Unlock extraordinary results.

Rapid Prototyping

G-Cloud 14 Service Definition Document

Contents

CREDERA

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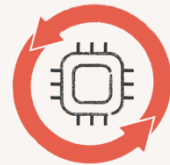
We help our clients across five main areas

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

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 Platform

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

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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

Rapid Prototyping

Our rapid prototyping capability can bring your ideas and vision to life in a powerfully visual and interactive way. This can help you rapidly showcase your vision to key stakeholders during your inception and innovation phases, as well as validating your ideas and assumptions with users within a design process.

Features

- Low and high-fidelity interactive prototypes
- Interactive demonstrators of customer or user-facing experiences
- User research and insights, and journey mapping
- Design vision and design systems
- Interaction design and information architecture
- Ideation workshops
- Citizen feedback workshops
- User focus group sessions

Benefits

- Rapidly bring ideas and vision to life
- Communicate vision and strategy with high impact
- Quickly explore design options and validate with users
- Test and adapt designs early to minimize delivery risk
- Solve the right problem, and solve the problem right
- Explore ideas with citizens getting fast feedback and insight

Rapid Prototyping

SERVICE DEFINITION

OUR PERSPECTIVE

- Rapid prototyping brings your ideas and vision to life in a visually powerful and interactive manner, enabling fast feedback and iterative research.

- Showcasing your vision to key stakeholders builds confidence and facilitates the validation of your ideas and assumptions within the design process.

- The early identification of potential issues through rapid prototyping prevents costly problems in later stages and ensures the final product meets expectations.

SERVICE PURPOSE AND OBJECTIVES

- Our service swiftly transforms your conceptual designs into interactive prototypes, allowing for rapid feedback loops and immediate refinement. This process streamlines the path from ideation to production, ensuring that design concepts are thoroughly validated and aligned with user needs before full development begins.

- Our objective is to obtain immediate user and stakeholder feedback, helping to identify and rectify potential design flaws early in the development process.

- By testing potential solutions and incorporating real-time feedback, we aim to reduce risks, evaluate feasibility, and enhance the overall quality of designs.

OUR APPROACH

- We conduct interactive workshops that facilitate the creation of simple product mock-ups through our series of design sprints, allowing for quick testing and validation of designs before full-scale development begins. Our methodical approach involves three key steps:

  1. Build: Create mock-ups of a design concept or flow, keeping user needs and organisational goals in mind.
  2. Test: Conduct user testing with target audiences and key stakeholders to determine if the prototype meets expected standards and requirements.
  3. Refine: Adjust and refine the prototype based on the feedback received to better align with user needs and business objectives.

OUR CAPABILITIES

- We offer expert-led innovation workshops that guide participants through the rapid prototyping process, from ideation to tangible prototypes.

- Our processes are deeply embedded with user-centric methodologies, ensuring that all prototypes are developed with the end-user in mind.

