

Elsewhen Digital Product Consultancy

Service Definition

Overview

Elsewhen is an independent 100 person digital product consultancy established in 2011 by three engineers who had become frustrated by the opaque practices of traditional consultancies.

We offer a range of services as part of Lot 3, including Cloud strategy and implementation, Product Design and Discovery, and Delivery and Transformation. We combine strategy, design and engineering into one unified process.

By seamlessly blending the thinking and the doing, it is possible to reduce the inherent risks of delivering change in complex environments.

It's the key to launching successful products and services, and also what sets us apart. We have a deep understanding of cloud-first principles and can help you automate processes, reduce costs, and drive innovation.

With our expertise in change management and stakeholder engagement, we ensure successful implementation and adoption of digital solutions.

Our value proposition

We believe that strategic thinking has to be deeply connected to execution experience.

Elsewhen helps address challenges in the public sector by approaching everything with a Lean and Agile mindset – we cut vanity activities that don't add value; we favour data over opinions and we do 'just enough, just in time to learn, iterate and move forward.

Together with public sector partners we create world-class teams. We combine the deep domain knowledge our public sector partners have about their domain with our expertise in technology, customer experience, product design and execution.

With our support, the public sector can successfully navigate the complexities of digital transformation and achieve their desired outcomes.

Our Mission

We empower leaders to harness a cutting edge approach to design & technology, to deliver positive impact for their organisations.

Our clients

We have over 10 years experience redesigning how organisations deliver value to their customers



G Cloud 14

Our services

What the service provides

01

Cloud Strategy & Implementation

Build a cloud native core for your organisation to increase productivity utilising data and AI

02

Product Design & Discovery

Develop a strategic roadmap for improving your performance & reimagined experience for your customers

03

Product Delivery & Transformation

Build products, platforms & experiences at scale

Cloud Strategy & Implementation

Transform your processes to cloud native applications and platforms utilising GCP or AWS. Take advantage of data and AI capabilities to provide portals, dashboard and APIs to your customers and stakeholders.

Service features:

- Cloud strategy - define vision, strategy, roadmap, objectives
- Cloud agnostic development (Azure, AWS, GCP) and API based development
- Modern CI/CD, Dataops/Devops/Webops (Terraform, Ansible, Kubernetes)
- Data engineering utilising Python and Airflow
- Implement CI/CD pipeline, infrastructure as code, automated testing
- API development using the Open API standard
- Dashboards development utilising BI platforms like Looker
- LLM and Multi Modal architecture
- RAG implementation
- Many shot learning implementation
- Machine Learning model development

Service benefits:

- Deliver higher quality solutions for cloud technologies, data and AI
- Build, deploy, and optimise data pipelines flexibly, securely with GCP
- Design data experiences to make data actionable and usable
- Unlock the hidden potential of data to provide value to citizens
- Utilise Open Source to provide cost effective solutions
- Designs that reduce waste, and maximise productivity.
- Adapt to requirements as they evolve over time.
- Develop data models with scalability in mind ensuring they can adapt to evolving business needs
- Take advantage of the power of LLMs and recent AI developments

Discovery & Service Design

Develop a strategic roadmap for improving your performance, and reimagine outcomes for citizens and colleagues. Discovery through to implementation.

Service features:

- Vision setting and stakeholder alignment
- Customer insights to Jobs To Be Done
- Best of class analysis and benchmarking from other sectors
- Proof of Concept definition and roadmap from Beta through to Live
- Digital product design for modern consumer grade CX
- UI/UX design
- Service blueprint and design for current and future states
- Backlog creation and prioritisation

Service benefits:

- Validate assumptions utilising lean and agile discovery process
- Bring design thinking methodologies on board
- Define opportunities and agree on priorities
- Synthesise research to concise and actionable output
- Align internal and external stakeholders utilising easy to understand visual outputs
- Design visual representations of solutions to be shared with users and stakeholders
- Reduce risk associated with delivery of digital technologies
- Validate what you users actually need and want
- Check technical feasibility of solutions

Product Delivery & Transformation

Deliver digital services, platforms and tools to the citizens and colleagues, working to the Government Digital Service Standard and Technology Code of Practice (TCoP).

