Unlock extraordinary results.

Structured Innovation

G-Cloud 14 Service Definition Document

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Credera is a digital consultancy that helps leading brands unlock extraordinary results
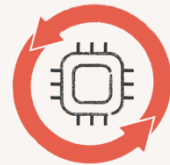
We help our clients across five main areas

STRATEGY

We help organisations to build a strategy that delivers them the results they need to create and sustain their competitive advantage

TRANSFORMATION

We help organisations change the way they succeed in operations, technology, strategy, and innovation to ignite business results

CLOUD

We help organisations to harness the benefits of the cloud, to enable tangible business outcomes, through strategy, architecture, delivery, and optimisation

DATA

We help organisations transform the way they work by exploiting the power of their data and applying practical data approaches

ENGINEERING

We help organisations to deliver technology platforms, taking a holistic approach that addresses tech, process, and structure to make a lasting impact

Our teams bring deep capabilities in five core disciplines, and many of our client engagements span multiple areas of focus

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CAPABILITIES

Credera's capabilities span the disciplines of management consulting, user experience, data, AI and technology solutions

MANAGEMENT CONSULTING

We partner with clients to define and implement strategies and modern operating models that enable high performance and sustainable growth.

eCOMMERCE

We help our clients go beyond a functioning consumer website by leveraging a dynamic strategy, robust implementation, and actionable optimisation.

INNOVATION

We help companies to innovate better by applying a structured approach that spans the stages of the innovation journey.

AI

Our proven offerings dramatically accelerate our client's journey to building a data culture.

EXPERIENCE DESIGN

We craft distinctive experiences that connect our clients to their customers so both sides better understand each other and achieve their goals efficiently.

CLOUD

We help clients plan their cloud journey, build cloud-native solutions, transform operating norms, modernise and optimise apps, and prepare teams to support it.

MARTECH

We help our clients implement, customise, and activate technology that powers profitable and harmonious cross-channel experiences.

DATA

We help clients capture and refine their data to optimise business value through improving efficiency and accelerating decision making.

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We partner with leading platforms and providers

Our global partnerships industrialise our consulting offering and accelerate our clients' dynamic customer experience (DCX) ambitions

We bring deep public sector experience

Our team has helped organisations of all sizes across the public sector with initiatives spanning strategy, transformation, cloud, data, and engineering

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Our Service Offerings

Data

Analytic Data Product Engineering	Data Warehouse Modernisation
Cloud Data Transformation	Realtime Analytics Platform Development
Cloud Data Platform Governance, Privacy	Data Pipeline Development & Deployment (DataOps)
Data Analytics Transformation	Data Analytics Delivery
Data and Analytics Maturity Assessments	Data Visualisation
Data Engineering	Machine Learnings Model Development and Deployment (MLOps)
Data Management Capabilities Review	
Data Mesh Transformation	

Data Platform

Data Platform Service
GCP Platform Engineering
AWS Data Platform Engineering
Azure Data Platform Engineering
Microsoft Fabric
AWS Data Zone/Lake Formation

Data Mesh Transformation

Data Migration

Data Capability Review

Customer Data Strategy

Data Strategy

Cloud

Cloud Health Check Service
Cloud Migration Service
AWS Cloud Consulting
Microsoft Azure Cloud Consulting
Google Cloud Consulting
Cloud Service Management
Cloud Solution Architecture
Cloud Strategy Service
Cloud Technical Design Authority and Assurance Services
Cloud FinOps Services
Cloud Governance and Compliance Services
Cloud Sustainability Design and Assessment Services
Multi-Cloud Implementation Services
Private Cloud Implementation Services

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Our Service Offerings

AI

Scaling AI for Enterprise

AI Academy

AI Maturity Assessment

AI Powered Experiences

AI Powered Engineering

Generative AI Acceleration

AI for Healthcare

AI for Education

GenAI for Knowledge Management

Large Language Model Operations

Intelligent Workplace Automation Using AI

Data Readiness and Cleansing for AI

Agile, Agility and Adaptive Delivery

User Research and Total Experience Strategy

Agile Programme Delivery and Advisory

Agile Transformation

Digital and Cloud Operations

Rapid Prototyping

User Experience (UX) Design

Product Centric Delivery

Engineering

Cloud Application Modernisation

Cloud Engineering Service

Cloud Low-Code Delivery Expertise Service

Full Stack Engineering

Site Reliability Engineering

Cloud Native Software Engineering

DevOps Transformation and Improvement Services

Innovation

Bespoke Innovation Service	Innovation Readiness and Maturity Assessment
Structured Innovation	Innovation for Healthcare
Innovation for Data	Innovation for IT Operations
Scaling Innovation	Innovation and Prototyping

