

# G-CLOUD 14

CoStratify Service Definition Document  
Digital Transformation

CoStratify



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A grayscale photograph of a city skyline, likely Manchester, featuring several tall buildings and a body of water in the foreground. The image is used as a background for the left side of the slide.

20+

Associates

£1m

Turnover,

100+

Projects over  
5 years

1000+

Stakeholders  
met with

# ABOUT US

An ethical, client led, technology transformation boutique consultancy.

- Manchester based
- Formed in early 2019
- Strong ethical consulting mantra
- Aligned to healthcare, local government, housing and charity sectors
- Resource pool of former CIO's, CTO's, Chief Executives and Transformation Directors
- Unique but proven methodology
- People led but with an asset consulting approach

# OUR MISSION & VALUES

Our mission and values shapes everything we do, and we live and breath these daily.

**Integrity** is at the heart of this which means being transparent, engaging without a sales agenda and always being on our clients side.

We're also here to **enable others**. Not just our internal employees and associates but our partners and clients too.

Finally, we pride ourselves on the **quality** of the **outcomes** we create for clients, not just the outputs we provide or the people we put in place.

We believe there are **8 critical success factors** that we must achieve as part of any project:

**Find the root cause**

**Reduce change risk**

**Seek change allies**

**Align outcomes**

**Identify quality solutions**

**Remove blockers**

**Communicate complexity**

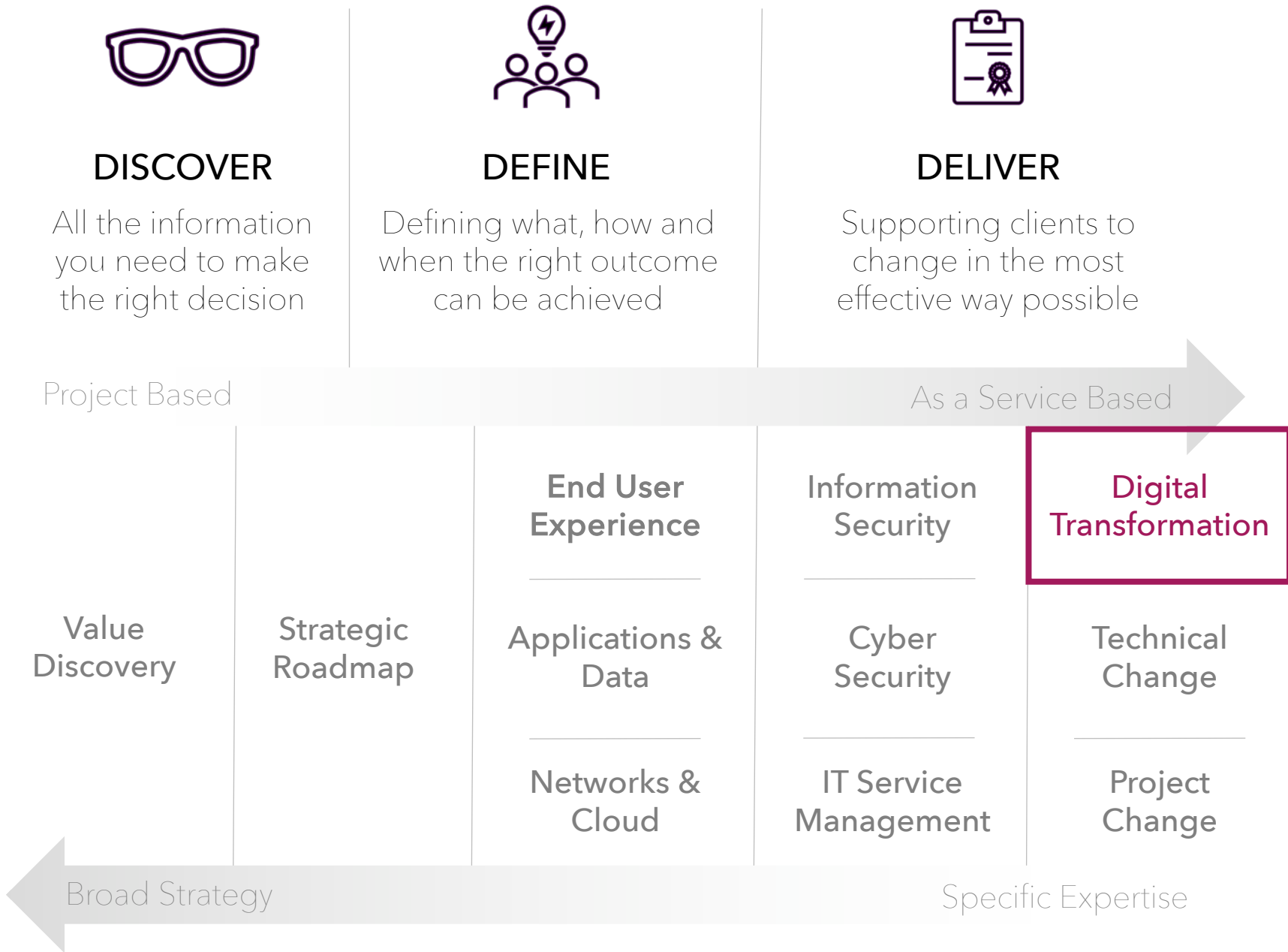
**Enable efficiency**

# OUR SERVICES

We specialise in enterprise wide value discovery but we know what it takes to deliver true digital transformation.

This is why we have an interconnected set of services ranging from broad discovery, through to specific expertise and guidance services that help navigate the challenges of delivery.

These services also vary between projects and as-a- service offerings. For more information see our GCloud services.



# DIGITAL TRANSFORMATION

## SERVICE OVERVIEW:

As technology is changing at such a fast pace, digital transformation projects have become key opportunities for organisations to adopt new ways of working, engage differently with service consumers and enable new capabilities that enhance outcomes whilst driving down cost. However, digital transformation at scale is not for the faint hearted and must be organised and calculated. Our strength is enabling digital transformations to get started through short impact assessments, user centred design and business cases, focussed on a key area of change. This is followed up with user journeys and backlog planning and onboarding digital squads to work in an agile way across the programme of change activity, resulting in capable new service offerings built on strong requirements foundations.