Service features:

- Cross functional product teams product, design, engineering and implementation
- Agile and Lean delivery practices
- React, Angular, Swift, Kotlin, Python, Node engineering
- AI, LLM, ML
- Continuous integration and delivery
- 8+ years of experience minimum for a team member
- World class design team trusted by Spotify and Google

Service benefits:

- Iterate fast to include user feedback in to your delivery cycle
- See features delivered often to citizen or colleagues hands
- Outcome based delivery
- On time on budget delivery
- Automated testing and DevOps culture to significantly reduce risk and bugs
- Products will meet the GDS Digital Service Standard 9
- Utilise Open Source technologies for cost reduction and robust output
- Remove the risk associated with gaps between design and engineering

Associated services

Select an ad hoc service from our end to end offering to add specific area of our expertise to your internal capability or programme of delivery.

Associated services are covered by our SFIA rate card.

Available services:

- 1. Build vs Buy analysis:** Compare and understand tradeoffs between using SaaS solution or creating a custom one.
- 2. User Research:** Conduct in-depth user research to gather insights and inform the design and development of digital products.
- 3. Design System:** Create a centralised repository for UI components, styles and animations utilising the atomic design approach.
- 5. Data Maturity Assessment:** Define the standardisation for data management and processing to streamline and standardise data.
- 6. Maintenance and Support:** We offer ongoing maintenance and support services to ensure the continued performance and reliability of digital products.
- 7. Vendor Due Diligence:** Conduct a comprehensive DD process to select the right SaaS vendor to support your requirements.

How we work

Product strategy, design and engineering in one unified process



Research

Bring together existing or new knowledge to define the vision



Service Design & Strategy

Create blueprints to support the org's services and operations



Implement & Build

Combine Design and Technology to deliver high quality outcomes at speed



Scale

Architecture that reduce waste, and maximise productivity. Adaptable to requirements as they evolve over time

Example team

We believe that we can deliver the most value by working in high impact teams. Our consultants are lead level consultants with 10-15 years of experience.

They have the experience to think through problems strategically and be an exceptional hands on professionals.

Your project team would be dedicated, working full-time throughout the engagement.



Nadav Mordechai

Director, Product & Strategy

15+ years experience

A passionate business leader, with vast experience in launching digital propositions. Nadav worked within regulated environments, FS and Technology and is leading teams from early stage strategy to implementation.



Yemi Adegbite

Lead, Product & Strategy

15+ years experience

A Product Management Expert, a Digital Venture Builder and a Strategy Consultant. He has helped several Fortune 500 companies build new businesses and capabilities. Part of the founding digital venture team that built the world's first purely digital Islamic bank.



Lisa Murkin

Lead Researcher

10+ years experience

A thought leader and strategic advisor with extensive experience in discovery, definition, development and delivery. She has a background in full-scale research methods and consulting to support digital product builders in product and service development.



Vahid Panjganj

Principal, Technology

15+ years experience

At Elsewhen Vahid ensures that everyone adheres to the software quality standards agreed by the team. He is skilled in scalable infrastructure, multi-cloud infrastructure, server-less frameworks and other technologies.

Additional support

Elsewhen's leadership team are deployed ad hoc throughout the project when required to support the team or work with the stakeholders.

Additional Principal level Elsewhen team members (e.g. Product Principal, Design Principal) are deployed to support the product, design, technology disciplines.



Leon Gauhman
Chief Product & Strategy
20+ years experience

Using technical, creative and business expertise, Leon leads our product teams across multiple platforms. He brings experience working with C-suite at listed corporates, advising startups and mentoring incubators like Seedcamp and Wayra.



Tadhg McCarthy
Chief Design & CX
20+ years experience

Tadhg oversees the design, customer experience, and delivery of our digital products along the growth strategies behind them. He has helped position Elsewhen as one of the top product design & CX consultancies in the UK.



Filippo Angelini
Chief Technology & Operations
20+ years experience

Filippo has a depth of technical expertise in a wide range of platforms and technologies. He has long-standing experience with Big Data, Machine Learning and complex integrations having designed data pipelines for clients such as Google and Gleeds.

Data protection

Information assurance

We are proud to hold Cyber Essentials and Cyber Essentials Plus certifications, which demonstrates our commitment to information security management.

Cyber Essentials Plus:

- This certification ensures that we have robust processes and facilities in place to safely manage information and protect sensitive data.



Information assurance

We maintain and adhere to our own comprehensive set of internal information security policies and procedures covering the following areas

Areas covered:

- Information classification, access control, security training and awareness, incident response and reporting, cloud security, disaster response and business continuity, vulnerability and patch management, data protection, physical security, change management, device and endpoint security, acceptable use, secure software development and backup & data recovery.