Our Service Offerings

Architecture

Cloud Architecture Services

Cloud-Native Architecture Service

Current State Assessment

Effective Cloud Architecture

Enterprise Cloud Architecture

Integration Platforms and Services

Network Service Migration Management

Strategic Cloud Architecture

Solution Architecture

Strategic Architecture

Architecture Operating Model Design

Architecture Assurance

Modern Marketing Transformation

CRM Strategy and Implementation

Marketing Cloud Maturity Assessment

Marketing Cloud Optimisation

Marketing Cloud Strategy

Single Customer View Development

Single Customer/Citizen View

Content Management Systems

Customer Data Platform

Enterprise Content Management

Search Engine Optimisation

MarTech Operating Model

Programme and Solution Delivery

Cloud Programme/Project Management

Cloud Service and Vendor Transition

Delivery Assurance

PMO as a Service

Portfolio Management

Delivery Partner

Sourcing and Managed Procurement

Migration of SaaS Applications

Performance Testing and Quality Assurance

Business Analysis

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Our Service Offerings

Business Transformation

Cloud Business Case Service

Data and Analytics

Operating Model Service

Service Design

Business Strategy

People Change and Communications

Operating Model Design

Digital and Partner Services

Salesforce Consultancy, Implementation and Support	Adobe Experience Cloud Platform Solution
Pega Cloud Support Service (Business Value as a Service)	Adobe Experience Manager - Websites Implementation
Pega Intelligent Automation Implementation Service	Adobe Experience Manager - Health Check / Audits
Pega MarTech Consulting Service	CMS Bridge - Adobe Experience Manager Content Migration Tool
Pega Digital Experience Design	Content Supply Chain
Pega Customer Relationship Management Service	Adobe Analytics to Customer Journey Analytics Migration
Pega Customer Engagement as a Service	Google Analytics Universal to Customer Journey Analytics Migration
Pega Modernisation Service	Implementing Real-time CDP
	Implementing Adobe Journey Orchestration
	Adobe Target Run-and-Operate Personalisation
	Adobe WebSDK First Party Data Preservation

Structured Innovation

Our four-stage approach helps organisations wanting to leverage the Cloud to meet customers' needs by building the right solution in a reduced time-frame. Using Lean principles and Design Thinking techniques, we build, measure and learn to continuously iterate and validate a hypothesis with a focus on the end users' needs.

Features

- Qualitative and quantitative analysis – including market and customer research
- Value proposition design
- Rapidly developing low and high-fidelity prototypes
- Testing prototypes with users
- Iterating prototypes based on user testing
- Measuring MVP performance to determine if product should be scaled

Benefits

- Reduced cost and risk as a customer offer is developed
- Iterative experimental approach used to minimise overall business impact
- Stakeholder alignment in vision of product and its strategic fit
- Increased confidence in new customer offerings
- Continuous improvement by embedding innovation and collaboration across organisation
- Catalyst for innovation encouraging creative thinking and challenging traditional approaches

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Structured Innovation Service

SERVICE DEFINITION

OUR PERSPECTIVE

- We believe that innovation is essential for sustained business growth and differentiation. By implementing a systematic approach, we help organisations consistently generate and realise new ideas.
- Great innovation happens when you bring together design thinking and a structured process.
- Structure unlocks the power of creativity.

SERVICE PURPOSE AND OBJECTIVES

- To develop personalised innovation strategies tailored to the unique needs and objectives of each client.
- To provide end-to-end innovation management from ideation through to implementation and evaluation. This includes setting clear check points, managing resources efficiently, and ensuring that initiatives are delivered on time and within budget, keeping stakeholders engaged and informed.
- We implement systems of continuous feedback and iterative development to refine and enhance the innovation processes. We encourage ongoing learning and adaptation, using data-driven insights to optimise outcomes and ensure that innovation evolves in line with emerging trends.

