Transform

G-CLOUD DATA VISUALISATION

SERVICE DEFINITION

CONTENTS
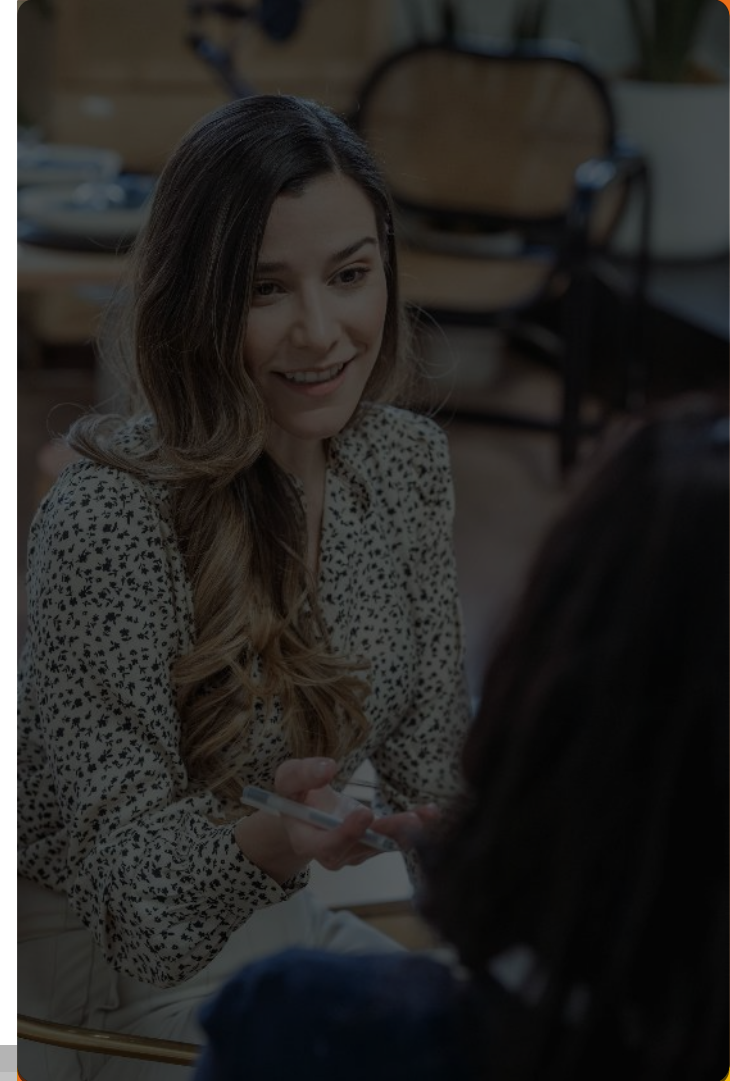
Hello, we are Transform

Transform is a future company.

The world is changing. Problems don't look like they used to. These days, disruption is the new normal and connectivity means complexity. That's where we come in. We curate small, diverse teams who help our clients figure out where to go next.

We are Transform. With the creativity of an agency, the robustness of a consultancy and the technical agility of a start-up, we transform organisations.

We combine depth of expertise with a breadth of experience, working across both public and private sectors to deliver tangible outcomes in partnership with our clients, built on a philosophy of transparency, collaboration and agility.

We understand that every challenge and opportunity is different, so every solution should be too. That's why we combine data, insight and strategy to design and build bespoke solutions to get organisations fit for the future, both inside and out.

We deliver work across both the public and private sectors spanning data, technology, consultancy, customer experience, research, organisation and culture change. No matter who we're working with, we deliver tangible results that have real organisational impact.

SERVICE
OVERVIEW

Introduction

We use a wide range of tools to deliver everything from Single Customer View and CRM to predictive analytics and platforms for Data Science, Machine Learning and application of Artificial Intelligence for our clients

- **National Citizen Service (NCS).** Developed an analytical investigation platform on Google Compute Services, using a range of technologies - Compute transformin concert with Dataflow and Big Query serving results back through their Einstein BI platform.

- **BWM MINI.** Established KPIs, developed reporting frameworks, automation of reporting and measurement. Bespoke analytical projects answering specific questions or generating insights to support decisions, using R/Python/SQL/Tableau/PowerBI.

- **Domino's Pizza.** Developed a complete master data management service built on Azure Data Factory and CosmoDB. The pipeline ingests over 5m/daily transitional records and exposes cleansed data and insight via an API tier we developed.

- **Toyota/Lexus.** Used machine learning and other predictive modelling techniques to predict actions and outcomes. Using supervised learning and unsupervised learning algorithms, Bayesian networks, regression analysis.

Data Management

SQL, MS Azure, Data Factory | BLOB Storage | PaaS servers on MS Azure Cloud.

