategic intent. Organizing teams around products and value streams while leveraging agile methods to rapidly iterate and evolve may help organizations become more responsive and customer centric.
4. **Product transformation** focuses on reimagining the business model by creating new value propositions (products, services) and revenue models. Doing so may help organizations reach new customers and enter new market segments.

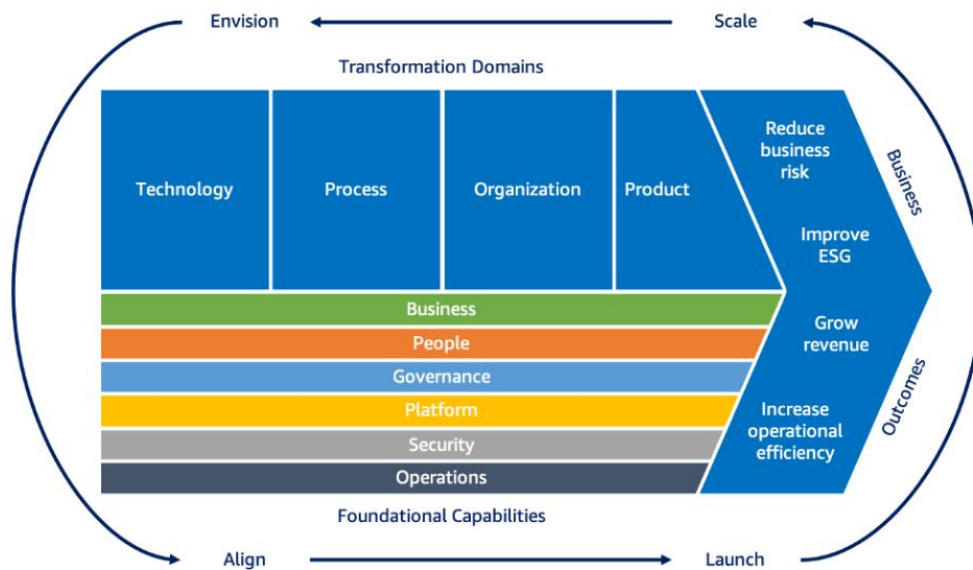


Figure 1 - The cloud transformation value chain

Transformation domains are enabled by a set of foundational capabilities which provide best practice guidance that helps customers improve their cloud readiness (their ability to effectively leverage cloud to digitally transform). AWS CAF groups its capabilities in six perspectives: Business, People, Governance, Platform, Security, and Operations. Each perspective comprises a set of capabilities that functionally related stakeholders own or manage in their cloud transformation journey.

1. **Business perspective** helps ensure that customers cloud investments accelerate their digital transformation ambitions and business outcomes. Common stakeholders include chief executive officer (CEO), chief financial officer (CFO), chief operations officer (COO), chief information officer (CIO), and chief technology officer (CTO) or public sector equivalents.
2. **People perspective** serves as a bridge between technology and business, accelerating the cloud journey to help organizations more rapidly evolve to a culture of continuous growth, learning, and where change becomes business-as-normal, with focus on culture, organizational structure, leadership, and workforce. Common stakeholders include chief information officer (CIO), chief operating officer (COO), chief technology officer (CTO), Chief Human Resources Officer (CHRO), cloud director, and cross-functional and enterprise-wide leaders or public sector equivalents.
3. **Governance perspective** helps customers orchestrate their cloud initiatives while maximizing organizational benefits and minimizing transformation-related risks. Common stakeholders include chief transformation officer, chief information officer (CIO), chief technology officer (CTO), chief financial officer (CFO), chief data officer (CDO), and chief risk officer (CRO) or public sector equivalents.
4. **Platform perspective** helps customers build an enterprise-grade, scalable, hybrid cloud platform, modernize existing workloads, and implement new cloud-native solutions. Common stakeholders include chief technology officer (CTO), technology leaders, architects, and engineers.
5. **Security perspective** helps customers achieve the confidentiality, integrity, and availability of their data and cloud workloads. Common stakeholders include chief information security officer (CISO), chief compliance officer (CCO), internal audit leaders, and security architects and engineers or public sector equivalents.
6. **Operations perspective** helps ensure that cloud services are delivered at a level that meets the needs of the business. Common stakeholders include chief technology officers (CTOs), architects, developers, and operations team members or public sector equivalents.

The AWS CAF recommends four iterative and incremental phases.

1. **Envision phase** helps customers identify and prioritize transformation opportunities across four domains: Technology, Process, Organization, and Product. This phase may be delivered as a facilitator-led AWS CAF Envisioning workshop. Associating your transformation initiatives with key stakeholders and measurable business outcomes will help you demonstrate value as you progress through your transformation journey.
2. **Align phase** helps customers identify capability gaps and cross-organizational dependencies. Doing so will help you create strategies for improving your cloud readiness, ensure stakeholder alignment, and facilitate relevant organizational change management activities. This phase may be delivered as a facilitator-led AWS CAF Align workshop.

3. **Launch phase** helps customers deliver pilots in production and demonstrate incremental business value. Pilots should be highly impactful and when successful they will influence future direction. Learning from pilots will help you adjust your approach before scaling to full production.
4. **Scale** helps customers expand pilots and ensure that the business benefits are realized and sustained. Expand pilots and business value to desired scale and ensure that the business benefits associated with your cloud investments are realized and sustained

More information can be found [here](#).

3.2. Accelerate Your Cloud Adoption Strategy

AWS Enterprise Accelerators are packaged service offerings designed to help enterprise customers rapidly develop key capabilities for cloud projects.

Led by our experienced consultants, supported by our proven delivery methodology, and guided by principles in the AWS Cloud Adoption Framework, AWS Enterprise Accelerators offer a fast path to success for specific cloud objectives.

