

# G-Cloud 14 Service Definition

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Digital Capability Modelling

May 2024

## ABOUT US

**We are a leading and independent digital business transformation partner, helping businesses to define their tomorrow, today.**

With a focus on customer experience (CX) excellence and enterprise technology, we help organisations across various industries and public services to drive growth, efficiency, and innovation for the future.



# Key Foundations

## Expertise

We boast a team of seasoned professionals with extensive experience in digital transformation, CX strategy, enterprise technology implementation, and change management.

## Approach

We are committed to delivering exceptional value to our clients. By taking a client-centric approach, we collaborate closely with organizations to understand their goals, challenges, and opportunities, ensuring that the solutions provided align with their business objectives and exceed their customer's expectations.

## Services

Our services are designed to guide organisations through every stage of their digital transformation journey. From strategy and planning to technology implementation and ongoing support, we provide tailored solutions to meet the unique needs of each client.

## Outcomes

We are dedicated to delivering measurable results. Whether it's improving operational efficiency, enhancing customer satisfaction, or driving revenue growth, we work tirelessly to help clients achieve their desired outcomes and realise the full potential of their digital investments.



## OUR VISION

*Be the catalyst for **transformative change**, pioneering the way forward for businesses, citizens and society by leveraging cutting-edge technology and innovative strategies to define **future business models, drive growth and create lasting impact.***

# Core values

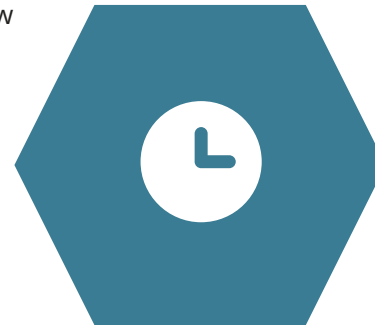
## Innovation

We embrace creativity, curiosity, and continuous learning, fostering a culture of innovation where new ideas are encouraged, and bold solutions are embraced.



## Collaboration

We believe in the power of collaboration and teamwork, recognizing that diverse perspectives and collective effort drive innovation and success.



## Integrity

We conduct ourselves with honesty, transparency, and ethical integrity in all aspects of our work, building trust and credibility with our clients, partners, and colleagues.

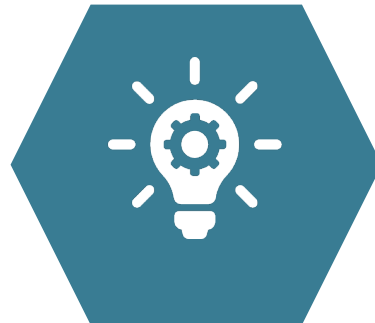


## Accountability

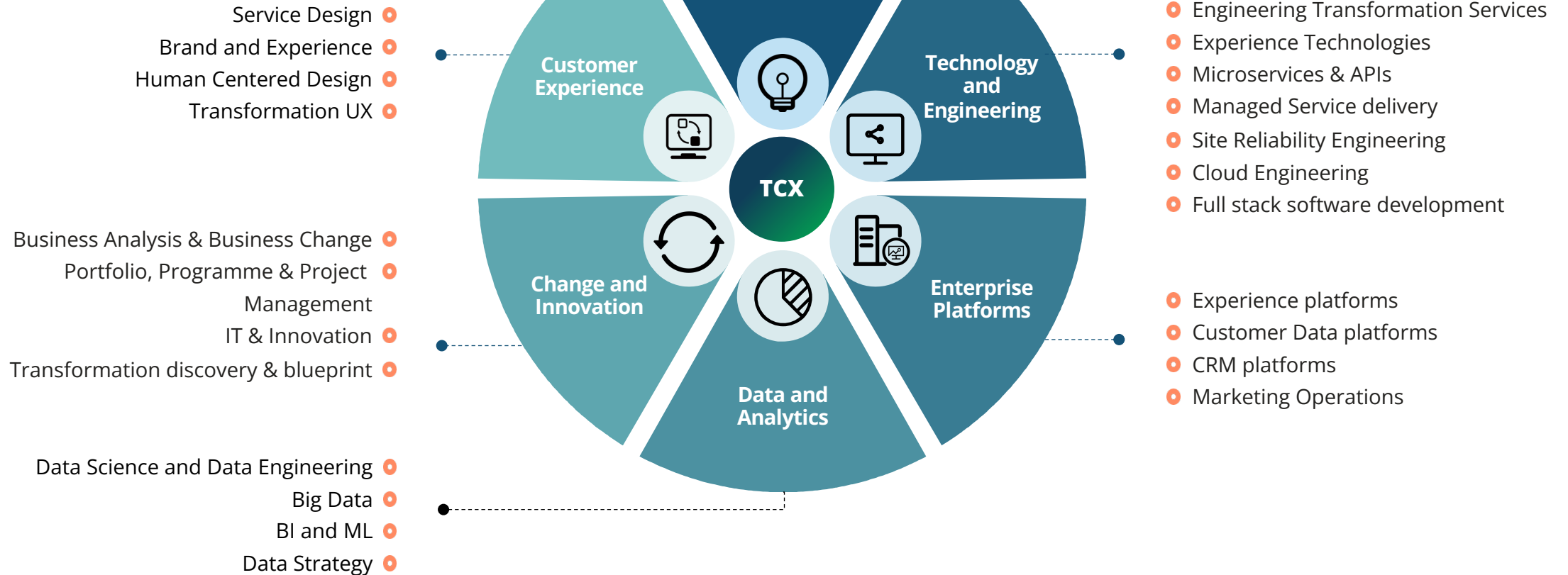
We hold ourselves accountable for our actions and outcomes, taking responsibility for our decisions and commitments and delivering on our promises.

