Alchemmy

G-Cloud 14

Service: Digital & Data Strategy

Lot 3: Cloud Support

Alchemmy

Our Mission

Alchemmy was established with a pioneering spirit to transform the consultancy landscape. Its mission revolves around placing the priorities of both clients and team members at the core of its operations. Dedicated to creating innovative solutions and assisting clients through complex challenges, Alchemmy aims to deliver sustainable change that advances business and technology.

Why Choose Us

People-Centred Approach:

Dedicated to prioritising customer needs, making sure each action and decision is centred around the customer's best interests, while engaging stakeholders at every level of seniority.

Collaboration & Partnership:

Building genuine partnerships through a collaborative and trust-based approach, ensuring a seamless transfer of knowledge and expertise.

Innovation & Excellence:

A passion for great ideas and the pursuit of excellence in solving problems and implementing strategic changes.

Humility & Teamwork:

While taking work seriously, maintaining a culture of humility and promoting teamwork, emphasising a 'with you, not to you' philosophy.

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Our Key Achievements

Successful delivery of large-scale digital and data change programmes for major public and private sector organisations, showcasing Alchemmy's capability to handle complex transformations.

Establishment of enduring partnerships with leading organisations, enabling strategic and beneficial changes across various industries.

Cultivation of a highly experienced team with a successful track record, reinforcing Alchemmy's reputation as a leader in consultancy.

What this means for you:

Alchemmy stands out for our unwavering dedication to customer service, innovation, and value, backed by a team of professionals who are committed to making a meaningful difference. Our unique approach to consultancy, focusing on genuine partnerships and collaborative success, makes Alchemmy the ideal choice for organisations looking to navigate and thrive in the complexities of business and technology change.
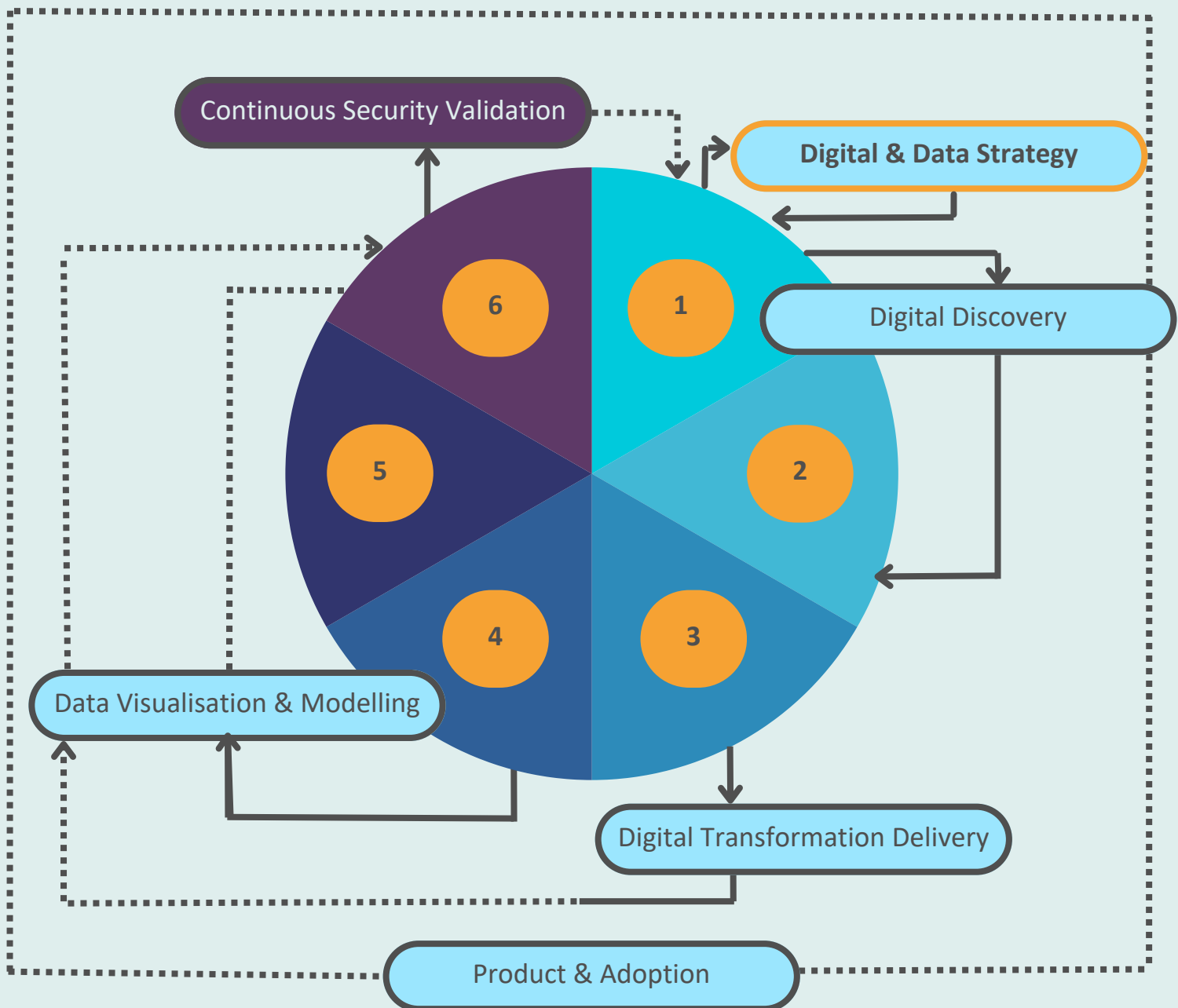
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The Alchemmy Digital Lifecycle