OUR APPROACH

- We take a structured approach to innovation that combines design thinking with a systematic process to unlock the "power" of creativity.
- Our process involves 4 steps: identify what to pursue, ideate solutions, incubate promising solutions, and iterate.
- We leverage proprietary tools like Omni and Sparks and Honey's Q to gain user insights.

OUR CAPABILITIES

- We help companies at all stages of the innovation process, from strategy to execution.
- We have developed 9 specific market offerings in the innovation space.
- We offer 3 "quick start sprints" to deliver value to new clients in less than 6 weeks.

OUR EXPERIENCE

- Our Innovation Service brings together business and IT experts in a creative experience to tightly align business outcomes and IT solutions.
- We have experience in working with clients across industries and business functions to implement repeatable processes that produce proactive innovation. We can apply different structures to best suit client needs and innovation maturity levels.

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Credera Operational Framework

Our operating framework is designed to uphold the highest standard of excellence across all aspects of our engagements. We ensure superior quality assurance through performance evaluations and integrated client feedback. Our account management processes are built on a deep understanding of our clients' needs, ensuring a personalised service and sustained engagement. Our delivery methodologies are rooted in efficiency and adaptability, utilising our deep experience and best practices to achieve timely and successful outcomes.

We adhere to strict standards and policies to maintain integrity and reliability, whilst our commitment to ecosystem collaboration enhances our ability to leverage diverse insights and expertise across industries.

Central to our approach are our core values: Humility, Tenacity, Excellence, Integrity and People First, which guide our every decision, underscoring our dedication to ethical business practices and client service.
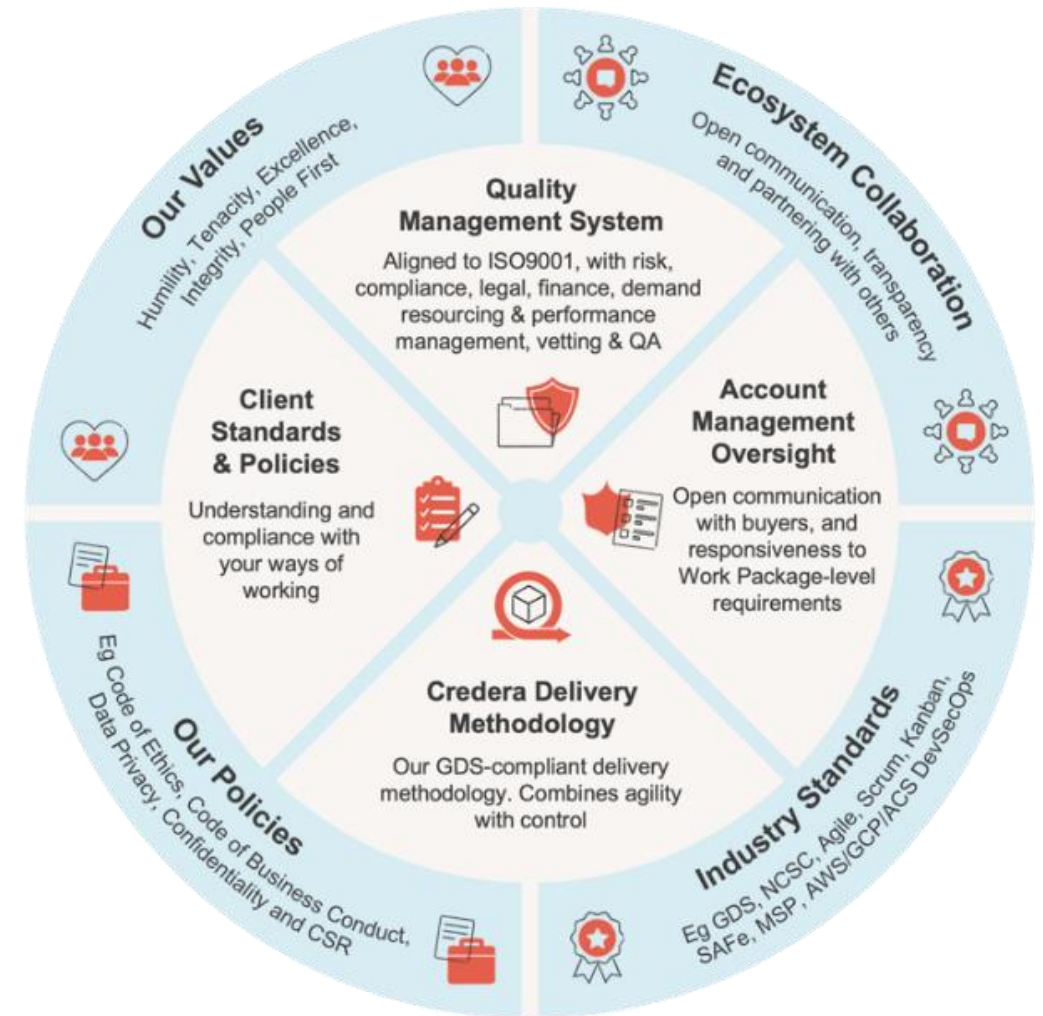
OUR CULTURE

