

G-Cloud 14

Service Definition Document

Customer Analytics

May 2024

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1. Introduction

EY is delighted to participate in the latest release of the G-Cloud framework. We have been a supplier through G-Cloud since its inception and, in line with digital trends, have evolved our services over this time.

Digitalisation strategies and adoption of cloud technologies are a core enabler in tackling today's challenges such as energy transition and net zero, cyber-security and data loss, workforce skills gap, and ethical and regulatory changes. With enterprise technology evolving at an unprecedented pace, it is critical to work with a partner that can help you navigate these challenges and that brings an in depth understanding of how to leverage the broader technology ecosystem (e.g. ServiceNow, Microsoft, SAP) and emerging technologies (e.g. AI, Augmented Reality) in the context of cloud solutions to do so.

With 135,000 consultants globally, of which 17,000+ are cloud professionals providing services across Azure, AWS, GCP, IBM and Alibaba Cloud, we support all aspects of digital business transformations pivoting around cloud. We deliver end to end services from cloud strategy and migration to solving specific business challenges through building cloud native digital solutions. These technology-driven services are supplemented by our business and people capabilities allowing for holistic transformational change and adoption.

EY offers a range of cloud services that help organisations globally to modernise their business core, build data centricity and connect distributed ecosystems (see Figure 1):

Data modernisation through cloud -

Migrate data to cloud, transform data foundations with intelligent cloud data platforms and infuse AI to accelerate and optimise operations and workflows such as our Advanced Analytics and Data Science service;

Distributed cloud - Develop, deploy and manage distributed architectures across multiple public clouds and edge, building resiliency, security and compliance such as our Cloud Strategy and Architecture service.

Industry cloud - Accelerate speed to market with EY industry clouds, through sector-specific use cases and opportunities to co-create solutions with industry specialists and ecosystem partners such as Microsoft, SAP and ServiceNow.

Sustainability cloud - Design cloud solutions that reduce carbon emissions and embed energy-efficient architecture and methods into cloud-based solutions such as our Microsoft Sustainability Manager solution.

Trusted cloud - Embed strong governance into cloud architecture that helps you comply with rapidly evolving legal and regulatory requirements.

Cloud economics - Create transparency on your cloud consumption and strengthen governance of costs and controls, enabling data-driven decisions and optimisations.

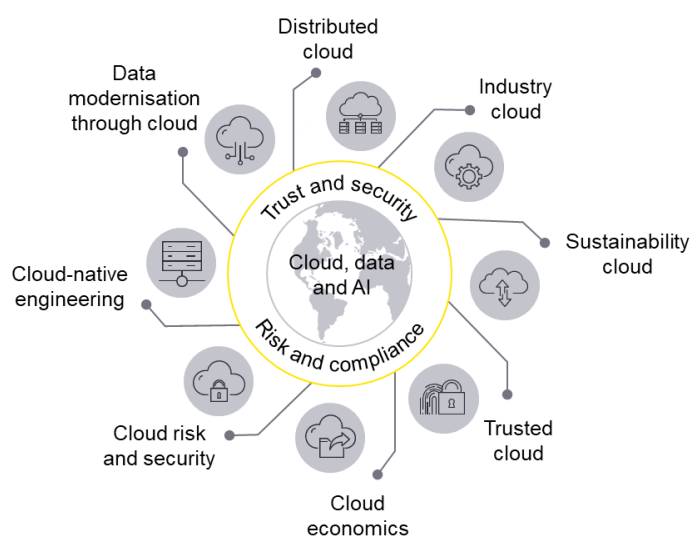


Figure 1 - EY Global Cloud Services

Cloud risk and security - Secure trust in critical business applications and data platforms hosted in multi-cloud environments from the onset, enabling innovation and transformational change.

Cloud-native engineering - Develop and deploy data and insights-driven microservices and composable architectures, enabled by industrialised DevOps.

For G-Cloud 14, we have curated a range of services grouped into themes (see Figure 2) which align to our Global Cloud Services and that can be procured separately or together to meet your specific requirements.

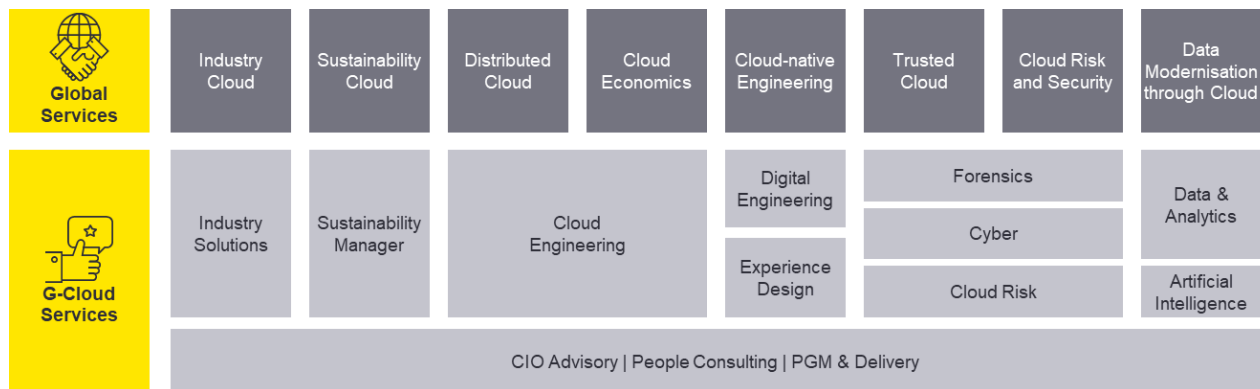


Figure 2 - EY G-Cloud 14 Service Themes

EY has been recognised as a:

- ✓ Leader in the Gartner Magic Quadrant for completeness of vision and ability to execute and have scored highest in Strategy and Consulting, Data Management and Governance Use Cases.
- ✓ Leader in Cloud Security and Microsoft Implementation Services by IDC MarketScape
- ✓ Top cloud professional services provider, based on an analysis of our capabilities and strategies by IDC MarketScape
- ✓ Leader in the 2023 Cloud Services in Insurance PEAK Matrix by Everest Group

2. Service detail

2.1. Introduction to the Service

COVID-19 will have an ongoing impact on all areas of the value chain:

1. **Demand:** Customer behaviour will be different, and competitors will be impacted. Our key solutions include strategic modelling and social media analytics
2. **Operations:** Operations will be constrained and not aligned to the change in demand. Our key solutions include workforce analytics and retail network analytics
3. **Supplier:** Suppliers and logistics providers will be impacted. Our key solutions include procurement and supply chain analytics
4. **Finance:** Cash flow will be tight and spending will require tight controls. Our key solutions include cashflow modelling and analytics

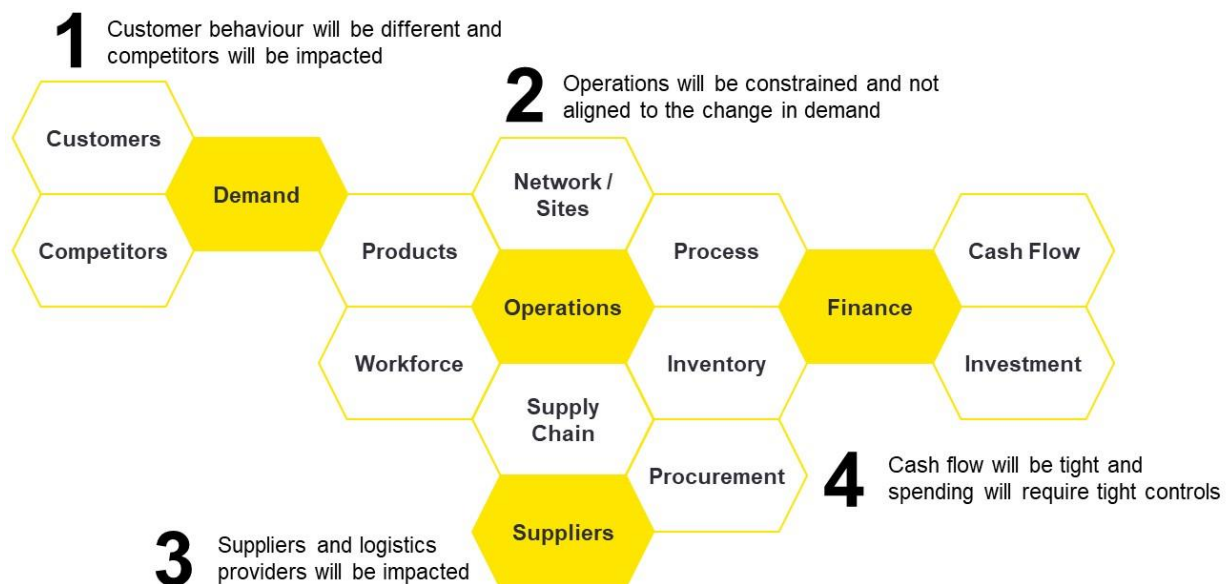


Figure 3 – Customer Analytics Value Chain

2.2. Service Description

- **Strategic modelling and scenario planning:** Using robust and flexible strategic model quantifying cost, benefits and covenants under different economic scenarios and operating model options to inform long-term strategic, investment and financing decisions
- **Social Media Analytics:** Leverage social media data to quickly gather insights on customer sentiment and expected spending patterns to inform recovery plan
- **Workforce analytics:** Identifying key areas of growth and forecast demand and optimise productivity and set up an organisation fit for the future
- **Retail Network Analytics:** Leveraging advanced operational research and scenario modelling techniques to optimise retail network performance
- **Procurement & Supply Chain Analytics:** Identify opportunities across the entire supply chain to support recovery, enhance operational resilience, reduce costs and environmental impact
- **Cash flow modelling:** Enhance visibility of cash and liquidity needs using detailed data driven approach and identify working capital improvements to release cash to support business recovery and growth

2.3. Pricing

This service is priced in accordance with the SFIA rate card provided and can be modelled using a range of commercial approaches e.g. time & materials, fixed price, etc. EY is also able to provide off-shore and near-shore pricing at reduced rates. 'Ordering and Invoicing' and 'Termination' are to be undertaken in accordance with G-Cloud 14 contract terms unless varied by mutual agreement and detailed within a call-off contract.

3. Key contacts

For further information please get in touch via the email address below.



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EY | Assurance | Tax | Strategy and Transactions | Consulting

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