# INNOVATION SERVICES

G Cloud 14 Service Definition Document

**AND** Digital

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Many organisations fail to see real, tangible impact from their innovation efforts and struggle to make promising results happen at scale. **AND Digital** uses a proven, iterative framework to help you prototype and experiment fast, and evaluate where and how you should focus innovation investment for optimum results.

## SERVICE FEATURES

- Opportunity assessment defining how innovation could support your organisation's objectives
- Ideate, test and learn approach
- Ideate- generate new ideas to solve problems
- Ideate- Freedom to be creative and bold, without constraints
- Test- prioritise and test ideas based on a defined hypothesis
- Test- Building quickly and a fast-fail approach proving value
- Learn- Learn and evolve throughout process to develop the MVP
- Learn- Defined set of performance indicators to realise value
- Exploring innovation through research, workshops, innovation labs, hackathons

## SERVICE BENEFITS

- Finding new and diverse ideas to address problems and opportunities
- Structured and repeatable approach to discover and form bold ideas
- Iterating at speed with rapid cycles of build, test, learn
- Providing a clear method for mapping ideas to opportunities
- Maintaining your strategic direction through innovation
- Confidence in the value and scalability of your innovation programmes

## KEY CASE STUDY EXAMPLES

### MATALAN

Matalan wanted to replicate the in-store experience online, engaging consumers as they become increasingly mobile-led. To get a better understanding of online and mobile behaviours, AND built a bespoke, multifunctional UX lab for Matalan. Since launch, the retailer has seen its ecommerce business grow significantly.

### boohoo

We are proud to be Boohoo's innovation partner proving concepts and delivering market leading ideas to their business. Recently we developed a new service for BooHoo's fashion buyers, transforming their internal purchase process

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ABOUT
**AND** Digital

**AND**

# It's time to unlock greater value - faster.

**AND Digital** is a UK company built from the ground up to **accelerate digital delivery** - empowering organisations to deliver better, more efficient digital services and products today.

At the same time, we combine our technical expertise with an award-winning learning ethos. This means that even as we're helping clients ship best-in-class services, we're also helping to build the high performing digital teams and capabilities they need for continued success tomorrow.

The result?
Greater value from digital, delivered faster.

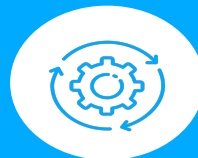UK-wide service delivery with **9 AND offices** located across the country.

**600+ Agile digital experts** across product, technology, UX, delivery and data.

Onshore teams, co-located or remote, work alongside your in-house experts.

Multi-cloud expertise with **AWS, Azure and Google Cloud** certification.

**200+ tech agnostic engineers** to deliver smarter solutions - fast.

You retain the intellectual property for the services and products we build.

Transparent pricing and a service designed to adapt fast to your evolving needs.

Wide-ranging experience across sectors and highly regulated environments.

Ranked Outstanding for engagement and 10th Best Company to Work For in UK.*

# CONTACT

For all questions and queries related to our pricing, please contact:

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