Policies and procedures:

- Our policies align with security guidelines provided by the National Cyber Security Centre (NCSC), OWASP, and the CIS benchmarks.
- Our policies are reviewed and updated at least annually, and/or in response to emerging threats, changing technological landscape, and the compliance requirements of our customers.

Data backup & Restoration

Elsewhen embraces a cloud-first approach, using fully-managed cloud services for operational and data storage purposes.

Cloud-first approach:

- To ensure data availability and integrity, leveraging the robust redundancy and resilience features offered by our cloud service providers. Robust data redundancy and backup/recovery capabilities are key criteria when we procure or review cloud services.
- In cases where we deploy and manage cloud infrastructure for customers we make full use of cloud vendor's built-in automated backup and restore features, and multi-regional redundancy capabilities.

Our customers:

- If our customers require control over backup schedules or have specific redundancy requirements, we are able to incorporate the required functionality into their service of choice. Along with any other specific data backup requirements that clients may have, ensuring a tailored approach to data protection.

Business continuity statement

Elsewhen implements a robust Disaster Recovery and Business Continuity policy to ensure the uninterrupted delivery of our services, enabled in part by our cloud-first, remote-first working model.

Our plan:

- The scope of our plan covers all key business areas and critical functions, including dependencies between various business areas and functions. We have identified acceptable downtime for each critical function and have outlined a comprehensive plan to maintain operations during any disruptions.

Mitigating risks:

- We understand the importance of business continuity and have implemented measures to mitigate risks and minimise downtime. Relevant policy and procedure documentation can be provided to the buyer upon request.

Privacy by design

Elsewhen is fully committed to privacy by design principles and adheres to the requirements of the EU General Data Protection Regulation (GDPR).

Protecting data:

- We prioritise the protection of citizens' data by incorporating privacy considerations from the very beginning of the design process. We ensure that privacy controls and safeguards are integrated into the development of our digital products and services, in alignment with our internal Access Control, Data Protection, Privacy and Compliance, and Secure Software Development policies.
- We implement a data access model based on the Principle of Least Privilege, and follow best practices for data anonymization, consent management, and data minimization to ensure compliance with GDPR regulations.
- By proactively addressing privacy concerns, we provide our clients with the assurance that their users' data is handled securely and in accordance with legal requirements.

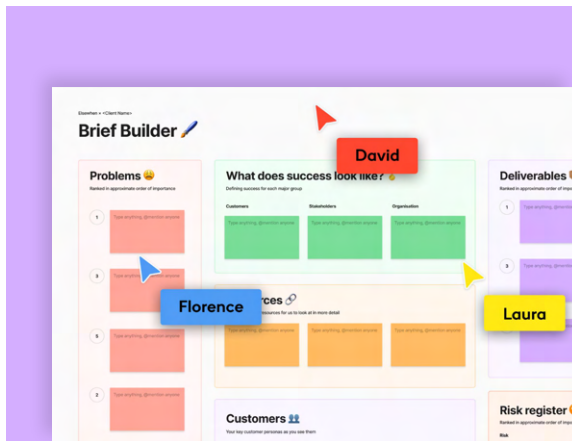
Using the service

Ordering and Invoicing

Elsewhen is fully committed to deliver a collaborative working environment and create a deep understanding of the buyer's needs.

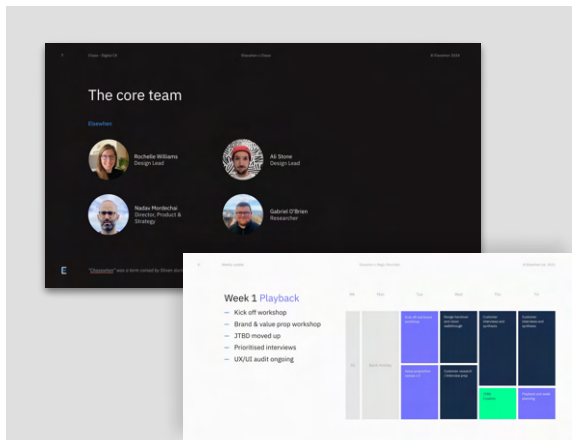
Key milestones:

- An introductory discovery session, "Brief Builder Workshop", is scheduled to discuss the buyer's requirements in greater detail. This session is provided at no additional cost.
- Following the agreement on scope, we offer guidance in completing an Order Form and initiating the project.