- We utilise agile methods in our prototyping, allowing for flexibility and iterative enhancements throughout the prototype development.
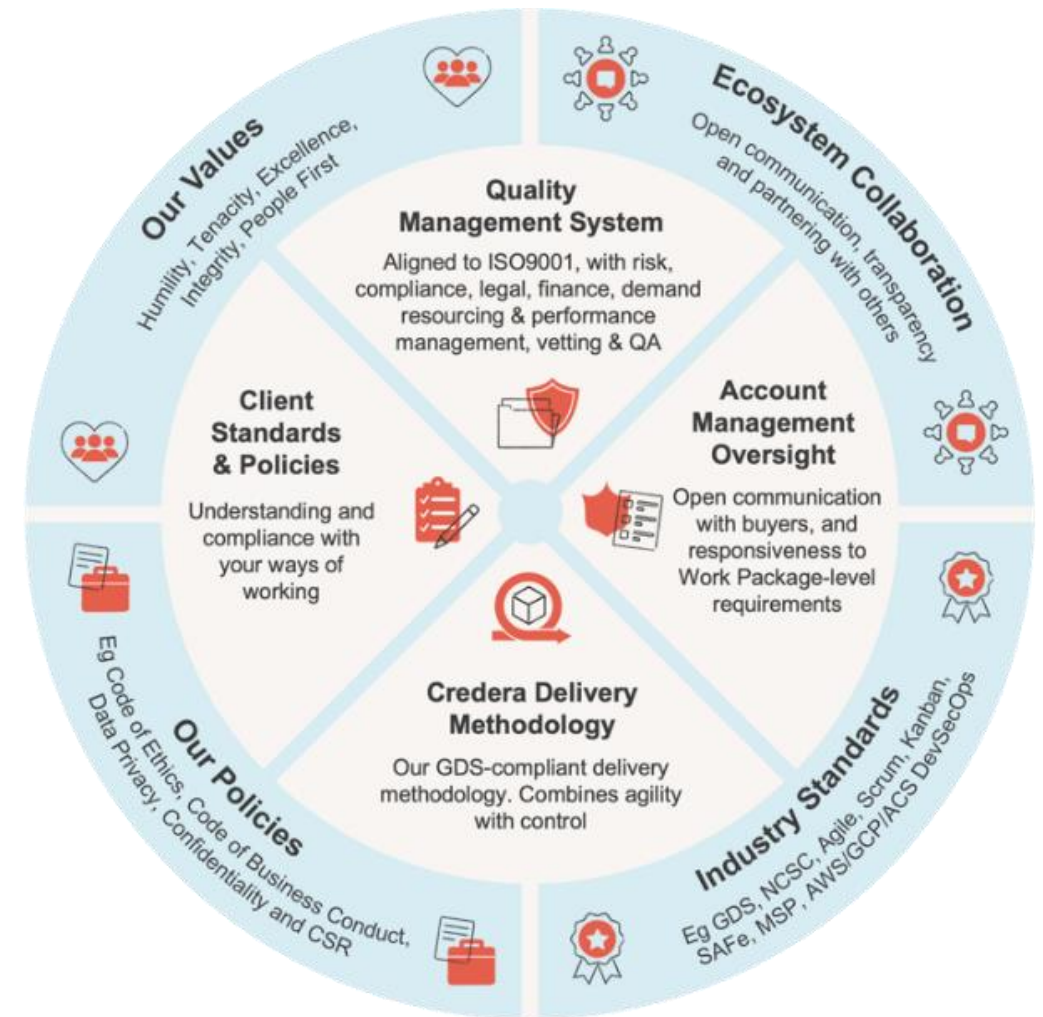
OUR EXPERIENCE

- Our rapid prototyping work with major financial institutions and global pharmaceutical companies has helped streamline product development processes, enabling quicker go-to-market strategies and improved user satisfaction.

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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 Values — Humility, Tenacity, Excellence, Integrity, People First

Ecosystem Collaboration — Open communication, transparency and partnering with others

Quality Management System — Aligned to ISO9001, with risk, compliance, legal, finance, demand resourcing & performance management, vetting & QA

Account Management Oversight — Open communication with buyers, and responsiveness to Work Package-level requirements

Client Standards & Policies — Understanding and compliance with your ways of working

Credera Delivery Methodology — Our GDS-compliant delivery methodology. Combines agility with control

Industry Standards — Eg GDS, NCSC, Agile, Scrum, Kanban, SAFe, MSP, AWS/GCP/ACS DevSecOps

Our Policies — Eg Code of Ethics, Code of Business Conduct, Data Privacy, Confidentiality and CSR

Ignite business results through transformation

Whether working through an operations, technology, marketing, or strategy challenge, significant transformation requires an experienced and innovative approach to unlock efficiencies and cost savings

Target Operating Model

Programme Leadership & Change

Modern Marketing Transformation

Application Modernisation

Operational Excellence

Structured Innovation

Agile & DevOps Transformation

Process Automation

Enterprise Architecture

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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.

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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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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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