## Customer centricity

We prioritize the needs and preferences of our customers above all else, striving to deliver exceptional value and exceed expectations in every interaction



# What we do



# Our Locations

## Europe

167-169 Great Portland Street  
5th Floor, London  
W1W 5PF

Unit 6, Capital Business Park  
Manor Way, Borehamwood  
WD6 1GW

## India

Block K, Building No. 10  
Malviya Nagar  
New Delhi - 110017

## United States

Coming in 2024



# Digital Capability Modelling





## SERVICE DEFINITION

## Service Description

Digital Capability Modelling is a service focused on defining and mapping the digital capabilities required for successful digital transformation within public sector organizations.

Our service provides a structured framework to guide organizations by analysing current capabilities, identifying gaps, and designing target state capabilities for necessary competencies required to thrive in the digital age.

By aligning digital capabilities with organizational goals, this service helps organizations build resilience, foster innovation, and drive sustainable growth in the digital era.

## SERVICE DEFINITION

# What can it do for you?

1. **Capability Assessment:** Conduct a comprehensive assessment of the organization's current digital capabilities, including technology, data, skills, processes, and culture, to identify strengths, weaknesses, and areas for improvement.
2. **Public Sector Experience:** Leveraging our experience in serving public sector organizations, we understand the unique challenges, regulatory requirements, and stakeholder dynamics specific to digital capability development in government settings.
3. **Capability Mapping:** Map digital capabilities to organizational objectives, priorities, and initiatives, ensuring alignment with strategic goals and providing a clear understanding of the capabilities required to drive digital transformation.
4. **Gap Analysis:** Perform a gap analysis to identify discrepancies between current and target state capabilities, highlighting areas where additional investments, resources, or skill development may be needed to achieve desired outcomes.
5. **Target State Definition:** Collaborate with organizational stakeholders to define the target state digital capabilities needed to support future business objectives, incorporating input from leadership, subject matter experts, and end-users to ensure alignment with organizational goals.
6. **Capability Road mapping:** Develop a roadmap for building and maturing digital capabilities over time, outlining key initiatives, milestones, and dependencies to guide implementation efforts and prioritize resource allocation.
7. **Skills Assessment and Development:** Assess the digital skills and competencies of staff members, identifying skill gaps and training needs, and developing tailored learning programs to upskill employees and build a culture of digital literacy and innovation.
8. **Technology Alignment:** Align digital capabilities with technology investments and deployments, ensuring that the organization's technology stack supports and enables the desired capabilities and business outcomes.
9. **Change Management and Adoption:** Develop change management strategies to facilitate the adoption of new digital capabilities, engaging stakeholders, communicating benefits, and addressing resistance to change to ensure successful implementation and adoption.
10. **Continuous Improvement:** Establish mechanisms for continuous improvement and feedback, monitoring the effectiveness of digital capabilities and adjusting strategies and initiatives based on evolving business needs, technological advancements, and market trends.