After Sales Account Management

We believe in close collaboration with our clients, and are committed to create long term successful partnerships.



After Sales Account Management

Our teams benefit from dedicated engagement management, ensuring oversight and primary client liaison. A Director supports this structure, offering an escalation point and providing strategic direction.

We issue concise weekly written updates to maintain alignment among all stakeholders and facilitate queries.

As proponents of Agile methodologies, we invite stakeholders to participate in key ceremonies, observe ongoing work, and contribute feedback, thereby continuously enhancing both deliverables and client relationships.

Regarding the termination process, we adhere strictly to the terms of the framework and contract stipulations.

Trialing our Services

We offer trial services in the form of short Discovery workshops. These engagements are designed to allow potential clients to experience the value and benefits of our services at a lower cost, while achieving quick wins.

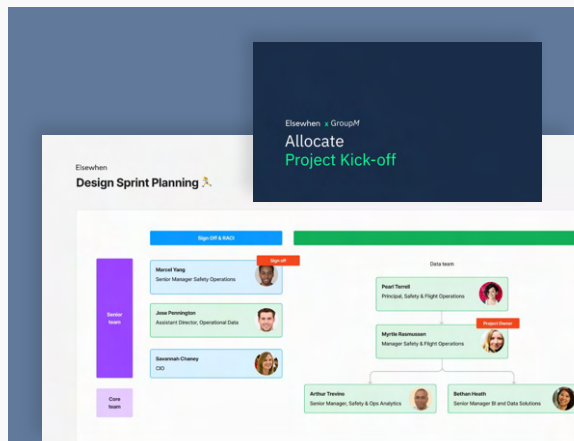


Service features:

- **1 Hour Brief Builder:** Join a workshop to help define your ambition, how success might look like, risks and deliverables. This is delivered at no extra cost.
- **3 Days Workshop:** Create a high level service map that outlines the key elements of your potential service. Will be charged as per our SFIA Rate Card.
- **2 Weeks Sprint:** Build a prototype experiment, test it with users and stakeholders to gain an understanding of potential ROI. Will be charged as per our SFIA Rate Card.

Onboarding / Offboarding

We have a well-defined process to help users start using our service and ensure a smooth transition when they stop using it.

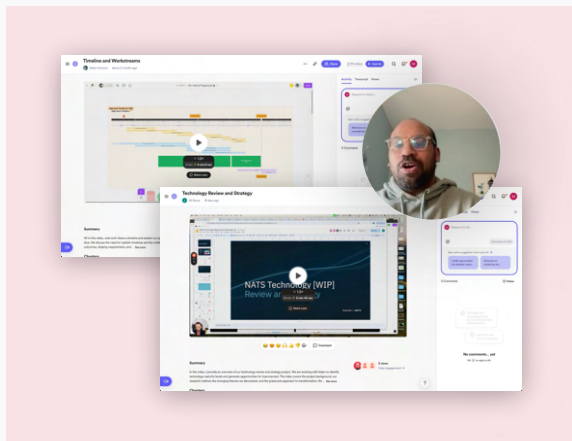


A bit about our process:

- 1. Before onboarding a new client:** Or agreeing a scope of work, we will run a “Brief Building” session with the buyer and their team. The goal of this session would be to understand the client’s ambitions, problems they are trying to solve and the deliverables they could most benefit from.
- 2. Onboarding:** We begin with a kick-off meeting involving key team members to review any changes to the scope and agree on our ways of working together.
- 3. Point of contact:** We assign a dedicated point of contact, normally a Lead Consultant or a Lead Product Manager, to lead the engagement and provide assistance throughout the on-boarding process. This includes providing documentation, conducting on-site visits if necessary, and offering training sessions to familiarise users with our service.
- 4. Offboarding:** The offboarding is focused on an orderly and timely handover process. All the project materials are indexed and collected in an handover pack. Including written documentation, design files, knowledge bases and code repositories. If possible ownership over artifacts hosted on SaaS platforms is transferred away from Elsewhen accounts to desired owner. New secrets keys are issued to the new owner utilising cloud providers account management tooling.

Training

Elsewhen provides comprehensive training facilities to support our clients.



We offer a range of training options, including online help and assistance, to ensure that users can easily navigate and utilise our service.

