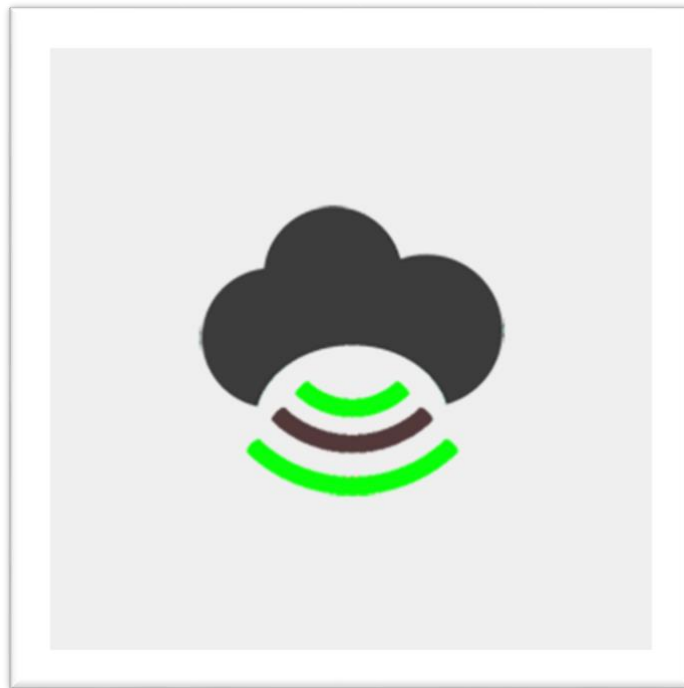




G-Cloud 14

Service Definition

**MarComms
as-a-Service**

Introduction to Smart/tasking

Formed in 2015, Smart/tasking provides high quality consulting and out-tasking services working as part of client's extended teams.

Our mission is to give the best customer experience and to constantly improve the efficiency of our client's operations.

Our Managing and Client Partners, who have led major ICT programmes during their professional careers act as single points of contact to and accountable for client satisfaction and communication of successful outcomes.

We are a team of Portfolio and Programme Management professionals who specialise in designing and delivering complex transformation programmes.

We provide:

- Leadership for successful management of change programmes.
- Instigate effective cross functional Innovation.
- Program and project management teams and offices (PMO) to assist with delivery of migration, service transition and transformation programmes.
- Cloud architects as required to assist in the implementation of the client's strategy.
- Agile, flexible and responsive to client demands.
- Adaptability/cost shaping aligned to budget plans.
- Sourcing of qualified and certified PPM resources on a flexible basis.
- Methodologies to standardise and normalise delivery by adopting a work-package approach to tasks to enable scaling and predictability of operations.
- Effective dashboards and communications of outcomes.

Benefits

- Smart delivery of projects on time on budget.
- Unlock the hidden knowledge & capability within teams.
- Experience and knowledge transfer.
- Consultative approach creating adherence to goals.
- Adhesion to client values and operating framework.
- Independence to Cloud Services Providers.
- Effective piloting of change programs.
- Continuous learning and improvement of processes.
- Adaptability, flexibility and results.
- Enthusiastic passion for client success.
- Enable consistent appreciation of team and organisational achievements.

MarComms as-a-Service for G-Cloud 14

Features

Smarttasking MarComms service delivers expert content creation to support strategic communications, thought leadership, marketing and brand communications. Our team of highly experienced journalists, writers and strategists can produce blogs, articles and entire publications as well as develop content plans and tone of voice guidelines, delivering the following:

- Team of professional writers with national media experience
- Thought leadership and editorial content
- White papers
- Reports
- Publications
- Editorial and proof-reading services
- Web copywriting
- Print content
- Journalism and interviews
- Social media and blogs

Benefits

We enable, create insights and commit to outcomes:

- Organisation and brand profile building
- Consistent professional communications
- Professional writing support for organisation leadership
- Journalistic skills to identify and develop stories from within organisations
- Accurate and engaging copy
- Fast turn-around
- Consistent point of contact



Why use Smart/tasking?

Smart/tasking provides high quality out-tasking services to global IT organisations, working as part of their extended team.

Our mission is to give the best customer experience our client's have ever had, and to constantly improve the efficiency and cost of their business.

If you could design your best team, we're it. We're experts who have worked together, developed together, stormed and normed together, and have a passion for excellence. We want to share our experience with our clients and deliver immediate value.

Our difference

We're offering a compelling mix of capabilities. We provide senior experts, an end-to-end delivery capability, a totally flexible service, and we charge based on achieving your business outcomes.

What we do

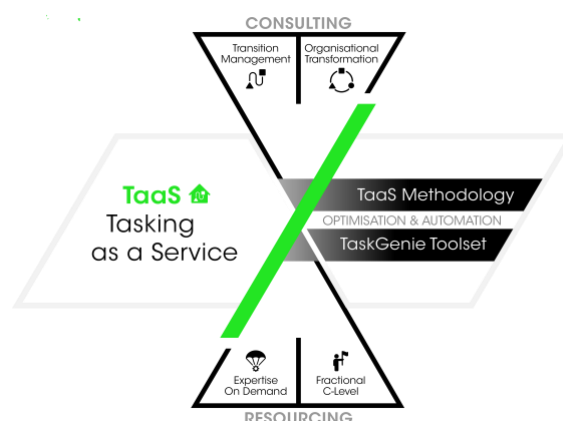
Smart/Consult - It's when you need experts to help you with something right now. It's your "A-Team" on demand, which you can flex up or down as you need. Our focus is on the task in hand, not long resourcing commitments.

- Expertise on Demand – Flexible service to meet client requirements
- Fractional Leadership – Longer term deployment of expertise on a part-time basis
- Transition Management – Helping clients migrate to an improved End-State
- Organisational Transformation – Supporting management achieve effective change

Smart/Task – Where you need us to take responsibility for a business task for you. We provide a service-based solution, which you can flex up or down with your business, where we deliver the business tasks using our experts, and commit to achieving the outcomes.

- Tasking as-a-Service (TaaS) – Managed service delivering business tasks for clients

Smart/Resource – An on-demand service to supply skilled resources to support the above



How we deliver

Methodology – We have to deliver success for our clients every time, our reputation rests on it. We've developed our delivery methodology based on what works from Project Initiation to Support & Optimise.

Stewardship - Whatever the engagement, we strive to deliver as much value as we can. We use our stewardship model to ensure we're on track, and help you get the best from us at every stage.

Focus

We help organisations with a significant global IT capability, solve operational business challenges with practical expert help, in 3 key areas:

Business IT Transformation - significant transformational events for your organisation: merger, sale, reorganisation, cost savings, or asset optimisation.

IT Service Delivery - ensuring the success of your IT service delivery through the service lifecycle: from transition support for major wins, service or project recovery, or delighting your customers again.

Organisational Development – helping organisations plug skills gaps, from senior to operational, through training, developing and coaching your existing organisation, and helping you build new capabilities.

Experience

Smart/tasking is relatively new, but the team has many years of experience, doing some really exciting things, for some of the world's leading IT providers including AT&T, Vodafone, Colt, Verizon, Accenture, Telefonica, Easynet and NTT.