Our consultants are qualified beyond their specialisms

Achieving accreditations plays a big role in ensuring our consultants are well equipped for any challenge

75%
CLOUD CERTIFIED

With certifications spanning Azure, AWS, GCP, Adobe, Pega, Salesforce, etc.

84%
DIGITAL CERTIFIED

Including certified SAFe Practitioners, Scrum Masters, and Product Owners

46%
DATA CERTIFIED

Ranging from architecture, modelling, analysis, and visualisation

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Additional Information

PRICING

This service is priced in accordance with the SFIA rate card provided and can be modelled using a range of commercial approaches e.g. time & materials, fixed price, risk/reward and velocity based, etc.. Please refer to our pricing document for more information.

ORDERING/INVOICING

Unless otherwise agreed in the proposal, all fees and charges associated with the engagement will be invoiced monthly in arrears. Invoices shall be paid by the client within thirty (30) days of the date of the invoice.

ONBOARDING / OFFBOARDING

Credera's cloud support services can be ordered by contacting our team via the detailed given in the 'Contact Us' section of this document. Clients can terminate their engagement with us with 30 days' notice.

Additional Information

CONSUMER RESPONSIBILITIES

Consumer responsibilities are closely aligned with the specific requirements of the engagement. As such, these responsibilities must be discussed and agreed upon with the customer before the engagement begins. All responsibilities are clearly outlined in the call-off contract/ order form.

TECHNICAL REQUIREMENTS

The technical requirements and dependencies for the services offering under G-Cloud 14 are tailored to each individual call-off. It is essential to discuss and agree on these details with the customer before the engagement commences.

SERVICE CONSTRAINTS

There are no constraints to this service. We work collaboratively with our clients to identify their needs.

TRAINING

Credera strives to facilitate a seamless transfer of knowledge and skills from our consultants to our clients' teams, ensuring an effective and beneficial learning experience.

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The Credera Difference

Working with the right partner is crucial to program success. At Credera, consulting is not just solving a tough problem or creating growth, it's that and so much more.

Our clients consistently tell us that working with Credera feels different. Our collaborative approach leaves them feeling empowered, supported, and secure and makes tackling challenges together enjoyable.

That's the Credera Difference.

> "
> Excellent engagement with experienced people providing good quality guidance and advice, responding to changing situations quickly and effectively, and producing substantive materials for us to build on.
>
> **Stuart Moore**
> Head of Crown Hosting, HMRC

> "
> Credera's advice, professionalism and collaborative ways of working over a three-year period have been instrumental to the successful delivery of this major transformation programme.
>
> **John Quinn**
> COO, Government of Jersey

Contact Us

Vassilis Serafeimidis
Public Sector Lead
Vassilis.serafeimidis@credera.co.uk

Credera Bid Central
Bid Management
bidsupport@credera.co.uk

For more information about this service or any of our G-Cloud services, please contact our Public Sector/Bid Team. In your communication to us, please include the following details:

- The name of this service

- The name of your organisation

- Your name and contact details

- A brief description of your business situation

- Your preferred timescales for starting the work

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