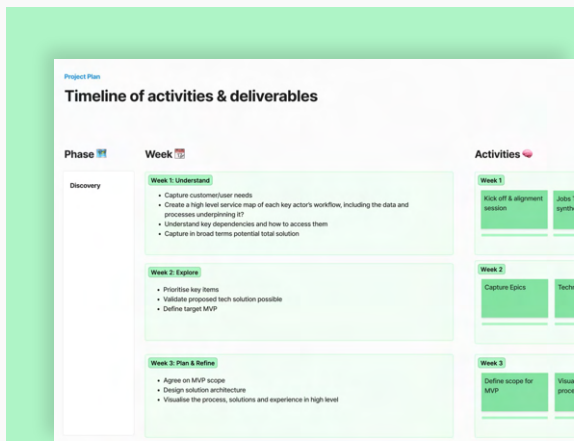
Additionally, we provide introductory and on-boarding services to facilitate the orientation of new users and are able to deliver training using a range of different methods:

1. Virtual guided sessions and webinars (via Zoom, Teams, etc.)
2. Recorded training sessions
3. Short video content - bite size clips to help users stay on top
4. In person training sessions

These services are designed to help users quickly familiarize themselves with our service and maximise its benefits.

Implementation plan

A detailed implementation plan can be provided to the buyer on request.



Elsewhen is committed to ensuring a smooth and successful implementation process.

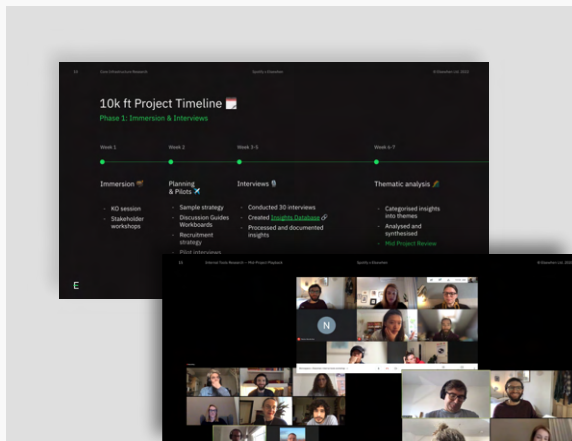
We understand that each client's requirements and objectives are unique, and we tailor our approach accordingly - usually as a combination of the buyer's established process, combined with our modern practices to reduce waste and risk.

Our implementation plan outlines the specific steps, timelines, and resources required to effectively deploy our service and achieve the desired outcomes.

By providing a detailed implementation plan, we aim to provide transparency and clarity to our clients, enabling them to make informed decisions and effectively manage the implementation process.

Service Management

Elsewhen delivers its services using a combination of people, processes, and technology.



Elsewhen is committed to following best practices and industry standards

- Our services, operating model and company culture are built on core ITSM principles and practices: prioritising customer experience, facilitating business alignment, driving continuous improvement, ensuring transparency and accountability, rigorous management of quality and risk.
- Many of our team members possess a decade or more of experience, and as such, are proficient in running a smooth process with you and your team. Having a high degree of maturity, we put this experience to work when upskilling new team members.
- Having provided our services internationally, we understand clients' needs and are able to provide tailored solutions.
- We have a dedicated service desk and a single point of contact for customers to seek support and make requests. We prioritise continual improvement, regularly reviewing and refining our processes to enhance service quality.
- Progress is reported through regular updates and communication channels established with our clients.

Service Constraints



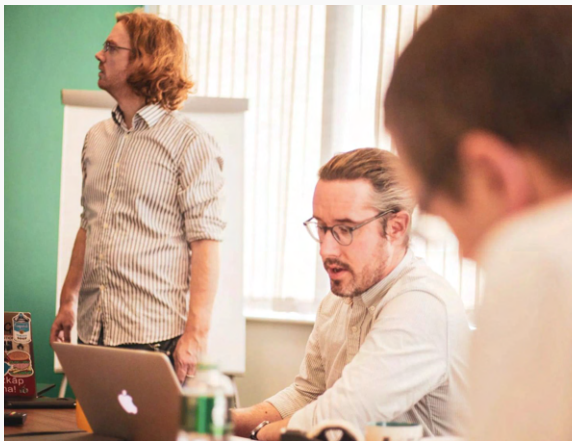
Elsewhen provides services such as:

- Provision of a support desk to provide maintenance services.
- Platform support, including identifying and fixing incidents, errors and bugs across production environments.
- The creation and upkeep of documentation to ensure that there is effective transfer of management and administration.