Create & manage single customer view

Transform proprietary matching algorithms

Data & Martech

CDP | CEP | DMP | ESP | Salesforce | Adobe | Thunderhead | Kitewheel | Tableau

Data Integration

API | Azure Data Factory | integration with MS Azure & AWS

Analytics & Reporting

R | Python | SQL | Tableau | PowerBI

Advance analytics & Research science

Learning algorithms | Bayesian networks | Regression analysis

Digital / Web analytics

Google Analytics | Skyglue | DMP | Thunderhead | Celebrus | Kitewheel | RedAnt | AppAnnie | Urban Airship

CRM Strategy

Google Analytics | Skyglue | DMP | Thunderhead | Celebrus | Kitewheel | RedAnt | AppAnnie | Urban Airship

Personalised marketing

Salesforce | Adobe | Dotmailer | Smartfocus | Adestra | Thunderhead

What is it?

What does it mean?

What it might look like?

Understanding

Widespread understanding of the data held, what it is, and what it can be used for.

Direct access to data teams, with the ability to shape priorities based on an understanding of a value of the data.

Use case driven analytical and development sprints defined by the product stakeholders.

Insight

Adoption of the data so that each individual is able to use it to develop insight to improve business understanding.

Hands on access to data directly from the database.

Ability to pull data to create reports and develop insight.

Proactive decision making, with the ability to define strategy.

Usage

Using data and insight to develop strategies and create new initiatives.

Ability to develop initiatives, based on insight, and then action them directly.

Proactive initiative implementation, supported by a test and learn strategy.

Action

Each individual is able to run and evaluate proactive data driven initiatives. Autonomously iterating ideas that feed into a wider strategy.

Ability to feed into programmes that automatically evaluate, iterate and improve.

Contributing in the development and improvement of dataled "Always On" activity.

Always on programmes, focusing on continuous optimisation.

Continuous, iterative design with the principle of build on what works, change what doesn't

Discovery

Proving the concept

Building the future

Our 3-phased approach is designed to quickly assess current capability from a data-enablement perspective, but also to gauge how well the current culture could support a more data-driven approach, and effectively prioritise future initiatives.

01

Discovery. Will result in a baseline assessment of capability and a set of hypotheses to be tested.

02

Proving the Concept. . This phase will deliver a proof point to the business – an example of how data insight, used in Agile environments, can affect change inline with business strategy whilst also demonstrating commercial value quickly. From insight gained in Discovery we will create a set of initiatives to deliver incremental value.

03

Building the Future. Once the efficacy of the approach is proven, Phase 3 is the further roll out of data-driven initiatives across the organisation in-line with business strategy.

Data products and services are a wide subject, therefore we adopt a build, iterate, learn model

- Cloud environments are preferred for easy scaling

- Security designed in from the start

- Time spent on data modelling is seldom wasted

- Technology is usually less important than data structure and quality

- Develop data prototypes and iterate

- Keep it as simple as you can

- Make it as complicated as it needs to be

- Component-based approach enables plug'n'play

- Learn from your successes and from your mistakes
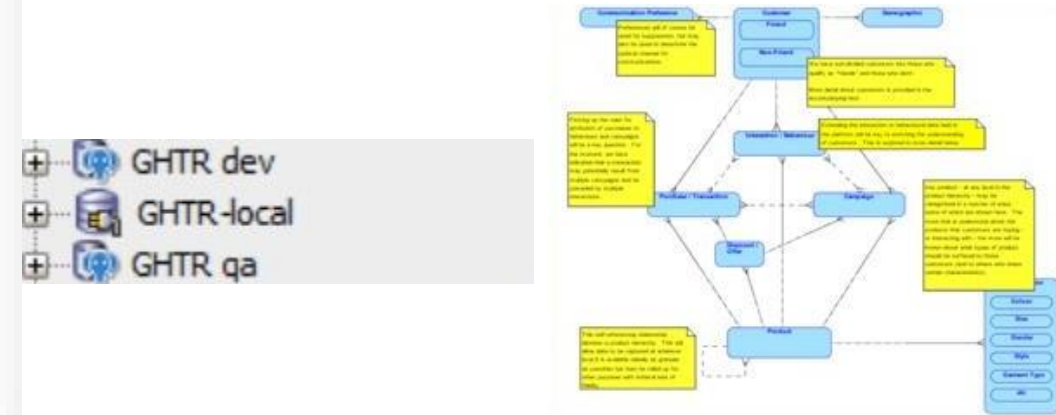
We use a range of sources, techniques & tools to deliver the insights that drive better decisions

- We can take text from a variety of sources including: Social Media, Surveys, Databases, Files and even handwritten letters

- Initial investigations are conducted using Natural Language Processing (NLP) to discover relevant classifications. This can then be transposed into Machine Learning algorithms or NLP microservices.

