



**A&A Digital Tech Ltd**

# Service Definition



## **A&A Digital Tech Ltd**

### **1. INTRODUCTION**

A&A Digital Tech Ltd is a UK registered company specialising in

- ❖ IT Strategy
- ❖ Architecture and Design
- ❖ Digital Transformation
- ❖ Public Cloud Adoption / Migration
- ❖ Delivering Software Engineering Services
- ❖ Building cost effective secure solutions
- ❖ Operating in UK market since 2016
- ❖ Specialise in Agile Delivery and Public Cloud Migration/Adoption

### **2. SERVICES**

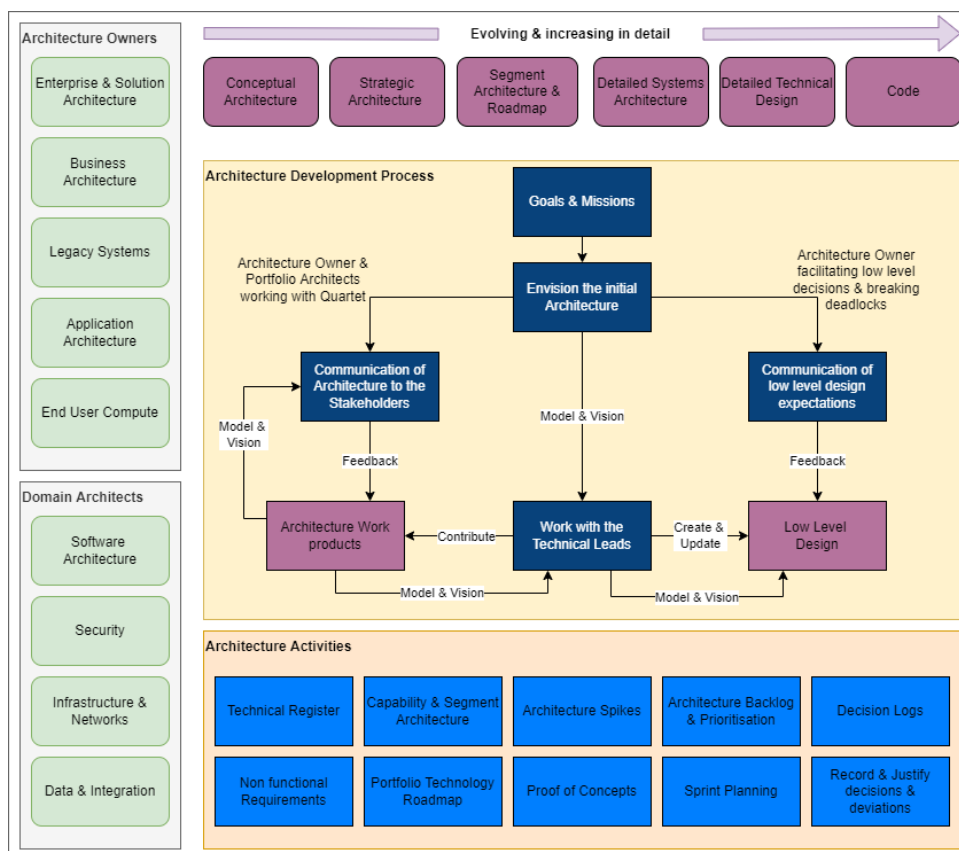
- ❖ Strategic Architecture - growth strategy and planning
- ❖ Digital transformation
- ❖ Business architecture & analysis
- ❖ Public, Private & Hybrid cloud architecture
- ❖ Network & Security Architecture
- ❖ Product & Delivery Management strategies
- ❖ Architecture envisioning - conducting strategic discoveries, user insight and co-creation
- ❖ Business case and investment proposals
- ❖ Discovery: Rapid prototyping to enable ideation and new opportunity development
- ❖ Alpha: Market scanning and landscaping
- ❖ Beta: Route to scale strategy and implementation
- ❖ Live: ongoing architecture support
- ❖ Testing strategy (OAT, UAT, Performance, Security & Functional)
- ❖ End User Compute transformation services
- ❖ Full stack development
- ❖ DevOps, SecOps, automation and Continuous Integration.