Constraints include:

1. **Support team size:** discretionary based on the agreement
2. **Working hours:** GMT 07:00 to 19:00 on Business Days
3. **Response times:** Depending on the severity of the issue; this can range from 2 hours on critical issues to 24 hours on medium/low priority issues
4. **Minimum performance targets:** From 100% on critical issues to 99.5% on Medium/Low priority issues

Service Levels



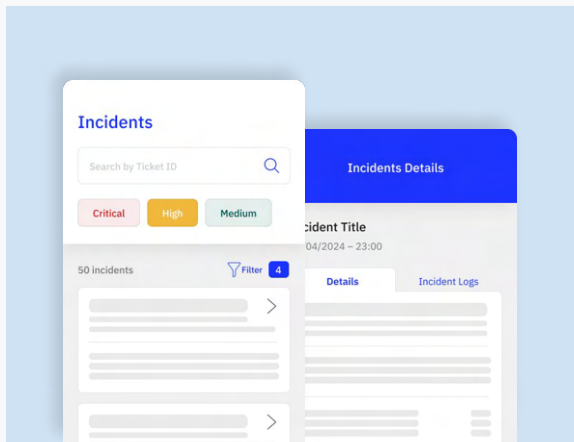
Service levels are bilaterally agreed with buyers, depending on the criticality of the system.

Below is an example of the minimum service levels that Elsewhen would commit to delivering throughout an engagement.

- **P0 incident (Critical):** Initial response time: 2 hours. Resolution time: 24 hours
- **P1 incident (High):** Initial response time: 8 hours. Resolution time: 2 business days
- **P2 incident (Medium):** Initial response time: 24 hours. Resolution time: 5 business days

In addition, the support desk is available between the hours of 07:00 & 19:00 on Business Days.

Outage and Maintenance Management



Outages:

- Elsewhen commits to a Minimum performance target of 99.95%.
- Elsewhen can provide a Support and Maintenance team to handle outages and incidents.

Maintenance:

- **Incident logs:** Elsewhen implements and maintains incident logs which are shared with the Client.
- **Triaging incidents:** Incidents are triaged and resolved based on service level agreements.
- **Service levels:** The Service Levels are reported by Elsewhen to the Client monthly.
- **Compliance:** Elsewhen records, measures, and collates such information to evaluate compliance with the Service Level.

Financial Recompense Model for not Meeting Service Levels



In the event of a failure to achieve the Service Levels minimum performance target it will be the responsibility of Elsewhen (without prejudice to the Client's other rights under the Agreement) to:

- Pay to the Client the Service Credits calculated in accordance with the terms set out under Service Levels.
- Arrange all such additional resources as may be necessary to provide the Services in accordance with the Service Levels as early as practicable thereafter and at no additional cost to the Client; and
- Promptly remedy the failure or re-provide any non-conforming element of the Services at no additional cost to the Client.

Service Levels and Service Credits shall be calculated independently. The percentages achieved in one Service Level will have no impact on the calculation of other Service Levels or Service Credits.

All deductions for Service Credits will be credited in the invoice corresponding to the calendar month in which the relevant Service Level failure occurred.

Provision of the service

Customer responsibilities

We aim to be flexible in our approach and work with clients.

To ensure smooth workings together, we ask that clients will support our work by providing the following.

1. **Client team:** Availability of Client's resources to attend planning workshops, and participate in follow-up meetings, to support definition and delivery.
2. **Internal systems and data:** Access to relevant internal systems and data for research and to run tests.
3. **Resolution times:** Resolution times may be dependent on the availability of Client personnel and the accuracy of the information provided by the Client personnel.
4. **Sign off:** Client to provide timely sign off of deliverables and key decision points.

Technical Requirements and Customer Requirements

Where possible we will aim to gain technical access and agree the following.

1. **Internal systems and data:** Access to relevant internal systems and data for research and to run tests.
2. **Access to code bases:** Customer to provide access to up to date code before Discovery kick off.
3. **Access to Infrastructure:** Customer to provide access to internal and 3rd party cloud services, where appropriate.
4. **Resolution times:** Resolution times may be dependent on the availability of Client personnel and the accuracy of the information provided by the Client personnel.



