Transform

G-CLOUD
GDPR COMPLIANT DATA LIFECYCLE

SERVICE DEFINITION

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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.

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SERVICE OVERVIEW

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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 transform in 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

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Designing functional, high quality and secure services that evolve with the development

We believe that to build an effective solution that it is better to start with baseline architecture rather than to evolve the architecture. The key benefits are:

- Clear view of the separation of concerns
- Issues can be impacted against a know starting point
- It supports better de-coupling of components

Our approach is to build rapid candidate architecture and some working principals and then look to evolve these as the solution evolves through the development process. This minimises the time to develop the architecture, prevents over transformering but provides a vision of how the future platform will work.

We build an architecture based on the clients existing systems, identify and support the selection of new capabilities or suggest a completely new set depending on their requirements.

Transform like to use well proven design patterns for the development of software as these are well understood within the client and development teams. Our approach also includes”

- Modern, best practice transformering, promoting a devops culture
- Enables rapid iteration and feedback while ensuring quality
- A consistent approach allows teams to get up to speed quickly

We use a large toolset to achieve this and also build this into our designs, alongside inclusive and open ways of working

- Microservices, twelve-factor apps, paas and serverless
- “Secure by design”
- We actively promote internal and external communities
- We are generous with our knowledge and upskill our clients and their partners

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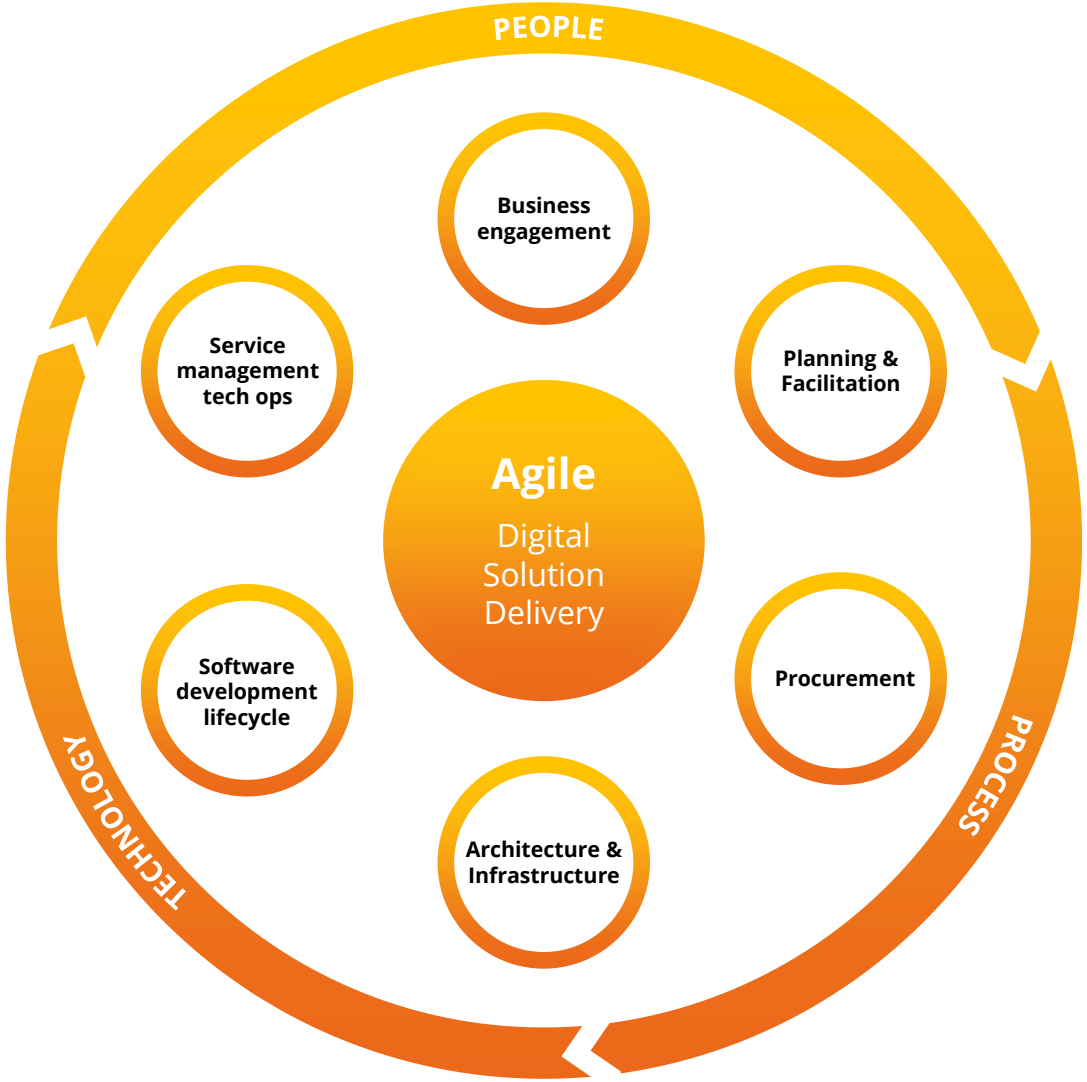
User-centred design at scale

Our GDS-compliant approach is user-centric and considers all user data needs. We use recognised development and Agile project management methodologies.