Key:

1 - Strategy & Planning -> 2 - Design & Development -> 3 - Implementation & Integration -> 4 - Visualisation & Modelling -> 5 - Training & Adoption -> 6 Review & Continuous Improvement

Our G-Cloud Consulting Services

Our G-Cloud Cyber Services

Continuous Security Validation

Digital & Data Strategy

Digital Discovery

1

2

6

5

4

3

Data Visualisation & Modelling

Digital Transformation Delivery

Product & Adoption

Digital & Data Strategy Overview:

Alchemmy's digital and data strategy service provides a holistic view of your capabilities, ensuring alignment of strategic objectives with technical proficiency, resource, and culture. Our diagnose, prepare, and accelerate methodology works with you to identify capability gaps, create targeted solutions, and implement accelerated change, generating value from digital and data assets.
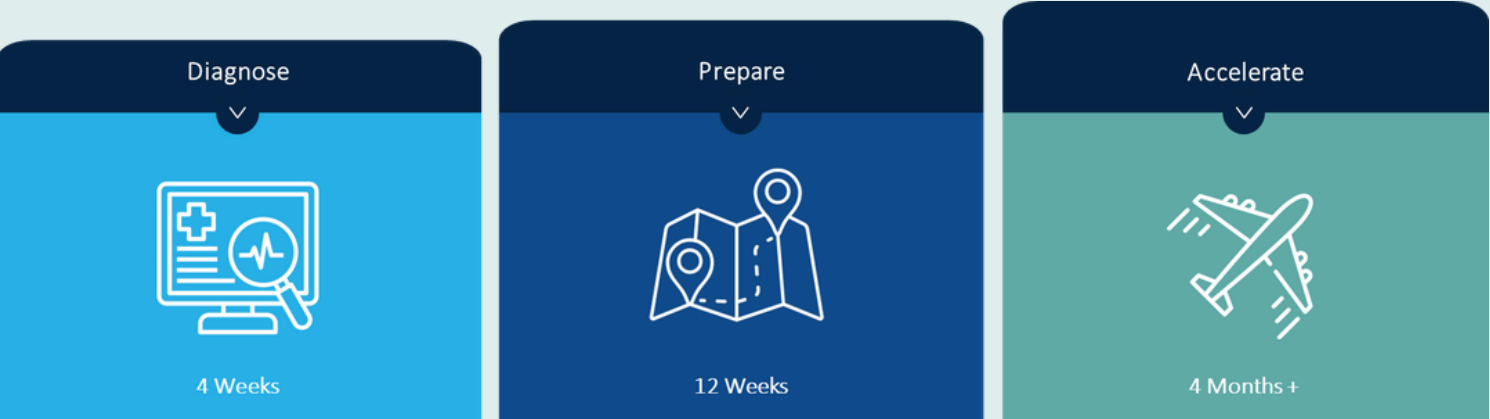
Features:

- **Alchemmy Diagnostic Tool:** Diagnose broken digital and data fundamentals.
- **Operational Gap:** Gap between digital and data assets, including cloud.
- **Case for Change:** Invest in a digital and data strategy.
- **Quick Wins:** Identifies short-term gains post-diagnostic.
- **Strategy Design:** Tailors actionable roadmaps, agnostic to specific technologies.
- **Technical Expertise:** Offers proficiency across data, technology, and governance.
- **People-Centred Design:** Integrates upskilling, culture, and data-driven practices.
- **Accelerated Value:** Delivers through top-tier change management and communication.
- **Unlocking Value:** Maximises potential of digital and data analytics.

Benefits:

- **Vision Identification:** Determines direction for your digital organisation.
- **Asset Transformation:** Turns digital and data blockages into enablers.
- **Strategic Alignment:** Enhances organisational success.
- **KPI Impact:** Measures effects of digital and data assets.
- **Customised Strategies:** Tailored to organisational needs.
- **Cost Efficiency:** Reduces expenses through unified strategy alignment.
- **Accelerated Insights:** Speeds data access, generating efficiency savings.
- **Business Agility:** Enhanced through digital and data enablement.
- **ROI Enhancement:** Boosts value realisation via effective change management.
- **Cultural Upskilling:** Creates a sustainable, data-driven culture.

Data & Digital Strategy - Detailed Service Description

Alchemmy's Digital & Data strategy methodology for turning data from a blocker to an enabler.

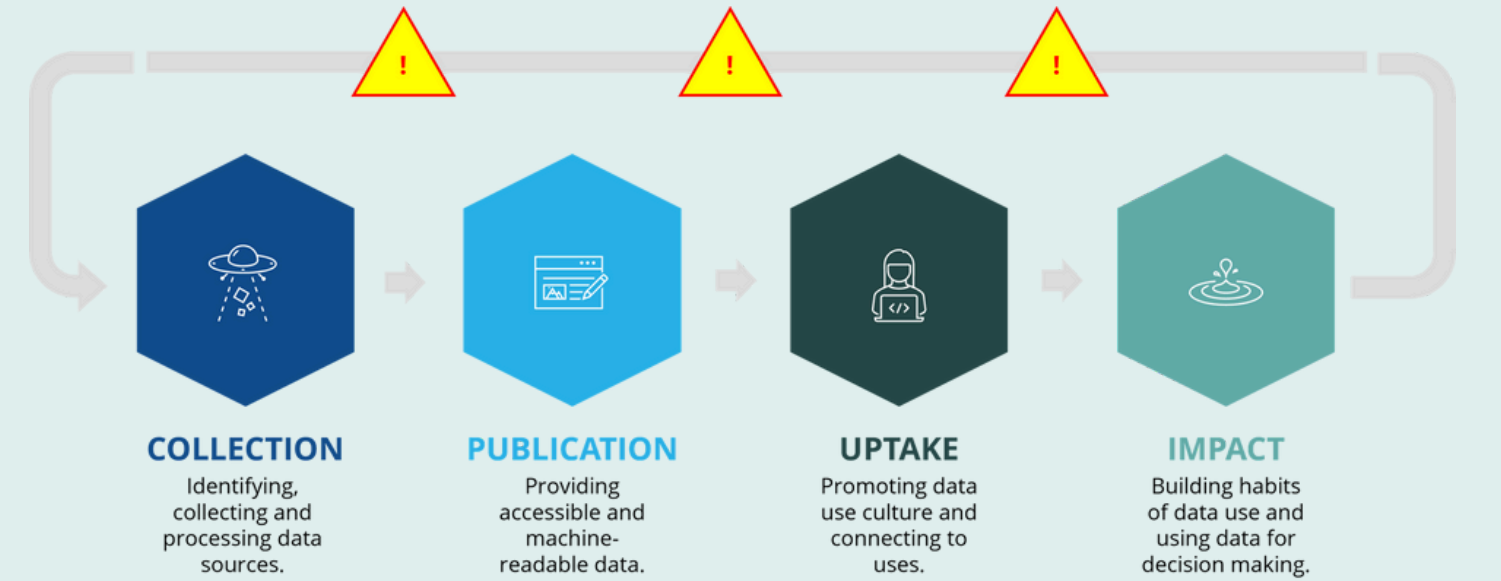| Diagnose	Prepare	Accelerate
4 Weeks	12 Weeks	4 Months +