Some of the typical activities provided from the digital transformation service are:

- User centred design and digital change roadmaps, bringing together high level key themes of change required to be focussed on across an organisation.
- Definition of the user stories, personas, risks and issues that need to be addressed.
- Development of backlog activity and proof of concept planning.
- Integration between digital transformation and technical activity on which the transformation is dependent.

# DIGITAL TRANSFORMATION

## FEATURES:

- Analysis of AS-IS services, processes and consumer outcomes, linked to technical capability.
- Solution option analysis against the personas, consumer outcomes and process risks and issues.
- Iterative design sprint planning and backlog population focussed on user experience and outcomes.
- Identification of technical impact, dependencies and opportunities, identifying the best possible approach to deliver the desired outcomes for each persona.
- Adoption and culture change key to delivery planning.
- Led by certified and experience Agile SCRUM masters.

## BENEFITS:

- Inspire the organisation to adopt change and enable wider benefits from digital transformation.
- Align organisations with end user needs, musts and wants, improving services and customer outcomes.
- Discover and adopt innovative technology that has real purpose for your end customers, finding new revenue streams and ways to deliver quality outcomes.
- More quickly get to the root cause of problems and enable change based on real experience of experts who have been in your shoes.



# ENGAGEMENT APPROACH

- Dedicated account manager from your very first contact through to the end of your project.
- Weekly updates and reporting throughout your project, aligned to your internal reporting cycles.
- Escalation and project change process clearly defined, with feedback incredibly important to us.
- Projects managed by PRINCE II qualified and experienced project managers.
- Projects are delivered by experienced individuals, working to a robust and repeatable process that is proven in the market.
- We provide the option to augment your existing teams, closely collaborating in the delivery of the overall project, should you require this.







"CoStratify are professional, responsive, flexible, and extremely knowledgeable and provided One Manchester Housing with a holistic view of our IT systems, infrastructure, and approach to programme management."

Nicole Kershaw - CEO  
**One Manchester Housing**





# York and Scarborough Teaching Hospitals

NHS Foundation Trust

"Whatever your think your level of IT maturity is, if you want independent and vendor agnostic experts to come in an assess where you are now; and based on where you are, where you need to be and how to get there, these are the guys to help you."

Dylan Roberts - CDIO  
York & Scarborough Teaching Hospitals  
NHS Foundation Trust



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