We perceive our holistic approach as key to a successful project. Organisations often fail because their focus is too narrow. They often adopt Scrum but don't appreciate fully successful continuous delivery requires investment in:

- Clear architectural principles and patterns
- Applied DevOps, infrastructure-as-code and deployment patterns
- Collaboration and ownership balanced between delivery and business teams
- Planning, both within the team and with the wider programme
- Engagement with Service Management and Live Services teams

Most importantly, a collaborative one-team culture is key, based on openness, continuous learning and inclusivity.



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PROJECT DELIVERY

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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

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

Progress measurement

2-4 week sprint

Daily stand up

Show and tell

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

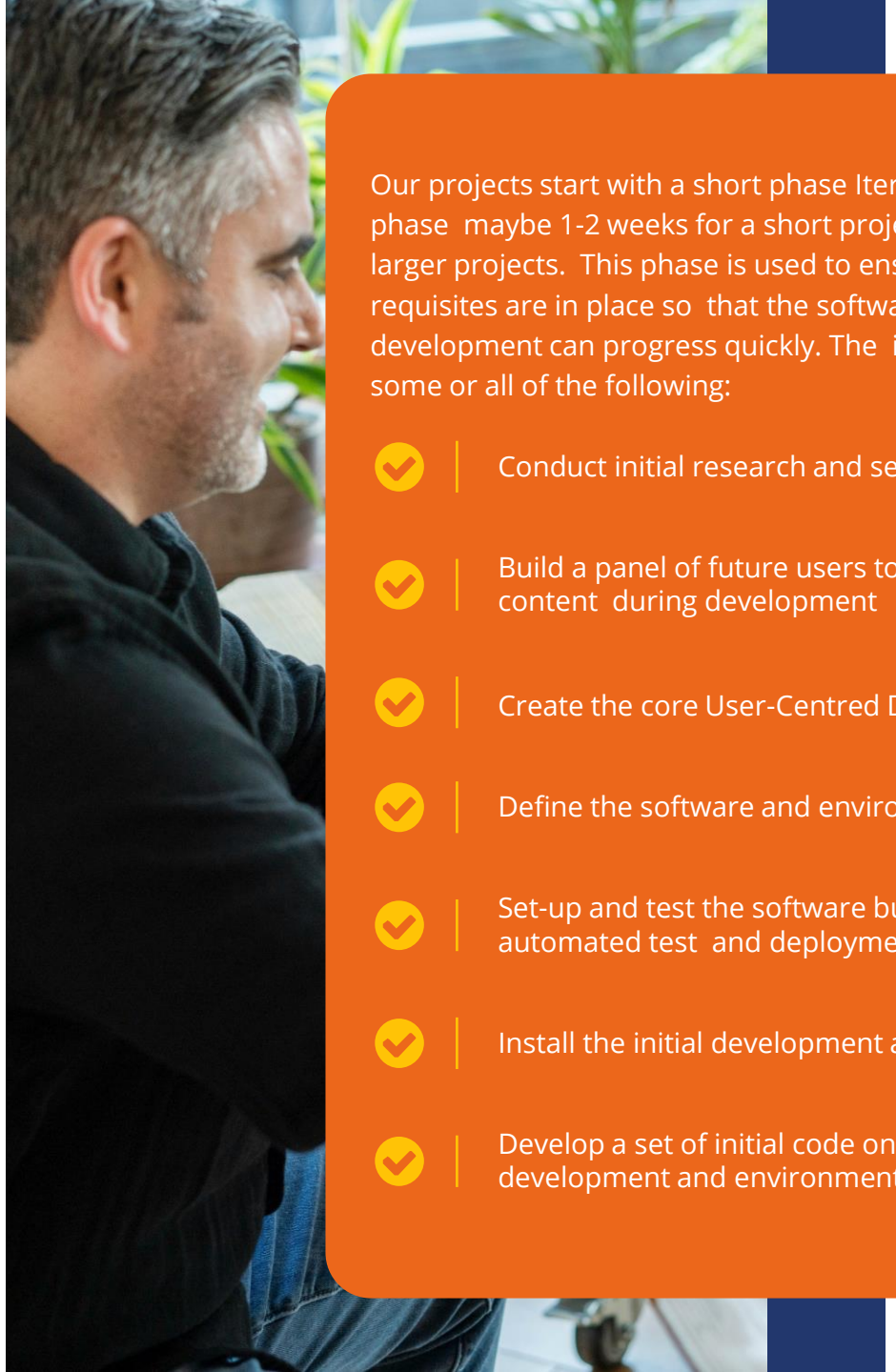
Task breakout

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

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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

