



**NODE4**

# G-CLOUD 14

User Research and  
Discovery

CHANGE CLIENTS CAN FEEL AT EVERY LEVEL

# ABOUT THE SERVICE

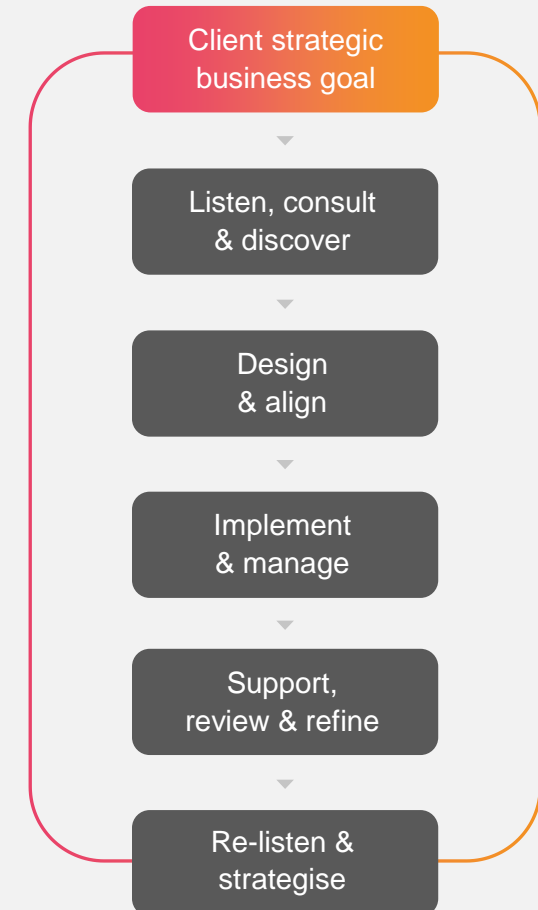
The User Research and Discovery service is designed to deeply understand business challenges through a blend of quantitative and qualitative research methods, delivering actionable insights for product design and improvement. It aims to enhance usability, functionality, and overall user experience by analysing business processes, user interactions, and market conditions.

Key features include employing diverse research methodologies, comprehensive analysis of business issues, evaluation of user needs, competitor and market analysis, and strategic alignment assessments. The service provides in-depth reporting on findings, offering recommendations and strategic action plans.

Benefits of this service include gaining a thorough understanding of business challenges, enhancing decision-making through data-driven insights, informing product development with a focus on user needs, identifying operational improvements, supporting strategic planning with market insights, aligning designs with business goals, preparing organisations for change, reducing project complexity risks, and facilitating usability and functionality enhancements.

However, the service has constraints, including the need for timely access to data and stakeholder participation, reliance on clear communication and participant engagement, limitations posed by data availability and privacy regulations, and the capacity for implementing changes. Additionally, the dynamic nature of market conditions and user expectations may affect the findings' relevance over time, requiring continuous review and adaptation.

ON A JOURNEY TO CHANGE, WITH YOU



WORKING TOGETHER TO ACHIEVE YOUR GOALS

# NODE4 ASPIRE FRAMEWORK

A delivery framework built for innovation and value creation.

Node4's ASPIRE Framework delivers a consistent customer journey across all our delivery practices and outlines our approach to delivering end-to-end, secure and transformative services.

A

Assessments &  
Advisory

S

Strategy  
& Business Case

P

Design  
& Planning

I

Implementation,  
Testing & Go Live

R

Handover  
to Run

E

Service Evolution  
& CI/CD

One Transformation Journey – Many Pathways to Discover

# ADVISORY

## Analysis and Strategy

Business Value  
Assessment

Strategic Context  
and Problem  
Analysis

Digital Service  
Design

Strategy  
Consulting

Business Case  
Development

## Plan and Implement

Solution  
Architecture

Architecture-as-  
a-Service

Assuring Project  
Success

Embedding  
Business Change

Change  
Management

Project  
Management as  
a Service

User Research  
and Discovery

Requirements  
Lifecycle  
Management

## Run and Evolve

# CLIENTS

1800 CLIENTS, 1800 INDIVIDUAL STORIES OF CHANGE. HERE ARE JUST A FEW

 Foreign, Commonwealth & Development Office	 Ministry of Defence	 Ministry of Justice	 Department for Environment Food & Rural Affairs	 UK Export Finance
 Department for Levelling Up, Housing & Communities	 Homes England	 SSRO Single Source Regulations Office	 NHS Digital	 UKSBS Shared Business Services
	 Leicestershire Police Protecting our communities	 Cheshire East Council	 West Midlands Combined Authority	 CareQuality Commission
 Locala Health & Wellbeing	 Ofsted raising standards improving lives	 HS2	 HM Land Registry	 acas working for everyone

# CHANGE THAT MATTERS

We empower public and private sector organisations by delivering positive outcomes through technology and innovation.