3.2.1. Benefits

- **Experienced Advisor:** Experienced AWS Professional Services consultants facilitate execution of each AWS Enterprise Accelerator
- **Best Practices from AWS:** AWS Professional Services consultants share guidance, best-practices, and architectural patterns directly from AWS.
- **Proven Delivery Framework:** Structured approach to planning, designing, and implementing AWS services and solutions based upon the AWS Cloud Adoption Framework.
- **Accelerate Time to Results:** AWS Enterprise Accelerators are designed to help rapidly achieve specific objectives and improve your time to value with cloud initiatives.



Figure 2 - AWS Professional Services benefits

3.2.2. Portfolio of Enterprise Accelerators

Each of the ProServe portfolio of offerings listed below is described in more detail in the Digital Marketplace. Each Service Offering describes the service features and benefits. Pricing information is included in the associated pricing document.

- AWS Cloud Services (AWS ProServe)
- Big Data and Data Science Cloud Services (AWS ProServe)
- Blockchain Services (AWS ProServe)
- Building GxP Compliance On AWS (AWS ProServe)
- Business Transformation and Cloud Adoption Services (AWS ProServe)
- Cloud Application Modernisation (AWS ProServe)
- Cloud Architect (AWS ProServe)
- Cloud Contact Centre Services (AWS ProServe)
- Cloud Database Services (AWS ProServe)
- Cloud End User Computing (AWS ProServe)
- Cloud Enterprise Architecture (AWS ProServe)
- Cloud Innovation Services (AWS ProServe)
- Cloud Kickstarter for AWS (AWS ProServe)
- Cloud Migration Services (AWS ProServe)
- Cloud Operations Services (AWS ProServe)
- Cloud Security Services (AWS ProServe)
- Container Services (AWS ProServe)
- DevOps, Continuous Integration (CI) and Continuous Delivery (CD) Cloud Services (AWS ProServe)
- Front End Web Services (AWS ProServe)
- Genomics on AWS (AWS ProServe)
- IOT Cloud Services (AWS ProServe)
- Landing Zone for Regulated Environments (AWS ProServe)
- Machine Learning (ML) and Artificial Intelligence (AI) Cloud Services (AWS ProServe)
- Media Capture, Processing, and Storage Services (AWS ProServe)
- Rapid GxP Compliant Apps on AWS (AWS ProServe)
- SAP on AWS – Cloud Services (AWS ProServe)
- Serverless Services (AWS ProServe)
- ServiceNow on AWS Cloud (AWS ProServe)
- Store Protect and Optimise (SPO) Your Healthcare Data (AWS ProServe)

3.3. Service Constraints

- Buyers must have an active AWS Account ID number to purchase this Service. To receive AWS Professional Services, Buyers must enter into a Statement of Work (SOW) for each specific project, which will describe the project.
- Staffing of an engagement can take at least two (2) weeks and up to six (6) weeks after signatory of Call-Off Contract and SOW. Staffing for an engagement may be longer than six (6) weeks if Buyer requests AWS to undergo additional vetting or clearance. Any non-standard vetting requests (such as the Baseline Personal Security Standard (BPSS) check or other enhanced staff security check) will be expressly described in the relevant SOW prior to execution.
- AWS provides Professional Services on a time and materials (daily rate) basis only, using the standard daily rates (for 8 hour days exclusive of travel and lunch during the working week – Monday to Friday excluding Bank holidays) included in the Amazon Web Services EMEA Sarl Professional Services Pricing Document available on the Digital Marketplace. Buyer is responsible for managing all project timelines and determining the level of involvement requested from AWS. The minimum contract period is at least one week for any Call Off Agreement.
- For Professional Services hours worked outside standard daily framework hours, a rate card multiplier will be applied on a time and materials basis according to section 2.1 of the Amazon Web Services EMEA Sarl Professional Services Pricing Document available on the Digital Marketplace.
- AWS provides general consulting and advisory services only (for example, high-level analysis, design, and planning) and not production-ready code or operations services.
- AWS Professional Services are limited to engagement scopes where AWS does not have, and will not need, access to Buyer Personal Data to perform the services. AWS will not provide any Professional Services where Buyer Personal Data will be accessed. Buyer is responsible for ensuring no Buyer Personal Data is provided or made accessible to AWS Professional Services staff during the course of service delivery.
- Buyer will provide AWS with appropriate access to personnel, documentation, systems, and facilities in connection with the Professional Services.
- Some Professional Services may be provided on-site at the Buyer's facilities, as may be agreed by AWS in any order resulting from a Call-Off. All other Professional Services will be provided remotely or at such other locations as may be agreed upon by AWS and the Buyer.
- Any sample code, scripts, templates, proofs of concept, documentation, and other items provided by AWS during the course of a Professional Services engagement are "AWS Content" as defined in the Supplier Terms and/or AWS Service Terms and are provided for illustration purposes only. All such AWS Content is provided solely at the option of AWS, and is subject to the Supplier Terms and/or the AWS Service Terms. Buyer is solely responsible for deploying, testing, and supporting any AWS Content provided by AWS during the engagement.
- AWS Services will not include any Project Specific IPRs or Background IPR that could be embedded in any potential Project Specific IPR.
- AWS is not creating any software for the Buyer.



- AWS is not required to provide any third-party software, applications, libraries, data, tools, technology, or other Third Party Content as defined in the Supplier Terms and/or AWS Service Terms during a Professional Services engagement. Buyer is solely responsible for procuring all Third Party Content that Buyer intends to access or use in connection to its use of the AWS Services. AWS is not required to perform any business application development in connection with the Professional Services engagement.
- In case a Call-Off Contract and underlying SOW is terminated, Buyer will pay AWS for any Professional Services already performed or in-progress, and expenses incurred through the effective date of the termination.