Digital Strategy & Consultancy Services

Service Definition Document

G-Cloud 14

morson EDGE

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Morson Edge provides public sector organisations with high-impact technical consultancy across a diverse spectrum of technology services. By maximising efficiency, catalysing innovation, and unlocking new opportunities for value creation, we continue to empower the transformation of future-ready public services.

Service Definition for Digital Strategy and Consultancy Services

Morson Edge's Digital Strategy and Consultancy Services enable public sector organisations to align their digital efforts with wider organisational objectives – enhancing efficiency, security, scalability, and innovation.

- **Comprehensive analysis:** Morson Edge works in close partnership with Framework Buyers to understand their existing technology stack. This analysis enables us to develop a learned and authentic understanding of Framework Buyers' strengths, weaknesses, opportunities, and threats.

- **Road-mapping:** Using the output of our comprehensive analysis, Morson Edge develops a digital strategy roadmap which clearly outlines the objectives, and actionable steps that will achieve the Framework Buyer goals.

- **Customer-centric approach:** Morson Edge always prioritises the customer experience. We help Framework Buyers to better understand customer needs, preferences, and pain points so that we can shape strategies that resonate with the target audience and promote positive acceptance and adoption.

- **Data-driven decision-making:** Morson Edge's Digital Strategy and Consultancy Services integrate data-driven decision-making throughout the planning, execution, and evaluation phases, enabling Framework Buyers to leverage data as a strategic asset.

- **Agile iteration:** Morson Edge works with Framework Buyers to ensure that digital strategies are agile and adaptable. This allows for rapid implementation and iteration based on real-time user/ stakeholder feedback, performance metrics and changing demands. To ensure that this approach is successful, Morson Edge establishes a framework where key decision makers have the authority, understanding and bandwidth to authorise change.

- **Risk mitigation:** Morson Edge helps organisations to navigate some of the potential risks and challenges associated with digital initiatives, such as data protection, cyber security threats, and regulatory compliance issues. We develop strategies to ensure mitigation of these risks and legislative compliance.

- **Continuous learning:** Digital strategy is an ongoing process that requires continuous learning and adaptation to stay ahead in a fast-paced digital landscape. Morson Edge provides ongoing support, monitoring, and analysis to identify emerging trends, technologies, and new opportunities for innovation.

Morson Edge's Digital Strategy and Consultancy Services are provided at the day rates cited within our Pricing and SFIA documents.

Service Features

- Collaborative development of tailored digital strategies.
- Creation of detailed roadmaps to achieve digital transformation goals.
- Robust stakeholder engagement to gather insights for strategy formulation.
- Identification and assessment of gaps in existing technology infrastructure.
- Comprehensive data analysis to inform and refine the digital strategy.
- Mitigation of potential risks associated with digital initiatives.
- User-centric design to improve adoption and engagement.
- Guidance and support for delivering positive organisational change.
- KPI reporting to track progress and optimise strategy implementation.
- Development of governance frameworks and compliance strategies.

Service Benefits

- Enhanced operational efficiency through streamlined processes and automated workflows.
- Improved outcomes through alignment in strategic priorities and digital efforts.
- Prioritisation of digital initiatives that contribute to organisational objectives.
- Increased engagement through seamless, personalised, intuitive user experiences.
- Cost savings through increased efficiency and reduced overheads.
- Transformed organisational agility, adaptability, and resilience.
- Faster innovation through the modernisation of IT infrastructure.
- Implementation of mitigation measures to safeguard against risks.
- Creation of a culture of continuous improvement, learning, and adaptation.

Information Assurance

Morson Edge's information assurance capabilities support both our internal requirements for appropriate security controls and those of our customers. Our diverse portfolio of projects and customers mean that we have extensive experience in working with information and systems at all impact levels (IL 0 to IL 6+). We are a Cyber Essentials Plus certified organisation.

Data Restoration / service migration

We assist our customers in the migration of data from legacy solutions to new cloud solutions.

On-boarding and off-boarding processes / scope

Morson Edge agrees specific on/ off-boarding processes for all work packages. Agreed processes are always tailored to the individual requirements of the assignment in question. Requirements are clearly defined with the relevant customer stakeholders in order to ensure the effective transition of individuals or teams alongside the management of data, assets, corporate memory and operational integrity.

Pricing overview

Please refer to Morson Edge's Pricing and SFIA documents.

Combination pricing

Morson Edge can provide multiple services in scope of G-Cloud Support Services. Our services can be bought separately or together. Combination pricing is offered accordingly.

Service management

A Service Account Manager is allocated to each customer assignment. This individual is responsible for overseeing the services in scope of the assignment. This individual closely monitors the assignment's progress, ensuring that any risks or issues are managed appropriately to ensure that all activities are delivered in accordance with the agreed assignment scope, key deliverables and timeframes. Through structured customer relationship management, our Account Manager remains in regular contact with the customer to ensure their satisfaction with Morson Edge's services.