Our experience

IATA

CX Strategy & Product Design

Problem

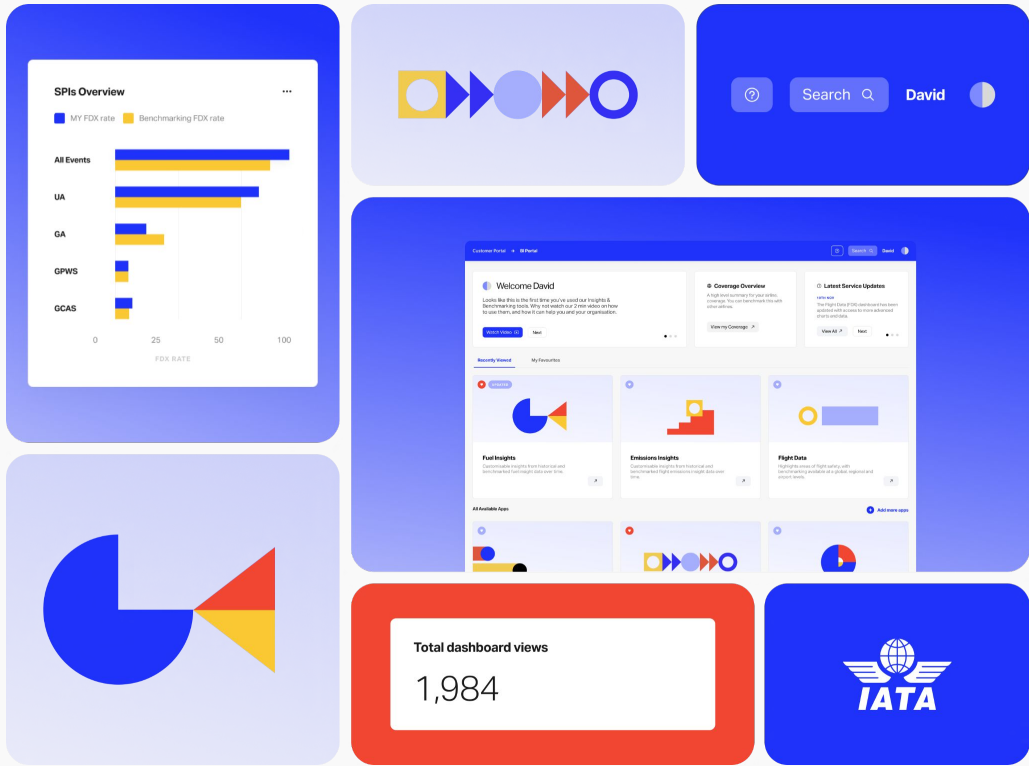
How can IATA make better use of untapped data and offer carbon footprint information to its customers.

Solution

Using service design and our data expertise, we created a portal that consolidates all sources of aviation data, powered by *Power BI*. *The solution is hosted on a XXXX cloud.*

Outcomes

1. Improved accessibility to valuable data.
2. Build extensible best in class UX navigation and display layer, that integrates with IATA's data services.



Inmarsat CX & Digital Transformation

Problem

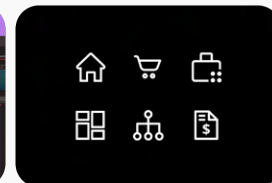
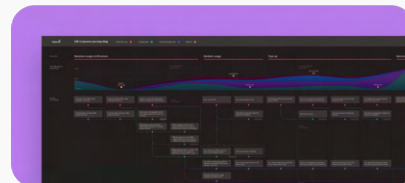
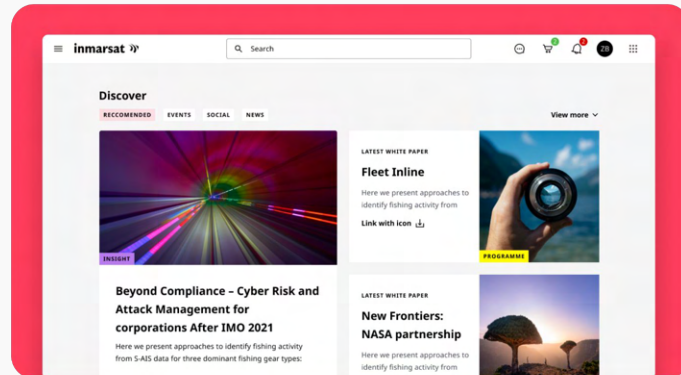
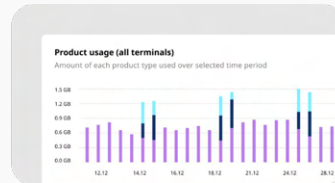
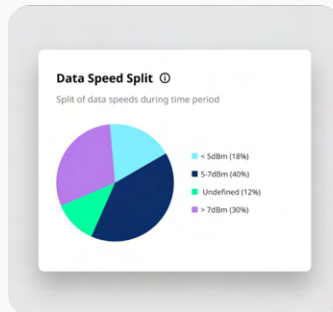
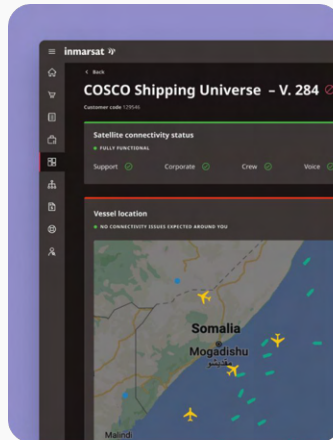
Procuring satcom services can be a long, manual process. Managing and monitoring services is a huge CX challenge.

