

Unlock extraordinary results.

Intelligent Workplace Automation
using AI

G-Cloud 14 Service Definition Document



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CREDERA OVERVIEW

Credera is a digital consultancy that helps leading brands unlock extraordinary results

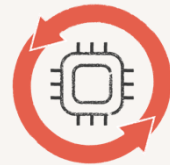


We help our clients across five main areas



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

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.

OUR GLOBAL PARTNERSHIPS

We partner with leading platforms and providers

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



OUR EXPERIENCE

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



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 Migration	Data Platform Service
Data Mesh Transformation	GCP Platform Engineering
Data Migration	AWS Data Platform Engineering
Data Capability Review	Azure Data Platform Engineering
Customer Data Strategy	Microsoft Fabric
	AWS Data Zone/Lake Formation

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

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

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

Intelligent Workplace Automation using AI

Tailored workplace automation solutions leveraging AI streamline routine tasks, enhance decision-making, and optimise workflows across departments. From automated document processing to intelligent virtual assistants, our solutions drive efficiency, productivity, and cost savings for your team so you can spend your time where it matters most.

Features

- AI-powered process automation for repetitive and manual tasks
- Natural language understanding for intelligent document processing and extraction
- Automated workflow orchestration based on predefined rules and algorithms
- Intelligent virtual assistants for automating routine inquiries and tasks
- Predictive analytics for identifying potential bottlenecks and optimising workflows
- Integration with existing systems and applications for seamless data exchange
- RPA for automating rule-based tasks across multiple applications
- Machine learning models for continuous process improvement
- Real-time monitoring and alerts for proactive issue resolution and optimisation
- Scalable solution architecture to accommodate increasing automation demands

Benefits

- Enhanced accuracy and reliability through intelligent document processing and extraction
- Faster decision-making and streamlined workflows through automated decision-making and orchestration
- Enhanced employee satisfaction and engagement through intelligent virtual assistants
- Cost savings and resource optimisation through predictive analytics and RPA
- Risk mitigation by automating error prone tasks.
- Integrates seamlessly for end-to-end organisational solutions
- Enhance compliance with regulatory requirements.
- Reduce operational costs, including labour, time and resources
- Faster Time-to-Market by automating key processes and workflows
- Improved decision-making through AI-powered analytics and insights

Intelligent Workplace Automation using AI

SERVICE DEFINITION

OUR PERSPECTIVE

- Most organisations leverage AI to achieve three key outcomes: enhancing productivity, personalisation, and managing knowledge. Productivity, in particular, has become a critical differentiator, with AI's role in boosting productivity now recognised as a competitive advantage.
- In a study from Harvard Business School, it was found that the use of AI led to 12.2% more tasks being completed, 25% faster and 40% higher quality.

SERVICE PURPOSE AND OBJECTIVES

- Our service aims to integrate AI into organisational processes to enhance productivity, personalisation, and knowledge management effectively, ensuring that these technologies are implemented safely and seamlessly to maximise benefits.
- We conduct comprehensive assessments of internal processes across various roles to identify and address bottlenecks, enhancing overall efficiency.
- We envision and implement ways AI can be naturally and safely embedded in processes, maintaining a balance with human oversight where necessary.
- We train teams to use AI tools safely and effectively, ensuring they are well-equipped to handle new technologies.

OUR APPROACH

- Our approach to innovation combines design thinking with a systematic process to unlock the power of AI in enhancing productivity and managing knowledge. This involves identifying opportunities, ideating solutions, incubating promising developments, and iterating to refine these solutions.
- We have developed a series of tools known as "Accelerators," which are pre-built solutions that expedite creating and implementing AI-enhanced processes, providing quick value to our clients.

OUR CAPABILITIES

- Credera has a strong track record of delivering AI and machine learning solutions in some of the most regulated industries, including government, financial services, and healthcare. Our expertise is particularly strong in environments where data protection and risk management are paramount.
- We build, test, and deploy AI tools that improve our internal productivity while adhering to the highest standards of data protection. These tools are designed to enhance operational efficiency without compromising sensitive or proprietary information.

