UBDS DIGITAL
A UBDS GROUP COMPANY

DIGITAL CONSULTING SERVICE OFFERINGS
For G–CLOUD 14

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1   UBDS DIGITAL OVERVIEW.

At UBDS Digital, we recognise that technology must not only be cutting-edge but also practical and quick to implement. We specialise in transforming your complex challenges into opportunities, delivering solutions that are not just acceptable but truly exceptional. Our approach ensures that with us, you navigate the intricacies of digital transformation with unwavering confidence and achieve outcomes that surpass expectations. You will never have to compromise on quality, security, and reliability. That is our promise to you.

1.1   Why clients choose UBDS Digital.

At UBDS Digital, we are on a mission. To deliver unparalleled client value, unmatched employee experience and to make a meaningful difference in society.
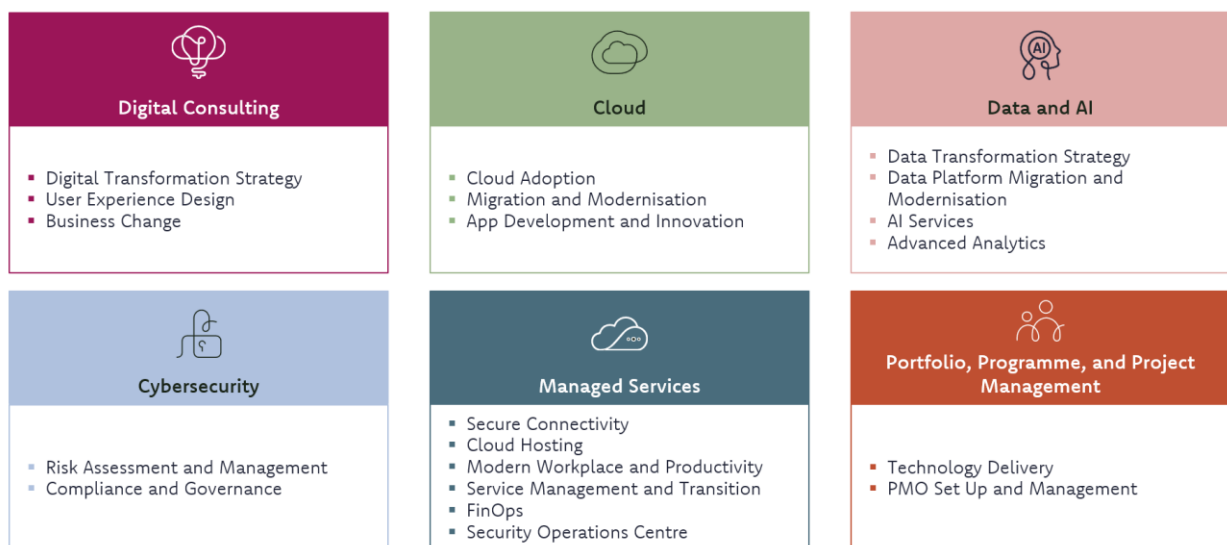
Always Innovating   **Security Obsessed**   **Industry Expertise**   **Outcome Centric**

1.2   Services that drive innovation

We are smarter in our solutions, more imaginative in our use of technology, more agile in our processes, more rigorous in our security. Below covers our key service offerings across UBDS Digital.

Digital Consulting
- Digital Transformation Strategy
- User Experience Design
- Business Change

Cloud
- Cloud Adoption
- Migration and Modernisation
- App Development and Innovation

Data and AI
- Data Transformation Strategy
- Data Platform Migration and Modernisation
- AI Services
- Advanced Analytics

Cybersecurity
- Risk Assessment and Management
- Compliance and Governance

Managed Services
- Secure Connectivity
- Cloud Hosting
- Modern Workplace and Productivity
- Service Management and Transition
- FinOps
- Security Operations Centre

Portfolio, Programme, and Project Management
- Technology Delivery
- PMO Set Up and Management

2   CLOUD BUSINESS ANALYSIS.

UBDS Digitals specialised Cloud Business Analysis service is delivered by our team of certified experts. Our service is aimed at assisting organisations in their transition to the cloud and/or the adoption of new cloud products. The focus of the service is to thoroughly analyse and understand the organisation's business needs, processes, and the overall technology landscape. This is done to recommend the most suitable cloud solutions that meet business and user requirements.

The features of our service include strategic business analysis, stakeholder mapping, and stakeholder engagement. These are crucial in understanding the needs and expectations of all parties involved. Process mapping, As-Is vs To-be workflows, and gap analysis are also key elements. These help in identifying the current state of the business processes and the desired future state, and the gaps that need to be filled to achieve the desired state.

