

# Unlock extraordinary results.

## Data Strategy

G-Cloud 14 Service Definition Document



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## CREDERA OVERVIEW

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

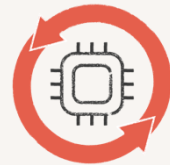


# We help our clients across five main areas



## 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	<b>Data Platform</b>
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

# Data Strategy

Credera provides consulting services to help clients define Data & Analytics Strategies that meet and exceed business goals. Providing strategy that provides a clear roadmap to improve all data capabilities within scope across the enterprise, we help shape capabilities and technologies ensuring clients can leverage their data and analytics effectively.

## Features

- Articulation of business vision and goals translation into D&A
- Articulated end-user capabilities and support services to actualise data strategy
- Application of the Credera Data Strategy Framework to ensure comprehensiveness
- Credera D&A Maturity Model ensures comprehensive scope and requirements
- Clearly articulate the capabilities required and how they underpin successful transformation
- Detailed roadmap with phases/milestones across people, processes and technology
- Business-driven framework for assessing, prioritising and decommissioning for future/target state
- Best practice tailored and deployed to the organisational framework
- Data culture analysis and recommendations

## Benefits

- Clear roadmap to becoming a data-empowered/driven organisation
- Robust services and capabilities to deliver consistent, repeatable insights
- Abstract technical and operational complexities across data and analytics lifecycle
- Increase ROI from projects requiring quality, reliable data feeds
- Confidence and value from advanced analytics projects and development teams
- Reduced 'Data cost' and 'value time' across key data sources
- Increased skills, capabilities and confidence in D&A across the organisation
- Development and communication of an organisations' data vision
- Data-driven organisational outcomes

# Data Strategy

## SERVICE DEFINITION

### OUR PERSPECTIVE

- All businesses leverage data daily for various strategic and operational outcomes. Organisations that adopt a holistic, cross-functional data strategy can optimise their operations and reduce the costs associated with using data.
- A well-defined data strategy advances digital transformation, prevents poor decision-making, and protects against regulatory breaches.

### SERVICE PURPOSE AND OBJECTIVES

- Our purpose is to enable organisations to harness their data fully by establishing clear data pipelines aligned with key use cases and developing robust data and analytics services that transform data into actionable insights.
- We focus on defining and establishing target data and analytics services that enable the transformation of data into actionable insight, optimising operational models to deliver consistent and repeatable insights.
- Credera guides organisations on how to strategically leverage data across all stages, including ingestion, modelling, analytics, consumption, sharing, and operationalisation, to enhance decision-making and business performance.

### OUR APPROACH

- Engage business leaders from the start using understandable methods, ensure creative engagement, and communicate the emerging business benefits iteratively. We engage with business verticals to define and pilot data strategies, framing these efforts as organisational transformations and investing in robust change management.
- Our consultants will help organisations quantify the scale of change required by underpinning strategies with detailed current state maturity assessments across critical data capabilities and evaluating organisational complexities and barriers.

### OUR CAPABILITIES

- Our data consultants lead the build-out of data strategies, providing a clear target state roadmap, execution guidance, and well-articulated Critical Success Factors (CSFs) & Key Performance Indicators (KPIs) to evaluate success.
- Our data architects deliver roadmaps that provide a clearly communicated vision and plan for Data & Analytics initiatives, articulating the phases and iterations through which these initiatives will align and deliver against business outcomes.

### OUR EXPERIENCE

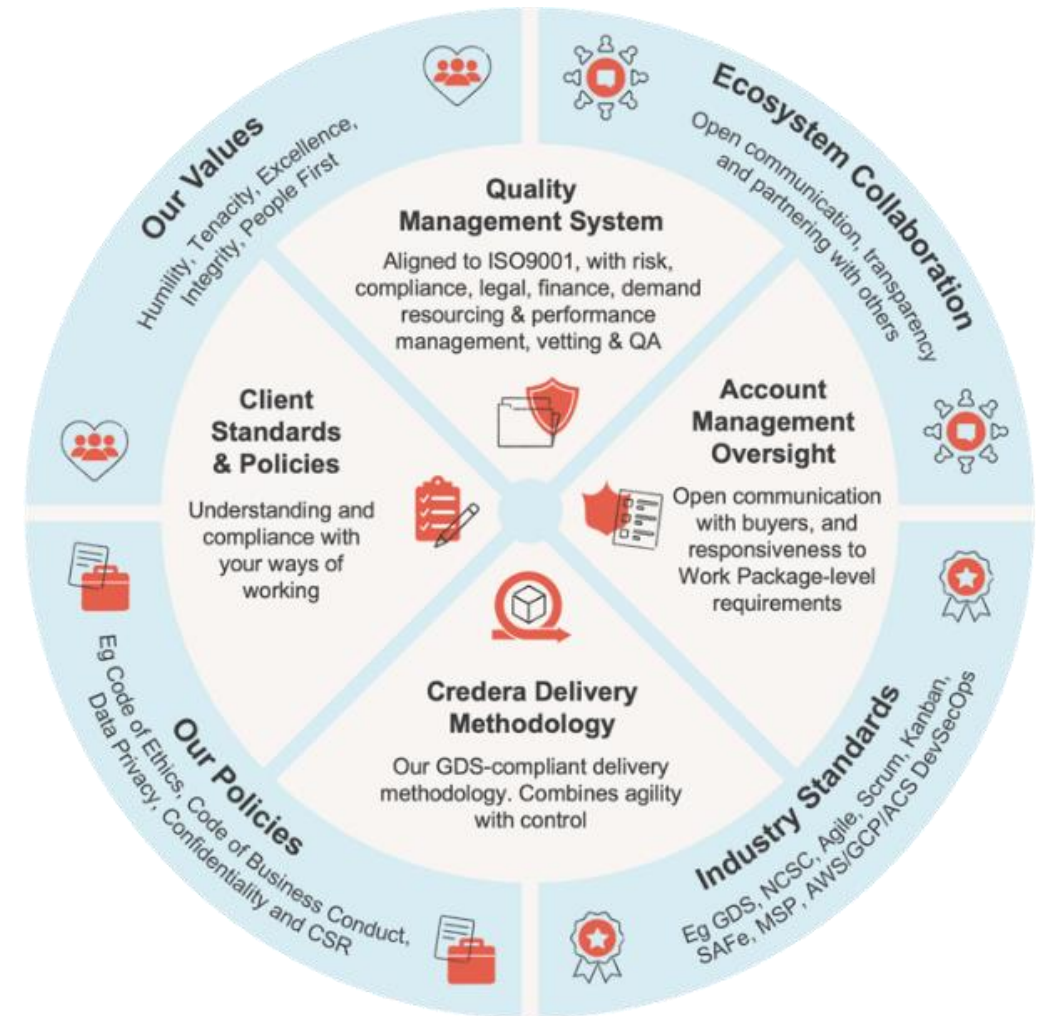
- Credera has been engaged to deliver data strategies across the public sector, insurance, and utilities, assessing clients' overarching data architectures, data governance, and data management practices to determine their capability to utilise data effectively against business strategies. These engagements have included significant transformations where we established whether organisations were positioned to utilise data effectively to deliver against their strategic objectives.

# 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.

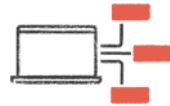


# Exploit the power of your data

We make organisations faster, smarter, and more efficient in their decisions by helping them reimagine their business problems in ways that apply data and algorithms to outmanoeuvre competitors



Data Strategy &  
Management



Modern Data  
Platforms



Analytics Engineering  
& Insights



Data Science, Machine  
Learning & AI

## 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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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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