OUR EXPERIENCE

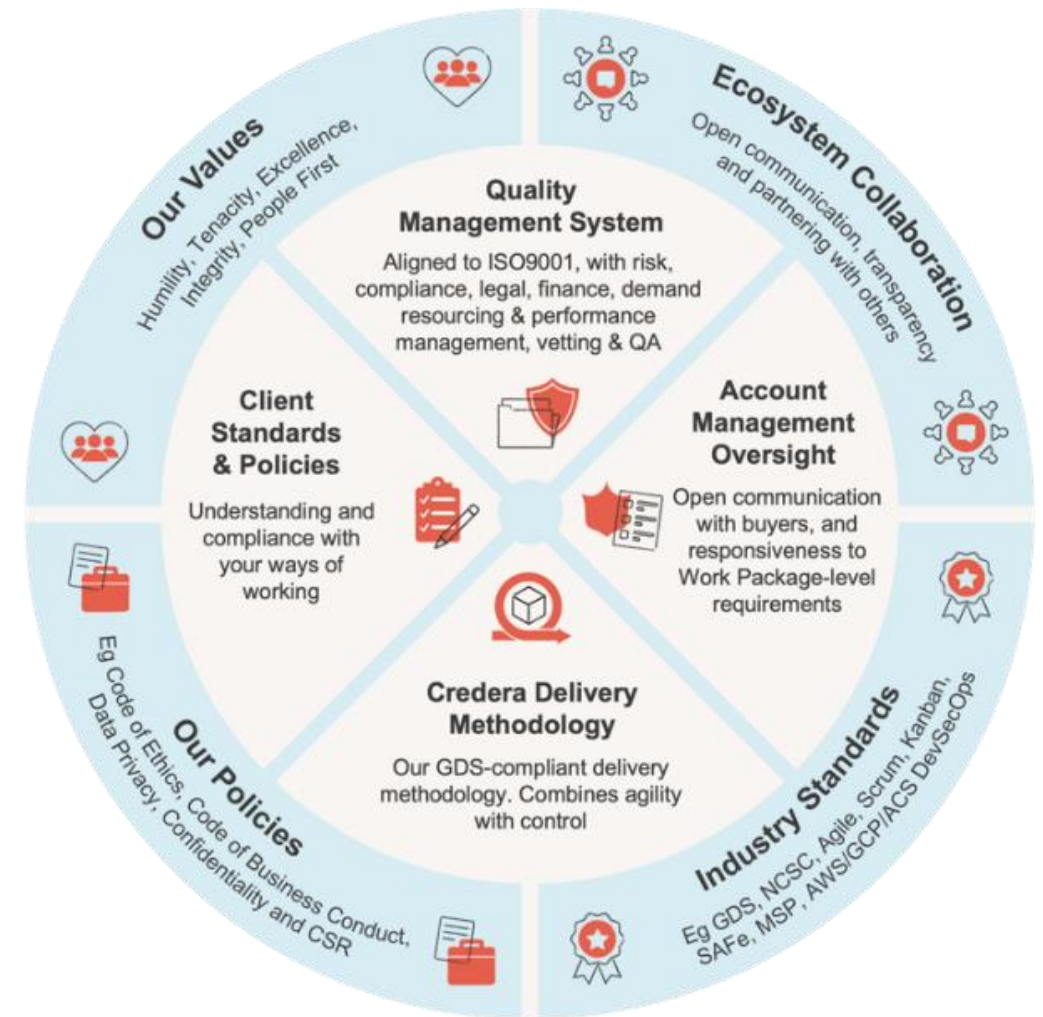
- Credera has successfully implemented AI strategies across many clients, significantly improving productivity metrics such as task completion rates, speed, and quality. We have used our Accelerators to rapidly prototype and deploy AI solutions that address specific client needs, demonstrating our ability to quickly deliver practical and effective enhancements.

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.



Own your future with AI

Artificial Intelligence (AI) is poised to be the defining technology of our time. Attain your unique AI goals with the right guidance, build AI experiences, and weave AI into the fabric of your business with our unique blend of strategy, experience design, and data science capabilities



AI Strategy



AI Products



AI Models



AI Everywhere

OUR CREDENTIALS

Credera has deployed AI in some of the most demanding environments in the world, where protecting sensitive data truly matters.



PUBLIC SERVICES



HEALTHCARE



FINANCIAL SERVICES

OTHER CLIENTS WITH WHOM WE'VE DONE AI WORK



Our World Class AI experience has positioned us as a uniquely powerful and effective partner in this space.

Through our experience we’ve built accelerators and technology that ensure quality and shorten lead time for defining and implementing AI strategy and tools. But the expertise doesn’t stop there—our teams have been rapidly adopting and finding efficiencies by using AI-driven productivity tools.

CREDERA’S AI TOOLS AND ACCELERATORS

+ RAPID DELIVERY

REFERENCE ARCHITECTURE & IMPLEMENTATION

Waste no time in identifying AI-backed architectures and defining a clear roadmap

06 Reference Architectures

- MarTech
- DataOps
- Modern Data Architecture
- MLOps
- AdTech
- Generative AI

14 Reference Implementations

- AWS
- GCP
- Azure
- IBM

CREDERA-OWNED INTELLECTUAL PROPERTY

Implement AI models and engines that are immediately valuable and built with rigor

04 Developed Tools & Patented Technology

- STEAM-RT™ Engine
- TrendSmart™
- Marketing Analytics Platform™
- LLM Knowledge Management Platform

EFFICIENCY THROUGH EARLY ADOPTION OF AI PRODUCTIVITY TOOLS

... and while these accelerators have always allowed us to deliver quickly, we’re seeing improvements by using the very tools you plan to use – ChatGPT for Business, Microsoft 365 Copilot, etc.