Phase 1 Diagnose: Methodology

A data and digital diagnostic is crucial to solve efficiency and cost challenges. However, **69%** of companies have not created a **data-driven** organisation, and **72%** have yet to forge a **data culture** (Harvard Business Review).
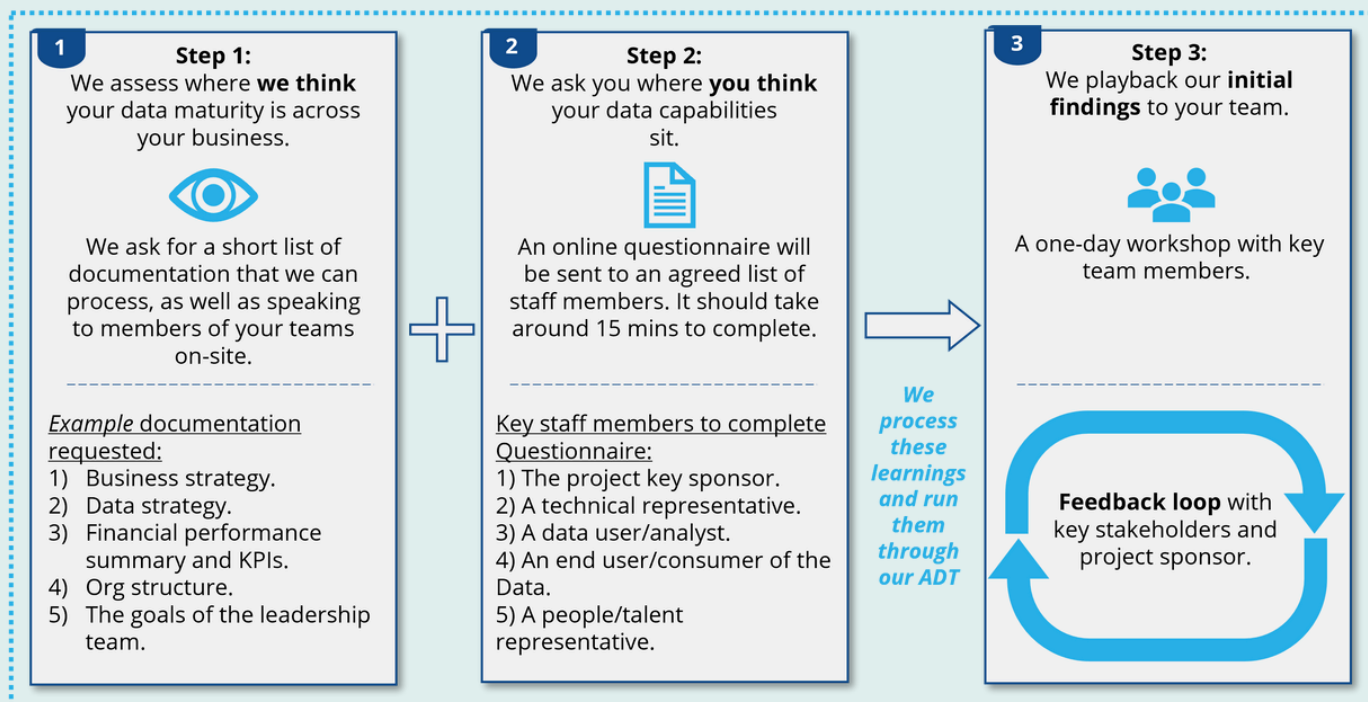
A diagnostic of the **data and digital value chain** unlocks the barriers towards true data-led decision making. The chain focuses on each core activity that adds value to an organisation. Time and again we see the value chain broken across a business. We focus our scope on three categories; strategy, practice and delivery. These have the highest direct link to driving efficiency.