### 3. AGILE PRACTICE

#### ❖ Roles

- Domain Architects
- Architecture Owners
- Business Architect
- Security Architect
- Business Analyst
- Scrum Masters
- Product Owner
- Delivery Managers
- Technical Leads
- Full Stack Developers
- DevOps Engineers
- QA Testers (Functional & Non-Functional)

#### ❖ Collaboration





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### 4. DELIVERY APPROACH

#### ❖ Cone of Uncertainty

- Before we start any project, we know least about most things
- How people will use the software before we put it in front of them
- The delivery rate of the team before they start working together
- The constraints of the organisation on the project

#### ❖ Lean Start-up Cycle

- We start to learn more about unknowns when we explore and start delivering

#### ❖ Continuous delivery to reduce risks of

- Delivering wrong thing
- Wasting time and money
- Inability to change focus and priorities
- Misalignment of expectations

#### ❖ Alignment to GDS Service Design

- Discovery: start to understand the problem
- Alpha: explore many options that may address the problem, test them with users to find the route to take
- Beta: start building the service, then start scaling the service
- Live: switch other channels off, maintaining and optimising
- Retiring: safely switching a service off

### 5. DELIVERY APPROACH

A short phase, in which you start researching the needs of your service's users, find out what you should be measuring, and explore technological or policy-related constraints

#### ❖ What you do in this phase

- Set clear goals for discovery



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- It will help with scope and working out when discovery is finished
  - Define the problem
  - spot problems and estimate how much they're costing
  - break down and validate assumptions
  - Explore the problem
  - understand users and their context
  - the constraints that affect your problem
  - and any opportunities to improve things
  - Share what you learn
  - Regular show and tells
  - Discovery Report
- ❖ Finishing discovery – criteria of transitioning into Alpha
- are clear on how what you're working on fits into that wider problem space
  - have a list of ideas you'd like to test at alpha and an idea of which one you'd like to test first
  - know roughly who you need in your team for alpha
  - know how you'll measure whether you've been successful

## 6. ALPHA PHASE

A short phase in which you will learn through prototyping solutions for your users' needs. You will be testing a number of options with a small group of users or stakeholders and getting early feedback about the design of the service and iterating towards beta.

- ❖ Diverge to converge
- Start with multiple hypothesis and options to solve problem
  - Test hypothesis with real user feedback by prototyping the options
  - Make informed decision to select option(s)
- ❖ Finishing Alpha – criteria for moving to Beta
- explain how you came to the decision using the success metrics you identified at the end of discovery
  - you can create something that meets user's needs and is cost-effective
  - you will have the budget and people necessary to deliver what you need to in beta

## 7. BETA PHASE



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You are developing against the demands of a live environment, understanding how to build and scale while meeting user needs. You will also eventually be releasing a version to test in public and may also test in private first.

### ❖ Beta Development

- take your best idea from alpha and start building it for real
- roll out the service to real users - while minimising risk and maximising the potential to learn and iterate the service
- involves thinking about how your service will integrate with existing services
- and preparing for the transition to live.

### ❖ Finishing Beta – transition to Live

- you have got appropriate metrics in place to measure the success of the service, based on what you've learned during beta
- you can monitor the service and maintain uptime and availability
- you can maintain quality assurance criteria
- you can maintain security posture, vulnerability management
- you understand what level of continuous improvement it makes sense to support, and who you will need on the team

## 8. LIVE SUPPORT PHASE

The work does not stop once your service is available to the public. You will be iteratively improving your service, reacting to new needs and demands, and meeting targets set during its development. You will eventually be switching off any existing services and removing the beta badge.

- ❖ continue to address any constraints you identified at beta
- ❖ continue to develop the service and work with others in the organisation providing services that are part of the same journey, so that you are iterating towards solving a whole problem for users
- ❖ transition or integrate any existing transactions that meet a similar need to yours - making sure that what you end up with has a scope that makes sense to users
- ❖ service should be underpinned by a plan and budget that allows for continuous large and small improvements throughout its lifetime