Service constraints

Bespoke services, such as those in scope of G-Cloud 14, Cloud Support Services, are not subject to specific service constraints.

Service levels

Morson Edge recommends that we enter into performance-based Service Level Agreements with each of our customers. The implementation of bespoke service levels represents the positive obligation of both parties to deliver a mutually beneficial partnership which supports end user activities and facilitates effective measurement and monitoring of the assignment. Due to the diversity of services in scope of G-Cloud 14, Cloud Support Services, service levels must be closely tailored to each assignment. Agreed service levels form part of the Call-Off agreement which renders us contractually bound to deliver the agreed service levels.

Recompense model

Financial recompense for the services in scope of G-Cloud 14, Cloud Support Services, are related to the actual losses incurred as a result of specific engagement issues. Financial penalties must be aligned to the assignment in question, with the agreed financial recompense model included within the Call-Off Agreement.

Training

Wherever possible, Morson Edge ensures an effective knowledge and skills transfer from the consultant(s) to the customer. This empowers the customer and ensures the ongoing efficiency of the assignment and full embedding of the new system/service.

Ordering and invoicing

Morson Edge is an approved and accredited supplier to multiple government frameworks. We are used to working with customers to agree tailored ordering and invoicing processes. Typically, a purchase order is issued following the customer's confirmation of the purchase of a service and the signing of the Call-Off contract. Accompanying single or consolidated electronic invoices are issued with an authorised statement from the customer which confirms

the number of units worked/charged for and the customer's satisfaction with the work undertaken and delivered. Payment terms are 30 days from receipt of invoice.

Termination terms

Morson Edge's standard terms and conditions include clauses which facilitate contract termination by either the consumer or the supplier.

By the consumer	By the supplier
Termination can commence without notice in the event of a customer citing dissatisfaction with the service provided and the issue not being rectified within an agreed timeframe, or in the event of a material breach of contract.	In the unlikely event that Morson Edge was to withdraw from G-Cloud 14, Cloud Support Services, a minimum 30 days' notice would be served. Ongoing assignment commitments would be maintained through to completion in accordance with the terms of the Framework Agreement.

Customer responsibilities

Customer responsibilities are closely aligned to the assignment and as such, these must be discussed and agreed with the customer prior to the commencement of the assignment. All responsibilities are clearly cited within the Call Off contract.

Technical requirements / service dependencies

The technical requirements / service dependencies for the services offered under G-Cloud 14, Cloud Support Services, are specific to each Call-Off. Such detail must be discussed and agreed with the Customer prior to the commencement of the assignment.

Trial services

In the event that a customer wishes to engage Morson Edge's services on a trial basis, we will work with the Customer to agree an appropriate trial period.

Social Value Commitment: Supporting the government's 25-Year Environmental Plan (25YEP)

Morson Edge is an ISO 14001 accredited business which has the correct processes, procedures, and systems in place to manage environmental issues – enabling us to effectively support the Government's 25-Year Environment Plan (YEP) and Environmental Improvement Plan (EIP) by matching improvement initiatives with targets to measure progress. Over the years, we have continued to challenge our ability to reduce the impact that our business operations have upon the environment as we work towards our target of Net Zero by 2030.

Adapting to climate change	Minimising waste
Reducing our carbon footprint and working towards Net Zero by 2030 requires a multi-faceted approach. Morson Edge is committed to reaching this target by reducing energy consumption, investing in renewable energy sources, deploying hybrid/ electric vehicle fleets, promoting hybrid working, sustainable procurement, and carbon off-setting.	Environmentally sound waste management and recycling facilities are available at all Morson Edge offices, and we divert all non-recyclable waste for energy processing. This helps reduce reliance on fossil fuels, generates renewable energy, and minimises the environmental impacts associated with waste disposal, in accordance with the priorities of the 25YEP.
Enhancing biodiversity	**STEM focus**
As part of the Morson Group, Morson Edge partners with Treeapp to support its reforestation efforts. We always identify suitable planting sites based on ecological considerations and select tree species that are well-adapted to the local environment, to maximise their ability to support biodiversity protection in the community.	The Morson STEM Foundation continues to change lives by creating new pathways into education and training. With participants developing a deeper understanding of environmental issues and the scientific principles underlying them, through STEM education, communities can build a more environmentally conscious and resilient future.
Sustainable procurement	**TOMs Framework**
Morson Edge always endeavours to work with local suppliers, and we proactively target SMEs and minority owned suppliers to promote diversity and sustainability in the supply chain within local communities.	We consistently demonstrate our commitment to local environmental objectives by transparently reporting on environmental initiatives using the National TOMs Framework for measuring Social Value.

Contact

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