- Text classification can then be used to drive further statistical models or used directly in visualisations for instant analysis

Data visualisation to highlight trends, connections and impact of services
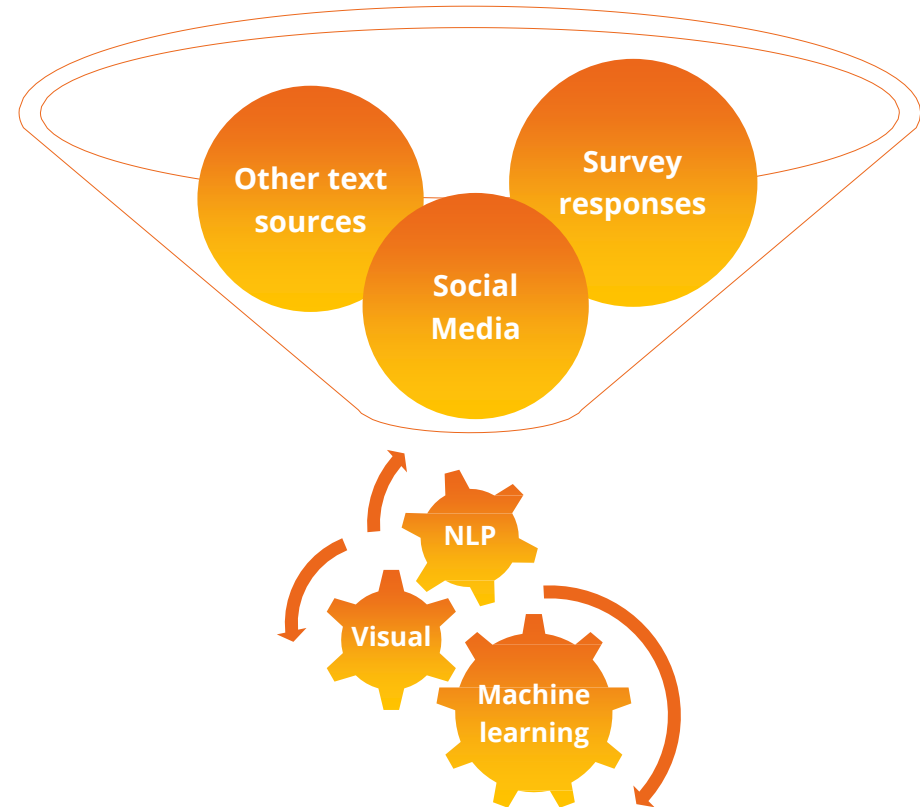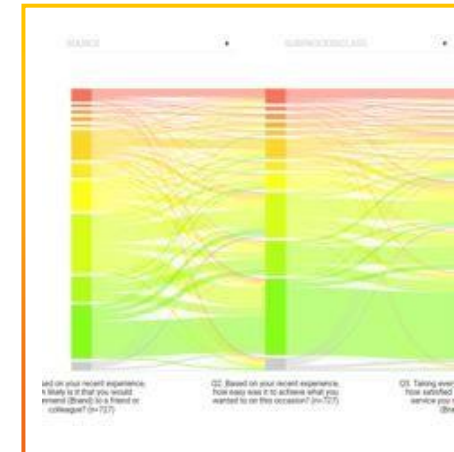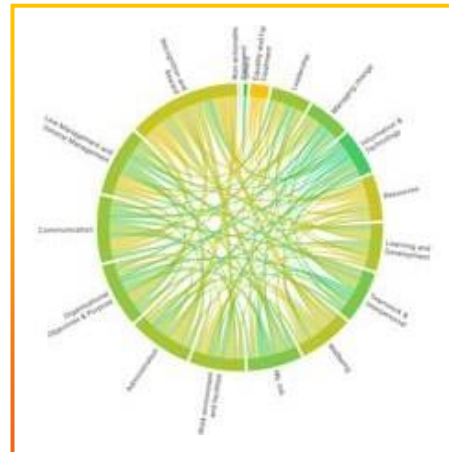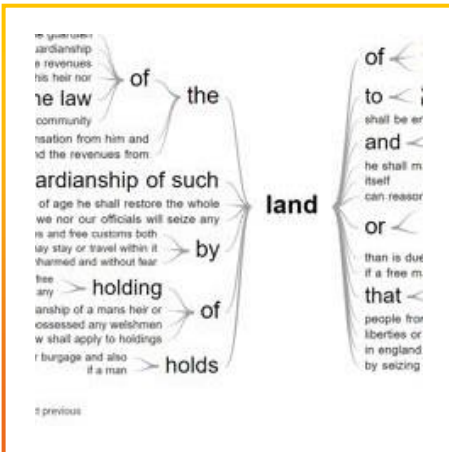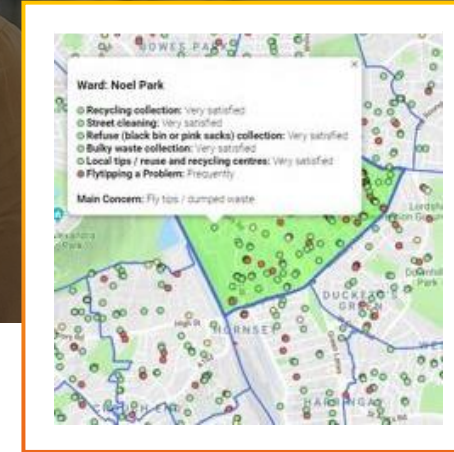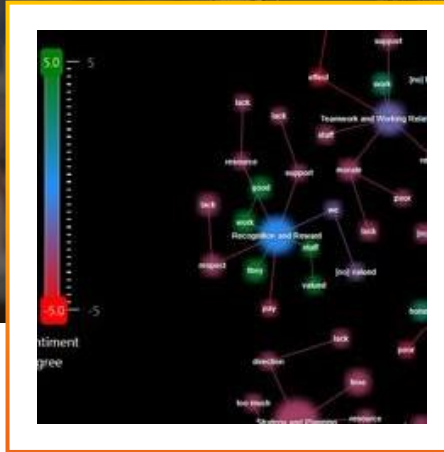
PROJECT
DELIVERY