In just **4 weeks**, our *Alchemmy Diagnostic Tool (ADT)* will provide a clear visual diagnostic of your **data maturity**, where your data and digital **fundamentals are broken** and limiting your business, a **case for change** to invest in a strategy, and **immediate quick fixes** to prove instant value.

COLLECTION
Identifying, collecting and processing data sources.

PUBLICATION
Providing accessible and machine-readable data.

UPTAKE
Promoting data use culture and connecting to uses.

IMPACT
Building habits of data use and using data for decision making.

Alchemmy's Digital and Data Value Chain

How We Assess Your Digital and Data Landscape

1 **Step 1:**
We assess where **we think** your data maturity is across your business.

We ask for a short list of documentation that we can process, as well as speaking to members of your teams on-site.

Example documentation requested:
1) Business strategy.
2) Data strategy.
3) Financial performance summary and KPIs.
4) Org structure.
5) The goals of the leadership team.

2 **Step 2:**
We ask you where **you think** your data capabilities sit.

An online questionnaire will be sent to an agreed list of staff members. It should take around 15 mins to complete.

Key staff members to complete Questionnaire:
1) The project key sponsor.
2) A technical representative.
3) A data user/analyst.
4) An end user/consumer of the Data.
5) A people/talent representative.

We process these learnings and run them through our ADT

3 **Step 3:**
We playback our **initial findings** to your team.

A one-day workshop with key team members.

Feedback loop with key stakeholders and project sponsor.

The 4 Week Outlook

Week 1:
Absorb

Week 2:
Validate

Week 3:
Diagnose

Week 4:
Advise

- *Week 1 Absorb:* We need to learn as much as we can quickly about your business. We ask for documents such as Strategy Plans in advance. We ask that key team members fill out our Health Check Questionnaire on their day-to-day role and interactions with data.
- *Week 2 Validate:* We invite you to a one-day workshop to go through the different parts of your business and its use of data. Having those conversations in real time allows us to understand the nuances in your operations, as well as listen to the different opinions across the business.
- *Week 3 Diagnose:* We play the learnings through our *Alchemmy Diagnostic Tool (ADT)*. This allows us to understand where you sit in your data maturity across different parts of the business. We may have the occasional question for you, but otherwise minimal input is needed.
- *Week 4 Advise:* By the end of week 4 we'll be ready to playback the results of the *ADT*. This can be presented remotely, or in person. The results are discussed along with next steps and recommendations for immediate quick-wins.

Phase 1 Diagnose: Benefits

A clear **visual** of where your data fundamentals are broken	The **impact** data is having on your **business KPIs**	A **case for change** to invest in a data strategy	**Quick** wins you can start acting on **now**

A clear visual of your data maturity and where your data fundamentals are broken.

- The *Alchemmy Diagnostic Tool (ADT)* lays out where each part of your business is thriving, and failing, with data.
- An assessment report and visuals will outline your data maturity across different business units.
- It will translate what is happening in the data realm into everyday business language.

The impact data is having on your business KPIs.

- Having deep-dived into your organisation's culture and your overarching objectives, we will pull together your key narrative for change in your language.
- Impact will be showcased with future scenarios.
- This will be aligned to your top-line business objectives because, ultimately, data should be enabling them.