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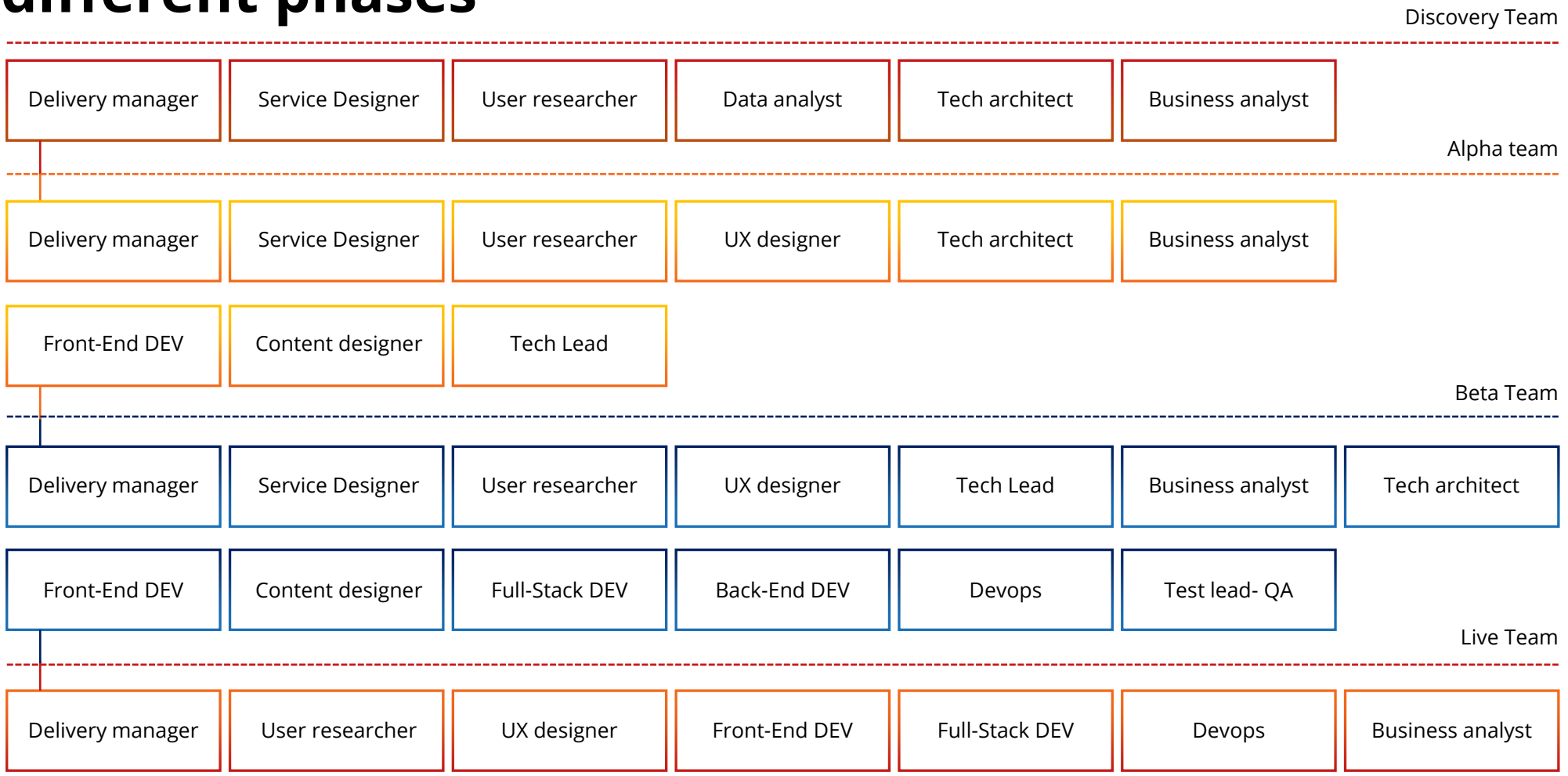
We adopt scalable approach to programme management & delivery, adapting teams to different phases



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WHY TRANSFORM

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