Solution

Combining satellite data with cloud based analytics tools to provide the best, connected experiences for Inmarsat customers and partners.

Outcomes

1. Align the org utilising service blueprints.
2. Create intuitive UI powered by modern APIs



Group M End-to-end Ad platform

Problem

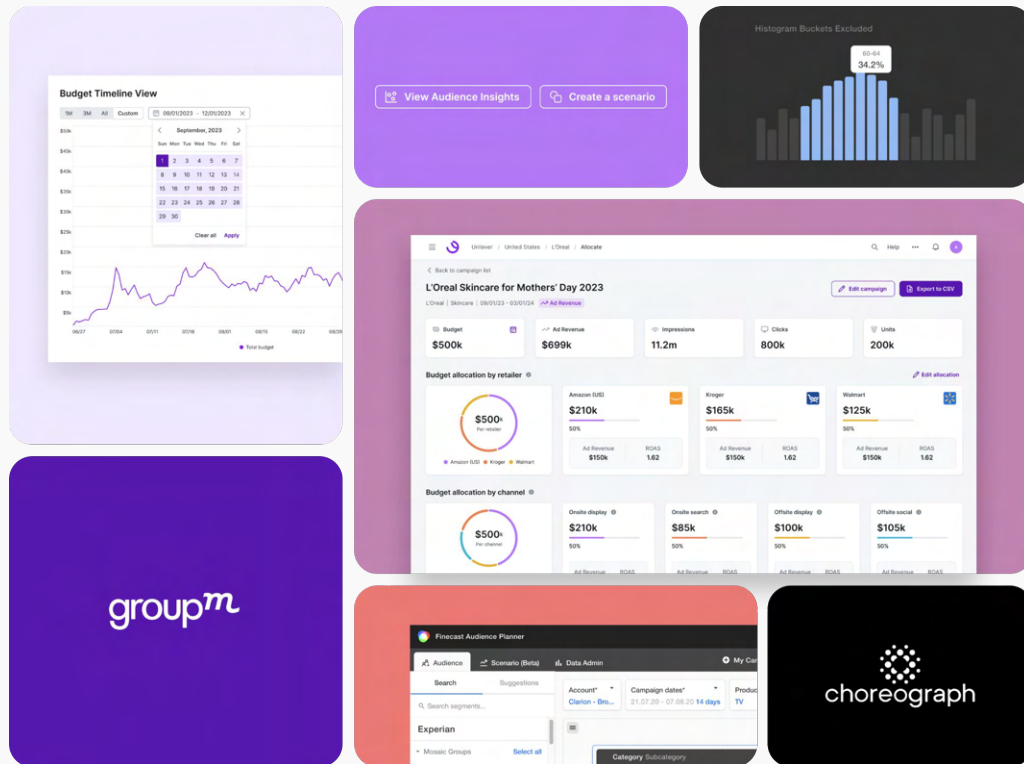
Enabling a step-change for the advertising industry, with data-driven targeting, dynamic pricing and real-time planning, at an unprecedented speed and scale.

Mission

Provide a self-service tool, that allows campaign pricing to be delivered in an efficient, repeatable and scalable fashion.

Outcomes

1. Delivered and maintain an entire cloud native enterprise platform end to end across 26 markets utilising modern design and tech.



Get in touch

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Thank you