

# VISION AND STRATEGY DEVELOPMENT

G Cloud 14 Service Definition Document

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A photograph of two men in an office setting. The man on the left, wearing a dark blue polo shirt and glasses, is looking at a laptop screen. The man on the right, wearing a white t-shirt and glasses, is looking at the same screen. The laptop screen displays lines of code. In the background, there are office desks, a red pillar, and a blurred figure of another person. The text "VISION AND STRATEGY DEVELOPMENT" is overlaid in large white letters.

# VISION AND STRATEGY DEVELOPMENT

## VISION AND STRATEGY DEVELOPMENT

A clear vision is critical for any digital product, uniting teams, stakeholders and end users behind a powerful sense of direction. **AND Digital** can help you articulate a unique vision for your digital service, building a strategy and agile roadmap that consistently communicates your service's compelling story and value.



### SERVICE FEATURES

- Establish a view of your user and their priority outcomes
- Agree business outcomes and establish what matters to your teams
- Carry out open, interactive, collaborative vision workshops
- Formulate an engagement strategy, identifying your stakeholders and communication approach
- Define the indicators of success for your digital product/service
- Create a roadmap to breakdown how products will progress
- Create a clear communication strategy
- Identify what good looks like and where underserved outcomes lie



### SERVICE BENEFITS

- Early buy-in and alignment between business goals and user outcomes
- Prioritise and clarify goals and outcomes early
- Ensure delivery teams stay focused on meaningful impact and values
- Clear communication and engagement plan with teams and stakeholders
- Instilling vision, purpose and direction in communication
- Timely identification of indicators to measure progress and ultimately success



### KEY CASE STUDY EXAMPLES

#### AZZURRI GROUP

Azzurri Group had identified opportunities to build on their competitive edge but struggled to align these ideas with a digital strategy and vision. We conducted a discovery and facilitated workshops to define a clear digital strategy and vision to build Azzurri's digital capability along with a roadmap of how to get there.



HoP engaged AND Digital to build and deliver a new comms website experience, platform and CMS for the HoP Restoration and Renewal Programme. We worked closely with the team to create a product vision, and a longer term digital roadmap to realise the digital strategy.

A photograph of three people in a meeting. A woman with blonde hair is on the left, looking towards the right. Two men are in the center and right, looking at a whiteboard. The man in the center is pointing at the whiteboard with his right hand. He is wearing a light-colored shirt and glasses. The man on the right is wearing a dark jacket with a white logo that says "CALVIN KLEIN JEANS" and is also pointing at the whiteboard. The whiteboard has some papers and diagrams on it. The background is a blurred office setting.

# ABOUT **AND** Digital

# 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.



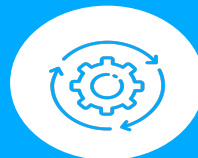
600+ Agile digital experts  
across product, technology,  
UX, delivery and data.



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

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