Our analysts are skilled in cloud solution evaluation, cloud applications migration, and planning. We ensure that the chosen cloud solution is the best fit for the organisation and that the migration process is smooth and efficient. Functional, non-functional requirements, user requirements, and user stories are also taken into consideration. This ensures that the solution meets all the necessary requirements and is user-friendly.

Our team are experts in user-centred approaches, undertaking user research and user engagement to understand user adoption, goals, and pain points. By understanding the needs and expectations of the users and identifying and addressing any issues they may have we are able to develop truly user-focused solutions. Interactive workshops, brainstorming, tailored interviews, surveys, and observations may also be conducted to help gather valuable insights and feedback from the users.

Our service has multiple benefits. It streamlines processes and optimises workflows, leading to improved productivity and cost reduction. Our team will undertake stakeholder engagement, facilitating clear communication and decision-making. Alongside this user engagement improves user adoption and user satisfaction. Our service enhances efficiency, reduces time and effort, and improves teamwork. It does this through boosting collaboration and lowering resistance to change. It accelerates innovation and encourages creative thinking in cloud service design. We can reduce cycle time. leading to quicker adoption rates. It also allows for earlier detection of non-viable ideas and better plans for implementation. Finally, our service is proven to lead to faster introduction of new products and higher launch success rates.

3 BUSINESS CHANGE MANAGEMENT AND COMMUNICATION.

UBDS Digital offers specialised Business Change Management and Communication services, specifically designed to guide organisations through the intricacies of cloud transformation programmes. We understand that these transformations are not just about technology, but also about the people who are impacted by the changes. Therefore, we focus on addressing the human aspects of change associated with organisational transformations. Our services provide a structured and systematic approach to improving the effectiveness of planning, implementing, and executing business change programmes, regardless of their size.

Our features include creating a compelling case for change, stakeholder mapping, engagement, and effective stakeholder management. We also develop a comprehensive Change Management and Communication strategy and plan, identifying a change sponsor who will champion the change within the organisation. We provide change leadership, appoint change agents, change ambassadors, and communication leads who will drive the change process.

We conduct a thorough change readiness assessment and change impact assessment to understand the organisation's preparedness for change and the potential impacts of the change. We also develop resistance management plans and establish feedback loops to manage resistance to change and continuously improve the change process.

Our services include customised training programmes to upskill employees and prepare them for the change. We focus on cultural transformation, sustaining behaviours, and performance monitoring to ensure that the change is embedded in the organisation's culture. We guide the organisation in transitioning to continuous improvement and transferring knowledge to Business-As-Usual (BAU) operations.

We use interactive workshops, brainstorming sessions, tailored interviews, surveys, and observations to gather information and feedback. These methods also facilitate engagement and participation in the change process.

The benefits of our services include improved stakeholder engagement, ensuring alignment and support for the change. We facilitate effective communications, minimising resistance to change. We cultivate a proactive change management culture, fostering innovation and growth. Our services enhance workforce adaptability to new cloud technologies and products, boost user adoption rates of new solutions through tailored training, promote informed decision-making supported by strategic communication plans, ensure continuous improvement with feedback loops, ensure a smooth transition to business as usual, and facilitate a smoother and faster transition to the cloud.

4 CLOUD TARGET OPERATING MODEL.

UBDS is a leading provider of cloud solutions, helping organisations to maximise the business value derived from their cloud platforms. We achieve this by developing customised cloud target operating models that significantly enhance governance and compliance, processes, security and privacy, workforce skills and competencies, technology overlay and data management. Our approach involves benchmarking your cloud platform against industry best practices, providing agile, scalable operating models that are tailored to your specific needs.

One of our key features is stakeholder engagement. We identify gaps in your current system through comprehensive stakeholder interviews, ensuring that all perspectives are considered. This leads to the development of a Cloud Operating Model, a blueprint for efficient and effective cloud operations that aligns with your business objectives.

We also conduct a capability assessment to define the necessary future capabilities that your organisation needs to thrive in a cloud-based environment. This is complemented by performance metrics, which enable us to assess key performance indicators to measure the success of your cloud operations.

Benchmarking is another crucial feature of our service. We compare your processes and platform against industry standards to identify areas for improvement. This is followed by impact prioritisation, where we rank the identified gaps based on their potential business impact.

We then embark on redesigning for success, creating processes and systems that improve communication and collaboration within your organisation. Our data governance model ensures effective platform management, while our service catalogue provides a comprehensive list of cloud services, standards, and compliance requirements.

We then develop a roadmap, outlining prioritised work packages that will lead to a sustainable cloud model for your organisation.