28 Deploys Per Week

- During Credera DataOps & MLOps support of client
- This is an increase from where we were before these tools launched only months ago

Based on early successes and industry benchmarks of up to 55% velocity gain, Credera is in the process of deploying these tools across all relevant tech practices globally

AI CREDENTIALS

We chartered and actively participate in a Global AI Council that gives our teams and our clients access to diverse, cutting-edge thinking in AI

The Council

The Global AI Council is a collection of professors, C-level executives, and legal scholars who gather regularly to shape the future landscape of AI.

The Value

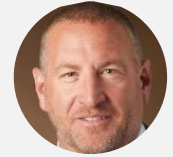
Our clients benefit from the collective wisdom of a diverse group of leading thinkers. For Credera clients, specific benefits include the following:

- ✓ *Early access to Council publications*
- ✓ *Direct engagement with Council members*
- ✓ *Invitations to Council-sponsored meetups*
- ✓ *Ability to submit topics for Council discussions*

AIGC



JoAnn Stonier
Chief Data Officer
Mastercard



Daniel Henry
Global CIO
McDonald's (ret.)



Alisa Miller
CEO & Co-Founder
Pluralitytics



Tia White
GM AI/ML Marketing
Intelligence
AWS



Adam Floyd
Ret. Federal Patent
Judge
USPTO



Michael Kearns
Professor of CIS
Univ. of Pennsylvania



Ryan Johnson
Sr. Director of Data & AI
GoGuardian



Trisha Meyer
Prof. of Digital Governance
Brussels School
Of Governance



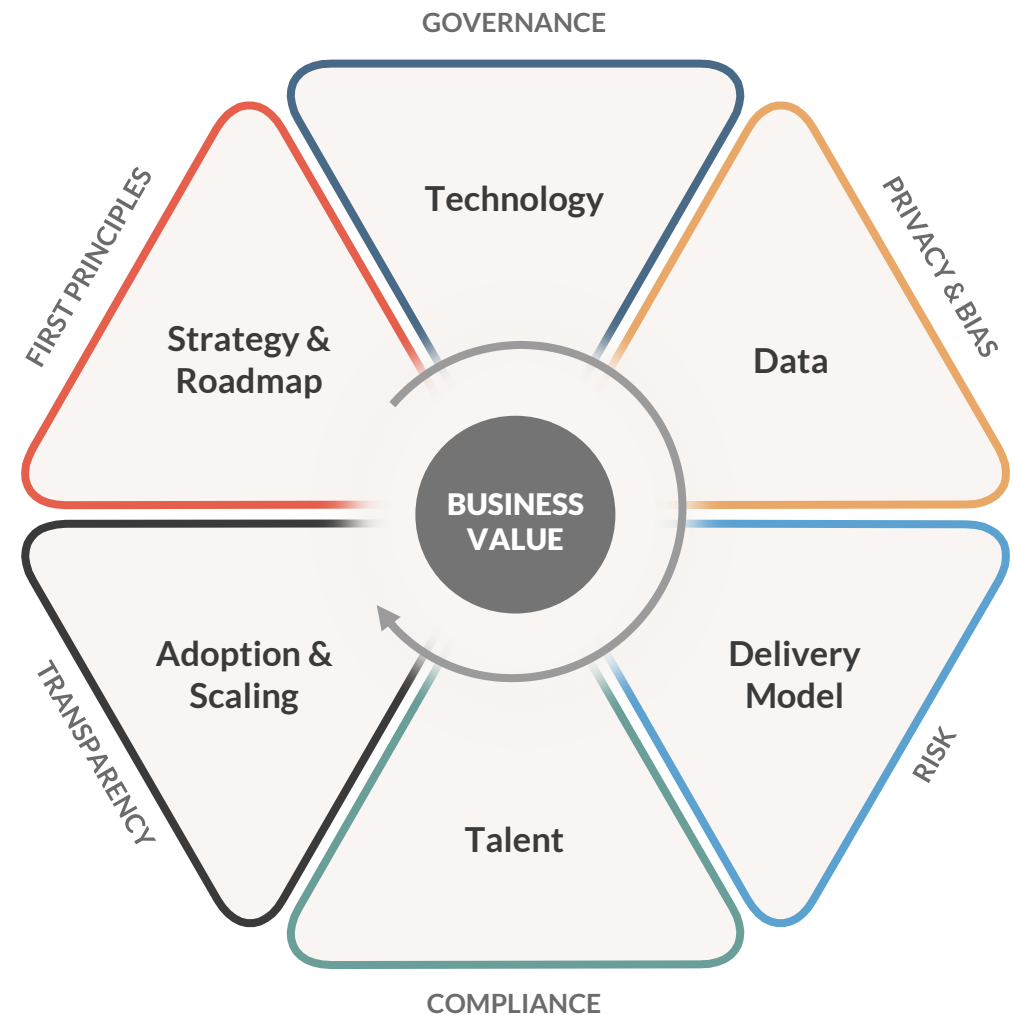
Cecilia Dones
Adjunct Assistant
Professor
Columbia



Vincent Yates
Chief Data Scientist
Credera

OUR APPROACH

The **Scaling AI framework** delivers AI in a safe and sustainable way across your organisation.



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

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.

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



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Credera Bid Central

Bid Management

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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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