Transform Is agile by default and a leader in agile delivery in government

Agile

business leadership and stakeholders engaged throughout

Client lead

1

2

3

4

5

6

7

8

Prioritised activities set out in order of importance to the project

backlog of programme requirements that need to be delivered

Delivery Manager

Progress measurement

The Team

1

3

6

7

8

The team selects as many tasks as it believes can be delivered by the end of the spirit

sprint planning sessions determine the aims and activities of the next sprint

Daily stand up

Show and tell

2-4 week sprint

Retrospective

Completed work

Planning should make it possible for all tasks to be completed within the sprint. however the end data of the sprint does not change

Task breakout

Activities required in he spirit to complete the objective

An agile approach that is more than just a project management methodology

The use of Agile ensures that the delivery meets both the product owners' and the end users' needs. The proposed approach is based around scrum and has the following elements:

- Development and content direction through use of a Product Owner

- User Stories for requirements

- Project communications using Daily Stand-ups

- Project tracking using a 'Kanban'

- Delivery management using Planning Poker and measurement of delivery velocity

- Testing and acceptance through the use of Show & Tells

- Project feedback and delivery improvement using Retrospectives

Our projects start with a short phase Iteration 0 / Sprint 0; This phase maybe 1-2 weeks for a short project to 4-5 weeks for larger projects. This phase is used to ensure that all the pre-requisites are in place so that the software and content development can progress quickly. The initial phase may include some or all of the following:

- Conduct initial research and set the curative direction

- Build a panel of future users to help test the site and content during development

- Create the core User-Centred Design assets

- Define the software and environment architectures

- Set-up and test the software build processes and automated test and deployment capabilities

- Install the initial development and testing environments

- Develop a set of initial code on the platform to test that the development and environments work seamlessly together