## SERVICE DEFINITION

## Key Features

1. **Stakeholder Engagement:** Engage with key stakeholders across the organization to understand business objectives, goals, and requirements for digital capability modelling.
2. **Current State Assessment:** Conduct a comprehensive assessment of existing digital capabilities, including systems, processes, technologies, and skills, to establish a baseline.
3. **Capability Identification:** Identify and categorize digital capabilities required to support organizational goals and objectives, including customer engagement, data analytics, digital marketing, and e-commerce.
4. **Capability Mapping:** Map digital capabilities to business functions, processes, and activities, ensuring alignment with strategic priorities and value delivery.
5. **Capability Gap Analysis:** Analyse the gap between current and desired digital capabilities, identifying areas for improvement, enhancement, or investment.
6. **Capability Prioritization:** Prioritize digital capabilities based on their strategic importance, impact on business outcomes, and feasibility of implementation.
7. **Capability Roadmap Development:** Develop a roadmap for building, enhancing, or acquiring digital capabilities over time, outlining key initiatives, milestones, timelines, and resource requirements.
8. **Technology Assessment and Alignment:** Assess technology solutions and platforms required to enable digital capabilities, ensuring alignment with organizational architecture and standards.
9. **Skills and Talent Assessment:** Assess existing skills and talent within the organization to support digital capabilities, identifying gaps and opportunities for training, recruitment, or partnerships.
10. **Governance and Accountability:** Establish governance structures and processes to oversee digital capability modelling initiatives, ensuring accountability, transparency, and alignment with business objectives.
11. **Change Management and Adoption:** Develop change management strategies and communication plans to facilitate adoption of new digital capabilities, engaging stakeholders and fostering a culture of digital innovation.
12. **Measurement and Evaluation:** Define key performance indicators (KPIs) and metrics to measure the effectiveness and impact of digital capability modelling efforts, tracking progress, and driving continuous improvement.
13. **Collaboration and Integration:** Foster collaboration and integration between business units, IT departments, and other stakeholders to ensure seamless integration and alignment of digital capabilities with organizational goals.
14. **Scalability and Flexibility:** Design digital capabilities with scalability and flexibility in mind, allowing for adaptation and expansion in response to evolving business needs and market dynamics.
15. **Continuous Improvement Iteration:** Implement mechanisms for continuous monitoring, evaluation, and iteration of digital capability modelling efforts, incorporating feedback and insights to drive ongoing improvement.

## SERVICE DEFINITION

## Key Benefits

1. **Strategic Alignment:** Align digital capabilities with organizational goals and objectives within public sector organizations, ensuring that digital initiatives support the overall mission and vision.
2. **Comprehensive Understanding:** Develop a comprehensive understanding of current digital capabilities and gaps within public sector organizations, enabling targeted improvements and investments.
3. **Resource Optimization:** Optimize resource allocation and investment decisions by identifying areas where digital capabilities can be leveraged most effectively to achieve desired outcomes.
4. **Risk Management:** Identify and mitigate risks associated with digital transformation initiatives by modelling potential impacts on existing capabilities and infrastructure within public sector organizations.
5. **Scalability and Flexibility:** Design digital capabilities that are scalable and flexible to accommodate future growth, changes in technology, and evolving business requirements within public sector organizations.
6. **Interoperability and Integration:** Ensure seamless interoperability and integration of digital capabilities across departments, systems, and platforms within public sector organizations, facilitating data sharing and collaboration.
7. **Data-driven Decision Making:** Enable data-driven decision-making by modelling digital capabilities that enhance data collection, analysis, and visualization capabilities within public sector organizations.
8. **Agile and Adaptive Approach:** Develop agile and adaptive digital capabilities that can evolve and respond to changing needs, priorities, and technologies within public sector organizations.
9. **Stakeholder Engagement:** Foster stakeholder engagement and collaboration by involving key stakeholders in the modelling process, ensuring that digital capabilities meet their needs and expectations.
10. **Continuous Improvement:** Establish a framework for continuous improvement by regularly assessing and updating digital capabilities in response to changing requirements, feedback, and lessons learned within public sector organizations.

# Social Value

## Social Responsibility

We recognise our responsibility to society and strive to make a positive impact through our business practices, philanthropic efforts, and advocacy for social causes that align with our values.

## Diversity and Inclusion

We celebrate diversity and foster an inclusive environment where individuals of all backgrounds feel valued, respected, and empowered to contribute their unique perspectives.

## Environment

We are committed to environmental stewardship and sustainability, minimizing our environmental footprint, conserving resources, and promoting eco-friendly practices in our operations.

## Health and Well-being

We prioritise the health and well-being of our employees, clients, and communities, promoting a culture of wellness, work-life balance, and mental health awareness.

## Digital Inclusion

We advocate for digital inclusion and accessibility, working to bridge the digital divide and ensure that everyone has equal access to technology, information, and opportunities in the digital age.

## Skill Development

We invest in education and skill development initiatives to empower individuals with the knowledge, tools, and opportunities they need to succeed in the digital economy and beyond.



ABOUT US

# Selection of our clients

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Department  
for Work &  
Pensions

**DIAGEO**



**HSBC**



JOHNNIE WALKER.

**VISA**<sup>®</sup>



**GUINNESS**

**ZING**

 **aetna**<sup>™</sup>

**Batteries  
Plus** 

Power it. Light it. Fix it.

## Experience of our core team

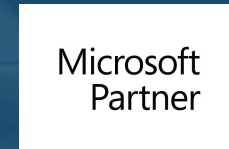


# THANK YOU

## Contact Details

For this service, please contact our Public Services team on [gov@transformcx.co.uk](mailto:gov@transformcx.co.uk)

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