

Ex-CEO

Scrum  
Master

UX  
Designer

Entrepreneur

Creative  
Lead

Industry  
Expert

Client

Analyst

Strategist

Change  
Agent

Programme  
Manager

# Digital Content Development Service

G-Cloud – Service definition document

# About Cadence

**Cadence Innova are the go-to SME for public services transformation that** Discover, Design, and Deliver Positive Change to create a sustainable impact on communities and individuals.

Our mission is to inspire and enable our customers to deliver services that make peoples' lives better, communities more connected, and enterprises more sustainable.

Cadence Innova began in 2007 when three experienced, like-minded consultants joined forces to build a company with the kind of ethos that was hard to find elsewhere.

Today, we are B-Corp certified, have an employee share ownership programme, and have kept true to our principles to have social value at the heart of what we do.

Our work has put us, and our customers, in a position of winning multiple awards. We are particularly proud to have been named by The Financial Times as one of the UK's Leading Management Consultancies in the Public and Social Sector and Digital Transformation categories, for 5 years in a row. We have an established, growing team with many years of lived experience in private and public services. We draw these teams together to create a unique approach of working with, not doing to when solving our customers' challenges. We are different by design, collaborating with you to truly unpack your problems and stay with you to deliver meaningful impact and outcomes, change and transformation.

Customer feedback is important to us, we judge our success by their responses. Our customer voice programme helps us to continually improve, and when asked, 95% of our customers said they would recommend us.



# Digital Content Development Service

Digital content is about the alignment of messaging across multiple channels in support of realising your digital strategy. Our service assesses your existing content across applicable channels and content strategy to provide a baseline to develop a new strategy to improve or deliver against strategic cloud-based goals.

## Features

- Current approach to content assessed
- Current content reviewed and analysed
- Content channels reviewed and mapped
- Content aligned to digital strategic outcomes
- New content strategy documented and agreed
- Content strategy aligned to digital, cloud, IT, and business strategies
- Content strategy aligned to wider channel and communications strategies
- Content improvement (creation) roadmap
- Delivered by experienced digital content experts

## Benefits

- Consistent content and messaging across all digital services and channels
- Improved customer satisfaction and brand recognition
- Improved customer take-up of digital services
- Improved digital outcomes
- Lower digital delivery risk
- Adherence to key emerging policies



# Aligned services

## Business Analysis Service

Effective analysis plays a pivotal role in maximising the value that cloud systems and digital services provide to the organisation. Our service supports you in aligning technology with business goals and activities, ensuring your systems and processes are optimised, so you can ensure value-for-money while operating efficiently and effectively.

## DevOps

We offer a range of digital services to support the vision for your services. We package our services so you can choose how best to use us, delivering end-to-end digital implementations or in stages. We work with you to deliver and streamline DevOps using our experts in agile delivery.

## Architecture Services

Ensuring cloud systems and digital infrastructure is robust, reliable, and interoperable are essential for modern organisations. Our multi-faceted service helps you assess and optimise your existing architecture, design the architecture for new systems, and/or build internal architectural maturity. We aim to empower you to efficiently harness digital technologies.

## User Centred Design Service

Intuitive user experiences and seamless user journeys are essential for unlocking the full potential of cloud-based solutions. Our service helps you ensure usability for your digital products/services/tools by engaging with users and iteratively designing systems, features, and interactions. Throughout the design, we gather feedback and focus on accessibility and inclusion.

## Service Design

Integration of cloud products within the broader service ecosystem is essential for creating an excellent user experience. Our service helps you design the full service, including the end-to-end processes, cross platform integration, online/offline user journeys, and the necessary support for users. We ensure commercially viable, accessible, and easy-to-use services.

## Process Design Services

When planning a new service or product, we support from conception to help teams define what this service/product will bring to the organisation in terms of value and benefits. We align the design with existing/new business processes, and we can help to implement across teams, departments, or the whole organisation.

## Assisted Digital and Accessibility Services

Ensuring your digital services meet the right accessibility standards is key to delivering services that meet all your customers' needs. Our service can support you end-to-end through your digital, technology, and cloud implementation to ensure your user-facing services meet accessibility standards through accessibility audits and assisted digital strategies.

## Product Management Services

Effective product management/ownership is crucial for ensuring digital products and services align with policy objectives, meet user needs, and provide value for money throughout the product lifecycle. Our service helps you build product management maturity, so you can leverage cloud technologies to meet the evolving needs of your users and stakeholders.

# Selection of customers we have worked with



# Delivering customer success

*what a fantastic job the team continues to do*

*the team has worked and continues to work very hard to make the migrations a success*

*It is comforting to know that whenever I need guidance or help you are on hand to assist me. Thank you so much.*

*Cadence InnoVA helped us drive progress more quickly*

*We've been impressed with our work with Cadence.*

*solve the many problems that delivery encounters and keep quality at the forefront.*

*ability to stick to course while flexing and learning from each other.*

*Cadence InnoVA provided flexible first-class skills to our programmes*

*Cadence were quick and flexible in adapting to the project being a non-standard project*

*Cadence immediately became part of our team and collaborated with us.*

*your approach was not a tick box but individual to us*

*Your professionalism and level of support galvanised us.*

*I felt you always had our best interest at heart*

*you have a successful track record of working with other Local Authorities.*

*Without your support, I would find it extremely difficult to look after multiple services that are currently in scope for me.*

*Without exception the team have been great to work with - friendly, adaptable and committed to driving the work forward.*

*Absolute collaboration, transparency, reception to challenge and new ideas*

*Cadence's user research and design of the processes have been thorough, clear, and comprehensive*



**Need a problem solved in a different way? Get in touch:**

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