Agile delivery principles to provide the best results

01

Bring out the best in people

02

Multi disciplinary

03

collaborative

04

User-led

05

Co-located

06

Embedding agile

07

Delivery focused

08

Managing team dynamics

We adopt scalable approach to programme management & delivery, adapting teams to different phases
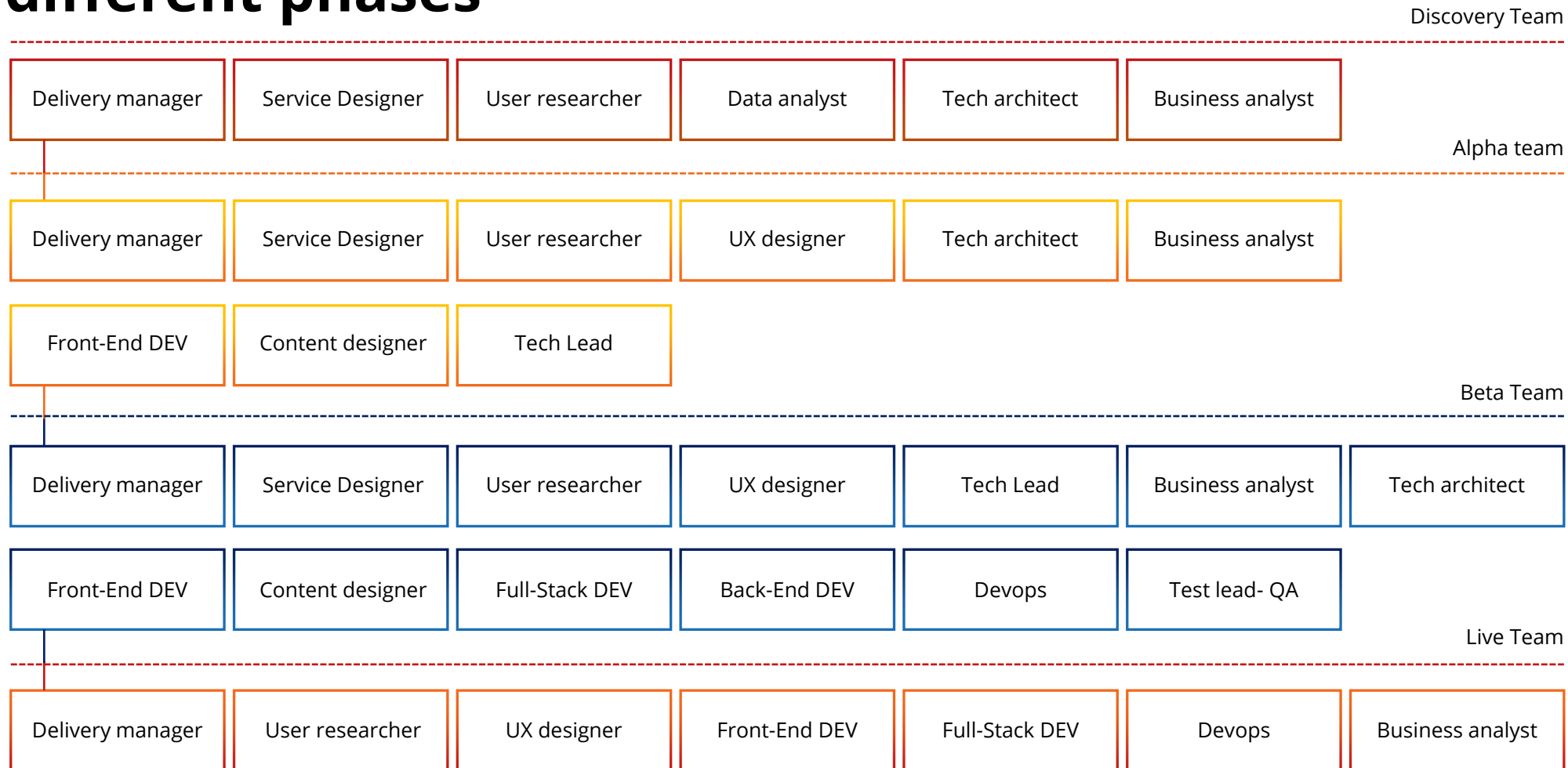
Discovery Team

Delivery manager	Service Designer	User researcher	Data analyst	Tech architect	Business analyst

Alpha team

Delivery manager	Service Designer	User researcher	UX designer	Tech architect	Business analyst

Front-End DEV	Content designer	Tech Lead

Beta Team

Delivery manager	Service Designer	User researcher	UX designer	Tech Lead	Business analyst	Tech architect

Front-End DEV	Content designer	Full-Stack DEV	Back-End DEV	Devops	Test lead- QA

Live Team

Delivery manager	User researcher	UX designer	Front-End DEV	Full-Stack DEV	Devops	Business analyst

WHY TRANSFORM

Dramatic digital change starts with optimistic, analog thinking.

We're a technology & data consultancy.

We define, design, build and operate products and experiences that drive real change.

What gets us out of bed in the morning...

Technology

Digital

AI

We solve knotty problems where there is no blueprint
We innovate holistic solutions that require **connected thinking** and **deep technical** expertise, using **diverse multi-skilled teams** for clients who want to build **capability tomorrow** alongside **impact today**

Data
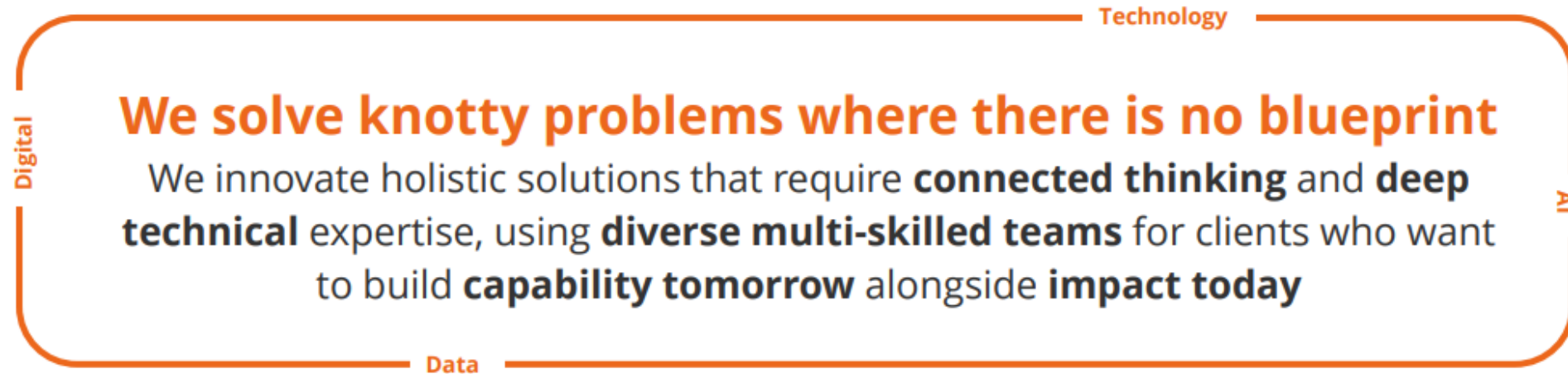
Connected thinking : We look at complex issues from end to end and through multiple lenses – we see the whole picture and consider the system not the symptom.