A case for change to invest in a digital and data strategy.

- By understanding which teams aren't utilising data to their maximum potential, it allows us to show the scale of impact 'bad' data is currently having.
- You will see the gap between your data aspirations and your operating reality.

Quick wins you can start acting on now.

- We don't just think long-term – we also advise on immediate fixes and quick wins to start rolling out now. This allows you to prove tangible value instantly.
- Wins are prioritised according to a balance of effort and return to demonstrate the value in what you're doing.

Deliverable 1: A Diagnostic Report

The Diagnostic Report scores your digital and data capabilities within the **context of your organisation's goals.**
It makes the case for investing in, or improving, your Strategy.

Contents:
- Your organisation's digital and data maturity
- Where data can get you in the future
- The impact data is currently having on your business objectives
- Opportunities to increase your **efficiency** using digital and data

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Deliverable 2: A High-Level Roadmap with Quick Wins

The Quick Wins Roadmap identifies actions that can instantly be undertaken to add value.
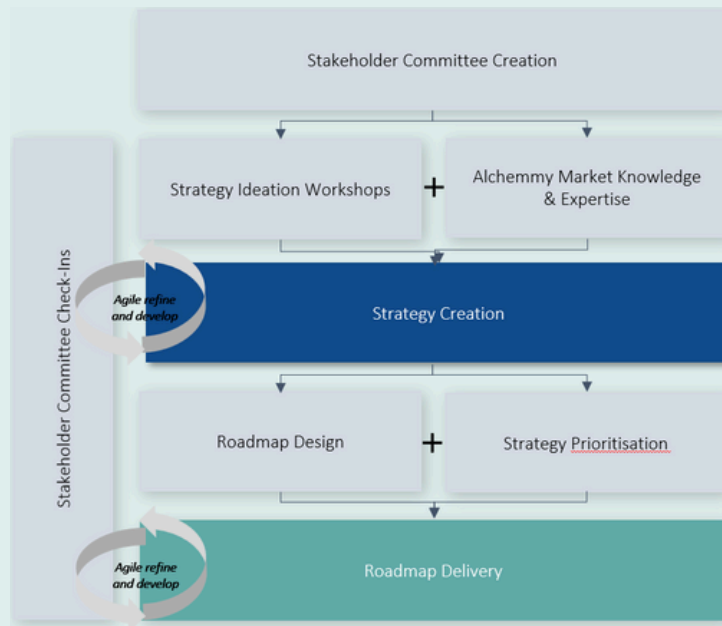These changes will bring you closer to your target at **no additional cost**.

Contents:
- Quick wins with immediate fixes
- What you can do now with no cost
- Prioritisation of next steps by balance of effort vs. return
- High-level indication what is needed in future work phases

Phase 2 Prepare: Methodology

Creating the strategy and detailed roadmap for a digital and data enabled future. Transitioning the results from *Diagnose* into reality. We will provide a detailed digital and data strategy, along with a thorough roadmap to deliver it. We'll start delivering immediate value, making as much impact as possible in just 12 weeks.

- *Stakeholder Committee Creation*: Establishing an advisory panel or integrating with existing structures for governance and oversight during the strategy development process.
- *Strategy Ideation Workshop:* Developing on outputs from *Diagnose,* fostering collaboration with senior stakeholders, technologists and end users to align strategy with business needs.
- *Alchemmy Market Knowledge & Expertise:* Leveraging our previous experience, blended with our now in depth understanding of your organisation, to inform the strategy. Design in line with wider government guidance e.g. Government Digital Service (GDS) Service Standard, where appropriate.
- *Strategy Creation:* Development of a tailored, comprehensive, and actionable strategy that meets organisational goals.
- *Strategy Prioritisation:* Prioritise initiatives in conjunction with the stakeholder committee, evaluating their potential impact and feasibility to solve immediate organisational challenges.
- *Roadmap Design and Delivery:* Design of an agile delivery plan.