Harnessing our knowledge, passion and talent we help our clients reach their full potential.

**We call it change that matters.**



# THE JOURNEY SO FAR...

## 2004 - 2014

### THE EARLY YEARS

Founded in 2004  
By Andrew Gilbert  
Opened 3 data centres  
LETN acquisition

## 2017 - 2018

### DEVELOPING PUBLIC CLOUD

N4Stack Launched  
covering public  
cloud, data &  
DevOps  
HSCN achieved

## 2020

### PANDEMIC RESPONSE

Launched N4Engage  
COVID-19 Response  
Launch of SD-WAN

## 2022

### LOOKING TO THE FUTURE

risual acquisition  
Tisski acquisition  
Launched Azure  
Hybrid Cloud  
Great Place to Work 3  
years in a row

## 2015 - 2016

### BUILDING SOLID FOUNDATIONS

Bowmark Investment  
Premier IT & Reconnix  
acquisition

## 2019

### ACQUISITION SUCCESS

Secura acquisition  
Employee Experience  
Awards winner

## 2021

### EVEN MORE GROWTH

Starcom acquisition  
TNP acquisition  
MS Azure Expert MSP  
Providence Investment

## 2023

### THE FUTURE IS HERE

TNP, risual, Tisski and core  
Node4 teams join together  
BizApps and Power Platform  
capability rollout  
Microsoft Inner Circle status  
acquired through Tisski  
ThreeTwoFour acquisition

# IT'S OUR CULTURE THAT MAKES A REAL DIFFERENCE TO YOU

Each of our employees is fuelled by a passion for technology and what it can do to make your organisation grow.

We're vibrant, passionate and united by a dedication to delivering exceptional service as a standard, not only to our clients, but to each other too.

We're proud of our culture and have ranked as one of the UK's best places to work for 4 years in a row.

When it comes to ESG, our actions speak for themselves.

## TECH ZERO

In April 2023, Node4 signed up to Tech Zero, a group of technology companies that have joined together to fight the climate crisis

## UNITED NATIONS SUSTAINABILITY DEVELOPMENT GOALS

We're continually working to align our CSR strategy and activities with the United Nations's 17 Sustainable Development Goals (SDGs) at both a local and national level.





# WHY PARTNER WITH US?

1



## PROVEN

20 years delivering outcomes as the IT partner of choice for over 1800 organisations

2



## CAPABLE

Utilising our expertise & knowledge from the highest IT accolades & accreditations to deliver innovative technology solutions

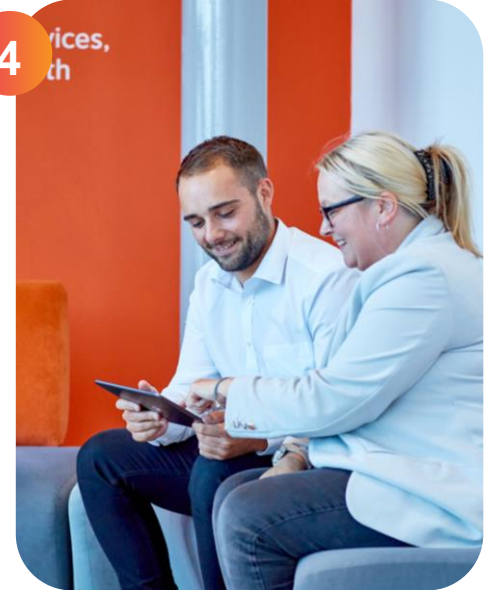
3



## SCALE & AGILITY

We are big enough to deliver yet agile enough to care, always ensuring exceptional service comes as standard

4



## WE DELIVER

Everything we do is developed & executed with your outcomes in mind to ensure we deliver change that matters

# NODE4 CAPABILITIES