Partnership scale : We are able to field teams across disciplines without the scale, cost or disappointment that comes with the big guys

Collaboration unleashed : Multi-functional teams fielded with agility and adaptability, without the P&L structures that kill collaboration for our competitors

Deep Tech & Data Expertise: We have a depth of expertise across a spectrum of technologies; the expert in the room, with real world experience across multiple connected domains.

We can help:

01 — ## Optimise

Effectiveness & efficiency

Unlock the potential of your people, processes, tech and data to create new value, drive down costs, or both.

02 — ## Accelerate

Run faster

Create capacity for speed-to-impact and build your capabilities so you're ready for anything.

03 — ## Transform

Unlock opportunity

Define and deliver real change through digital, data and technology solutions for people.

Transform

Over a decade of transforming the public sector

GOV.UK
Firing the starting pistol of the digital government revolution, co-authoring the Martha Lane Fox report

Office of Public Guardian
Opening access to power of attorney - GDS' first exemplar project

UK Border Force
Reducing queues at the UK border using data science and engineering

Home Office
Helping set-up their Digital Services Programme

Department for Education
Delivering user-centred and digital expertise services at scale for children, teachers and schools

Public Health England
Transforming the health of 8m people through **Couch to 5k** and **Sugar Smart**

COUCH TO 5K

HM Courts & Tribunal Service Immigration and Asylum
end-to-end redesign - **Winner of the 2021 Global Service Design Award**

Department for Energy Security and Net Zero
Improving home energy efficiency

HMRC
Enabling trade to keep flowing after EU Exit

2010 2011 2012 2013 2014 2015 2016 2017 2018 2019 2020 2021 2022 2023

HM Government
Designing the government's first cloud store - revolutionising access to government projects for SMEs

Business Link
First application of the Martha Lane Fox report's design principles

HM Passport Office
Making losing your passport less of a headache

Marine Management Organisation
Working to help the UK fishing industry digitally record catches and protect sustainability

Department for International Trade
End-to-end design and development of a range of essential services, readying the UK to exit from the EU

National Citizen Service
Making democratic engagement something to look forward to

Department for Business, Energy & Industrial Strategy
Building a net zero future

Office of Veteran's Affairs
Improving access to services for veterans by designing the Veterans' ID Service

HM Government
Planet-centered design

Family Rights Group
Building service design capability

Tackling tough challenges is our idea of fun

Government Digital Service
We wrote the report for Martha Lane-Fox that triggered the digital revolution in government

Argos
We took Argos from pencils to digital – and from 12% to 47%+ digital participation

HM Government
We're trusted to provide critical infrastructure to handle Brexit, including for HMRC, DIT and DEFRA

Public Health England
We designed and developed Couch-to-5k for Public Health England

Ministry of Justice
We're democratising access to Justice in the UK by digitising the courts system

GAM STOP
We delivered the world's first national online gambling self-exclusion service

SERVICE DESIGN AWARD
We're the only UK company to win a 2021 Global Service Design Award

Government Digital Service
We've delivered over 50 government digital services, working with 18 departments and agencies

Domino's Pizza
We developed machine learning algorithms to predict academic attendance, car purchase intent... and pizza orders!

Department for Education
We're DFE's engineering partner, creating a data-driven future for educators and students nationally

BMW TOYOTA HONDA LEXUS
Moving from selling cars to mobility solutions

We'll curate a multi-disciplinary team to solve your toughest challenges:

Data & Analytics	Research & Service Design	Strategy & Innovation	Technology	Change & Delivery
Digital Analytics	Customer & User Research – Quant and Qual	Growth and Innovation Strategy	Technology Strategy and Platform Selection	Project and Programme Delivery
CRM	CX and Service Design	Agile strategy - goal setting & outcome definition	Solutions and Technology Architecture	Product and Delivery Management
Data Science and Predictive Modelling	User Experience Design	Digital & Data Strategy - communication, commerce and channel-shift	Software Engineering	Business Analysis
Measurement Frameworks	Content Design	Digital Analytics	DevOps & Quality Engineering	Agile Transformation
	Behavioural Science		Data Engineering	

We Design for the whole service Lifecyle

Evolve

Trigger

Anticipate & Engage

Exchange

Experience

Move on

Triggers, are everywhere. They are moments - needs, thoughts, feelings, events and opportunities that propel someone towards an action - such as changing jobs, looking for new careers, setting up a start-up or creating a new service or product.