Phase 2 Prepare: Benefits

- *Documented direction of travel:* Digital and data strategy driving business objectives.
- *Return on investment:* Quantifiable measurement and monitoring success of data initiatives.
- *Stakeholder engagement and cultural alignment:* Business cohesion and communication of the value of data.
- *Advisory Services:* Tailored to the organisation's digital and data strategy needs, including expertise on tools selection, recruitment guidance etc.

Phase 3 Accelerate: Methodology

Managing a digital transformation that sticks, putting the roadmap into action and using our change management expertise to unlock business value, fast. Once we prove impact in the *Prepare* phase, we continue to maximise your data efficiency. Our business change and data expertise exploit the full potential of data and analytics.

More than **70%** of digital transformations fail. Our approach guides you through the end-to-end **lifecycle** of change implementation.

Not only do we ensure every step from **design** to **execution** is perfectly managed, but we provide the **wraparound change management expertise** to ensure your people and systems are ready for their new normal.

Design / **Execution**

Without managing the full suite of people, business and technical change, your data transformation is at risk of failing to land.

Setting the vision & strategy · Culture management · Data strategy · Executive alignment · Onboarding · Programme management · Talent planning · Data visualisation · Data governance · Communication & feedback · Training & resources · Measuring return on investment

Phase 3 Accelerate: Benefits

Having a strong business change approach to digital and data is pivotal to delivering desired benefits and creating an environment that embraces technological change. By aligning technical and non-technical stakeholders, this enables:

- *Change to be sustained and embedded*, so that benefits are realised, e.g. cost savings or efficiency gains.
- *Business users are confident* to use new technologies and capabilities, increasing employee engagement.
- *Change fatigue is reduced*, making it easier to deliver large-scale transformation.

Compliance & Certifications:

Alchemmy holds ISO27001 and Cyber Essentials Plus Certifications

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Case Study: European Hub Airport

Formation of a data strategy, accelerating value through a centralised data office.

The Challenge

A European hub airport is on a transformational journey to position itself as the **next-generation airport**, part of their ambition to provide the best passenger service. To achieve this, they needed to understand **how they could leverage their cross-functional wealth of data** to drive their **business strategy and fuel growth.** The challenge stemmed from the absence of a central driver. A historic functional approach to data had weakened their foundations, isolated insight, and failed to capture the attention of executives.

Diagnose

4-week review of the airports decentralised data landscape, absorbing and validating the ambitions of business unit data leaders. **Diagnosed** how cross-functional data goals could **drive enterprise-wide strategic objectives**, advising how to promote a case for change and **sparking executive investment.**

Prepare

A bespoke, business-wide **data strategy** was created, targeting the foundations required to become a data-driven airport. **The hub-and-spoke model approach** integrates technical expertise with cultural and organisational change. A clear implementation roadmap was established.

Accelerate

Guided by our people and change management expertise, a collaborative approach to implementation was adopted, establishing a centralised team to execute against the data strategy. Instated strong foundations, advanced technical capabilities and transitioned deliverables in-house.
- ✓ **Reduced terminal congestion by 7.2%** at peak times while guaranteeing **protection of retail revenue.**
- ✓ Demonstrated an **0.4% reduction in operational costs** by increasing compliance with necessary number of passengers serviced by piers.
- ✓ Reduced 'time to confidence' by 50% of datasets crucial to handling ~£700m of revenue and costs.

Their Testimonial

"The work allowed for data to be **leveraged effectively** by approaching business challenges with **a cross-functional mindset**. This was enabled by the team's focus on **embedding a data culture** across the business by enhancing appreciation of, and literacy with, data in **decision-making.** It made the case for data being a **priority** for our leadership."

Head of Technology

Alchemmy

Pricing

Please refer to our Pricing Document and SFIA Rate Cards available on Digital Marketplace under G-Cloud 14.

Ideal Customers

We are industry agnostic, our services are relevant from management to leadership and to provide a general data health check or to transform specific capabilities. Our service is focused for those who are struggling with operational performance or efficiency and for customers who require change management expertise with a technical and business lens.

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