There are multiple benefits of our Cloud Target Operating Model. We facilitate a product-oriented mindset, enabling adaptability and agile innovation. This empowers teams to innovate while maintaining standards and governance, and directly aligns with the wider organisation strategy and goals. It enhances visibility of the technology roadmap and boosts morale and productivity by clarifying roles and driving collaboration. UBDS optimises processes for competitiveness and cost savings, enables scalability and flexibility of resources against business changes, and proactively identifies and mitigates risks, improving operational resilience. Finally, we facilitate centralised data management best practice, policies, and procedures, and enhance integration with partners and ecosystems.

5 CLOUD TRANSFORMATION STRATEGY, CLOUD TARGET OPERATING MODEL AND BUSINESS CASE.

UBDS Digital are experts in helping organisations to explore and leverage the best ways to utilise digital technologies to their advantage. We specialise in driving efficiency, fostering innovation, and creating competitive advantages for our clients. Our comprehensive cloud and digital strategy services include digital maturity assessments, customised cloud target operating models, and business cases. These are all designed to aid potential buyers in implementing cloud hosting or software services.

Our services encompass the whole of the transformation lifecycle. We offer digital transformation, cloud strategy, cloud adoption, and a cloud migration roadmap. We also provide strategic business cases, including outline business cases and full business cases to Treasury Green Book standards. Our team can create a blueprint of your current, interim, and target operating models and roadmaps. We also offer a digital maturity assessment and benefit realisation plans.

Our expertise extends to a variety of methodologies and models, including TOGAF, SAFe, SaaS, PaaS, IaaS, and the Green Book 5-case model. We can help you design a cloud operating model, whether it is federated, centralised, decentralised, public, private, or hybrid. We also offer a cloud service catalogue and can help with cloud standards and compliance.

Our services also extend to strategic decisions, innovation, sustainability, and value creation. We can help you develop a data strategy and a data operating model. We can also assist with strategic digital investments, business cases, and making a case for change.

The benefits of our services are numerous. We provide tailored cloud strategies, blueprints, and roadmaps. We can help unlock high levels of profitability through a targeted to-be state. We offer quick benefit realisation and continuous improvement. We provide a clear case for change based on users' wants and needs and our services enhance user experience, leading to improved user engagement and satisfaction.

We provide clear objectives and resource requirements to unlock funding and we can enhance cloud optimisations, scalability, security, and compliance. We increase agility, speed of change, and timely delivery, aligning operational capabilities with strategic objectives via operating models. We increase efficiency, agility, and improve customer/user experience. With UBDS, you can leverage digital technologies to drive your business forward.

6 USER EXPERIENCE DESIGN AND INNOVATION.

UBDS Digital offers specialised User Experience Design and Innovation services. Our primary aim is to assist organisations in designing and implementing cloud solutions that are not just innovative but also deeply rooted in solving real user problems. We always seek to exceed users' expectations, which in turn unlocks significant user adoption and increases user satisfaction.

Our services encompass a wide range of features. These include Design Thinking, which involves an empathetic approach to understanding user needs and creating user-centric solutions. We also focus on ideation and strategic problem-solving to address user issues effectively. Our team conducts comprehensive user research, engages with users, creates user personas, maps user journeys, and studies user behaviour to gain a deep understanding of the users' needs and expectations.

We also focus on identifying user requirements, creating user stories, understanding user adoption patterns, and addressing user pain points. Our interactive workshops, brainstorming sessions, tailored interviews, surveys, and observations help us gather valuable insights. We believe in user-focused innovation, idea validation, and structured creativity to enhance user satisfaction.

Our team is skilled in wireframing, functional design, functionality refinement, and prototyping. We value user feedback and conduct user acceptance testing, including for accessibility, design validation, and maintain a feedback loop to ensure that our solutions meet user needs. We follow an iterative process, refining our solutions based on user feedback and providing tailored guidance to our clients.

We are skilled in using the Double Diamond model, which includes Discovery, Define, Develop, and Deliver stages. We believe in accelerated innovation and use the innovation funnel to ensure sustainable innovation.

The benefits of our services are manifold. We make cloud services user-friendly and intuitive, which improves user engagement, user adoption, and user satisfaction. Our services enhance efficiency, streamline workflows, and reduce time and effort. They improve teamwork, boost collaboration, and lower resistance to change. We accelerate innovation and encourage creative thinking in cloud service design, while reducing cycle time and rework, leading to quicker adoption rates. Our approach allows for earlier detection of non-viable ideas and better plans for implementation. This leads to a faster introduction of new products and higher launch success rates.

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EXCEPTIONAL OUTCOMES.
NEVER COMPROMISE.