We map the triggers against a range of profiles and personas to identify their the needs, goals, motivations and barriers

From a few seconds to several months, people 'do their research', recruiters, marketeers influence and guide. As they first engage with a business, service or product, they have expectations that need to be met by the experience at the initial engagement point.

The key test is whether people can achieve their goals - was the experience seamless, frictionless, welcoming, straight-forward. Did it meet their expectations.

The most critical point in the lifecyle. The point of conversion and commitment. Whether its a service, a job or a product, people are investing their hopes, money and time into the promises of the experience. Whatever the exchange is - money for a product, experience in using a service or experience, career development and satisfaction from day-to-day work, we must design these with acute care and attention.

Get it right and the result is to promote positive expectations for the next step, amplifying brand perceptions

Our experience are made up of individual moments: of experience and consumption. These are the experiences people will talk about at length, to everyone... Everyone. By adopting a 'User-Centred Design' philosophy, built on deep insight and captured through system and journey mapping we will better understand and predict these moments, eliminating pain points and amplifying the experiences, impact and value.

The end result will be 'stickier' experiences, increased brand retention and loyalty.

Nothing lasts forever... or does it? Even the best experiences need to evolve, as expectations change and future needs emerge. Sometimes change will undermine or even break the foundations. Research and participatory design helps us anticipate these moments to pivot, iterate. Or recognise it is the right time for the lifecyle to end.

Understanding the right path to take at this juncture will sustain the relationship between businesses, brand, customers and employees.

How we work

No cookie cutters

We're contextual, customer- centered & agile as a gymnastics team

We make your teams better

We're big on knowledge transfer, co-working & trusted partnerships

We're data evangelists

It all starts with research, data, analytics & empathy

Quality is a big deal

With the toughest accreditations to prove it

All about the impact

We're commercial, goal-driven and focused on driving real change

Culture & people matter

Experienced, empowered, nice people with diverse perspectives

Transparency and Collaboration are at the heart of what we do

We are open and experienced in working in multidisciplinary teams alongside clients, partners (and competitors) as a single high functioning "rainbow" team aligned around a shared vision and common goals.

Culture of Collaboration:

Shared objectives – aligning teams from different disciplines or organisations around a common goal, shared vision and desired outcome
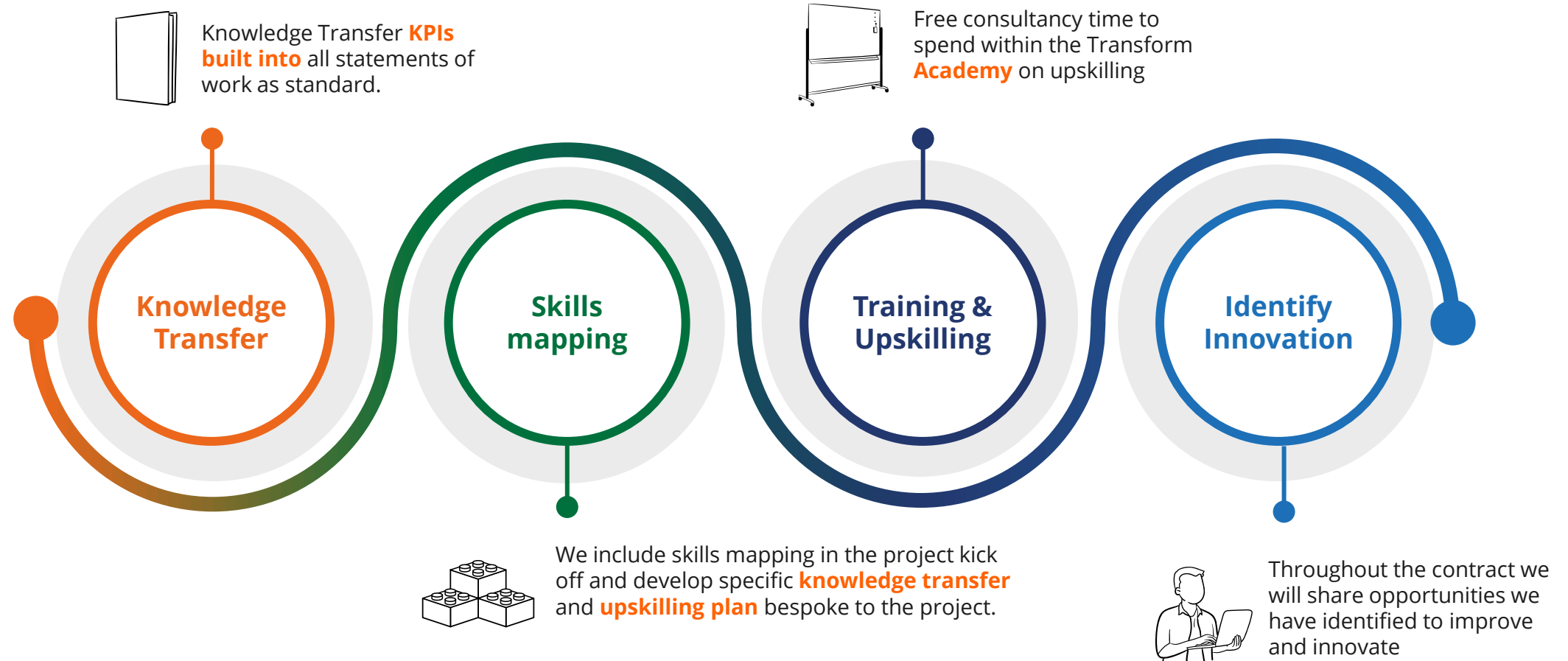
Empowerment & openness – to deliver outcomes, not outputs, we believe multi-functional teams need to be appropriately empowered within the framework of the delivery, with a healthy level of friction to challenge assumptions and innovate brave solutions

Curiosity & respect – the power of diverse teams is unlocking potential above and beyond the individual's contribution. We foster a culture that encourages curiosity and insists on respect

Whilst upholding required levels of professionalism, we like to inject fun and apply creative approaches to team-building and problem solving including Manuals-of-me, Lego serious play and Team Charters to create a strong working culture quickly. We provide shared space (physical and digital) for collaboration, adapting to the client's preferred approaches and tools.

We strive for continuous improvement & innovation

We will focus on helping our clients and their people develop, innovate and advance

Knowledge Transfer **KPIs built into** all statements of work as standard.

Free consultancy time to spend within the Transform **Academy** on upskilling

Knowledge Transfer

Skills mapping

Training & Upskilling

Identify Innovation

We include skills mapping in the project kick off and develop specific **knowledge transfer** and **upskilling plan** bespoke to the project.

Throughout the contract we will share opportunities we have identified to improve and innovate

Transform

©Transform. Confidential

Inclusion matters to us

Transform believes a diverse culture **underpins** delivery of the best outcomes for our clients, our team and our community

Our mission is to be representative of population, diverse of thought, inclusive of all

- Active Social Impact programme
- Inclusion Council and Peer Networks
- KPIs from executive level, cascaded into objectives & operations

We won the Management Today award for Best DE&I Programme 2022

And our CEO, Emma Robertson won Management Today's award for Best CEO Leadership on DE&I 2023

Transform ©Transform. Confidential

SERVICE
PARAMETERS

Service Parameters

Information Assurance

Transform has designed and implemented systems up to and including IL3. We have ISO9001 (Quality Management) and ISO27001 (Information Security). We have a large number of staff with security clearance.

Backup / Restore D.R.

Transform can provide full back-up and disaster recovery functionality for the development work, should the client so require. We can either provide this via hosting partners or via cloud services. All development servers and code are imaged typically every hour and secured to remote location. Periodically we take physical back-ups and can either store these through one of our existing contracts or using the client's preferred supplier.

On and Offboarding

Transform provides a seamless process for engaging clients and transferring knowledge. Our development process includes an initial 'Sprint 0', to mobilise the project team, develop agreed ways of working and clearly define the project outcomes. Our preferred model is to co-locate with the client and work collaboratively. In addition, we will provide documented System Architecture documents that outline the logical and physical characteristics of the systems we develop

Pricing

We have provided a completed SFIA Rate Card with this G-Cloud submission

Service Management

The management of our services is typically managed under a separate contract. However, the operating characteristics, alerting and instrumentation are key considerations in the development of any platform. Our central aspect of our approach is to consider these requirements in the system design and in line with best practice, provide a System Architecture document that supports the acceptance into service process.

Service Parameters

Service Constraints	Service Levels	Financial Recompense	Training	Ordering & Invoicing Process
Transform will normally be developing services and solutions specific to client requirements and specifications. Therefore, we normally work within the client's constraints	Transform will normally be building specific client solutions to their specifications and therefore we normally work to agree service levels defined as part of the development of the platform	See service levels	Transform offers a comprehensive training and coaching approach, as part of all engagements. This covers formal training courses, to mentoring and informal coaching to build internal capability. This is separately agreed with the customer, depending on need and available budgets. All clients also have access to our Transform Academy sharing expertise for free via ½ day training workshops.	See Terms & Conditions

Transform

Service Parameters

Termination Terms	Data Restoration & Migration	Customer Responsibilities	Technical Requirements	Trial Services Available
• By consumers (i.e. consumption): N/A • By the Supplier (removal of the G-Cloud Service): as per terms and conditions	Transform will normally be developing services and solutions specific to client requirements and specifications. Therefore, we will agreement the scope and specification of any data migration and restoration SLAs/processes as part of the work package	N/A	Transform will normally be building specific client solutions to their specifications and therefore we define the technical platform requirements as part of the development of the platform	Our preferred approach is to build solutions from prototypes to end solutions and use extensive customer / consumer input. We do not offer off-the shelf trial solutions and normally build to the clients' requirements