

Welcome to

**msqD**

# The Digital Impact Company

computing  
DevOps  
Excellence  
Awards  
2023

**NTA**  
WINNER

**T** Global  
Business  
Tech  
Awards

**B** BIMA  
Awards

**The Drum**  
Awards

# G-Cloud 15

Service Document

# Overview

Best-in-class  
tech. **Enterprise  
partners**



We build and  
translate digital  
experiences into  
**commercial  
impact**



**ISO 27001 certified** for information  
security management

**Sector led  
expertise**



Blood and Transplant

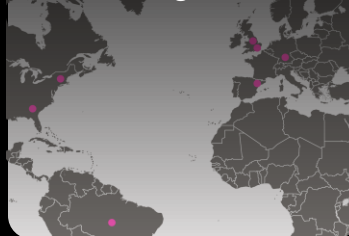


Canal &  
River Trust

**600+**

digital experts globally

Part of the MSQ group,  
reaching 1,850 people  
across branding, media  
& marketing.



msqdx

**AI Enabled**

MSQ DX Proprietary  
AI tools to deliver  
more for less



**150+**

complex integrations  
across public & private  
sectors

# Our experience



CORINTHIA  
HOTELS

B/S/H/



CIPD



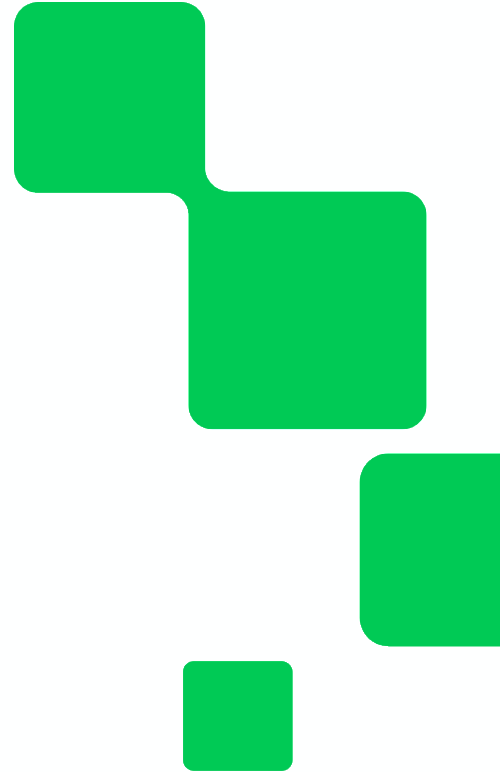
# Digital transformation consultancy

MSQ DX provides digital transformation consultancy services that help organisations align digital initiatives with business objectives, assess current capabilities, and plan delivery roadmaps. The service covers strategic assessment, capability analysis, technology evaluation, and change planning to support organisations through digital modernisation.

Our consultancy approach addresses five integrated principles: business strategy alignment, technical enablement, experience optimisation, business agility, and operational excellence. Each engagement produces actionable recommendations and prioritised roadmaps tailored to organisational context and constraints.

## Service scope includes:

- Digital maturity and capability assessment
- Current state analysis and gap identification
- Target operating model definition
- Technology and platform evaluation
- Transformation roadmap development
- Change impact assessment and planning



# Understanding your current state

MSQ DX begins each transformation consultancy engagement with structured discovery to understand business challenges, existing capabilities, and organisational context. This evidence-based approach ensures recommendations are grounded in your specific circumstances rather than generic frameworks.

## Discovery activities include:

- Stakeholder interviews — Engaging leadership, operational teams, and technical staff to understand challenges, constraints, and aspirations
- Digital landscape analysis — Reviewing existing systems, platforms, data flows, and technical architecture to establish current state
- Business requirements gathering — Documenting functional, security, and scalability needs aligned with organisational goals
- Service mapping — Charting IT services and their interactions to identify dependencies and system relationships

## Discovery outputs:

- Current state assessment report
- Stakeholder needs and priorities documentation
- Technical architecture review
- Gap analysis identifying areas for improvement



# Defining your transformation direction

Following discovery, MSQ DX works with your organisation to define the target state and strategic direction for transformation. This phase establishes clear objectives, success criteria, and guardrails that will guide subsequent planning and delivery.

## Strategy activities include:

- Business strategy alignment — Ensuring digital initiatives support overarching business objectives including efficiency, service improvement, and organisational goals
- Target state definition — Describing the desired future state across technology, process, and capability dimensions
- Success criteria development — Establishing measurable outcomes against which transformation progress will be assessed
- Constraint and guardrail identification — Documenting budgets, timelines, security requirements, and other boundaries that shape viable approaches

## Strategy outputs:

- Transformation vision and objectives document
- Success criteria and measurement framework
- Strategic options assessment
- Recommended transformation approach



# Planning your transformation journey

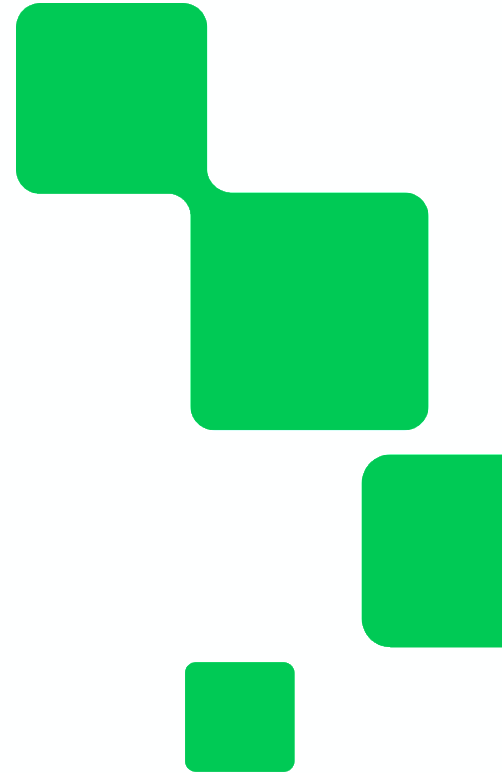
MSQ DX develops prioritised transformation roadmaps that sequence initiatives based on business value, dependencies, and organisational capacity for change. Our roadmaps balance ambition with pragmatism, identifying early wins whilst building toward long-term objectives.

## Roadmap development includes:

- Initiative identification and scoping — Defining discrete workstreams with clear scope, dependencies, and resource requirements
- Value and complexity assessment — Evaluating each initiative against business impact, technical complexity, and delivery risk
- Sequencing and prioritisation — Ordering initiatives to manage dependencies, spread risk, and deliver progressive value
- Change impact planning — Assessing organisational readiness and identifying stakeholder engagement, communication, and training needs

## Roadmap outputs:

- Prioritised transformation roadmap with phased delivery plan
- Initiative briefs with scope, dependencies, and success criteria
- Resource and capability requirements
- Change management recommendations
- Risk register and mitigation strategies



# Our approach to digital transformation

MSQ DX consultancy is structured around five integrated principles that address the full scope of successful transformation:

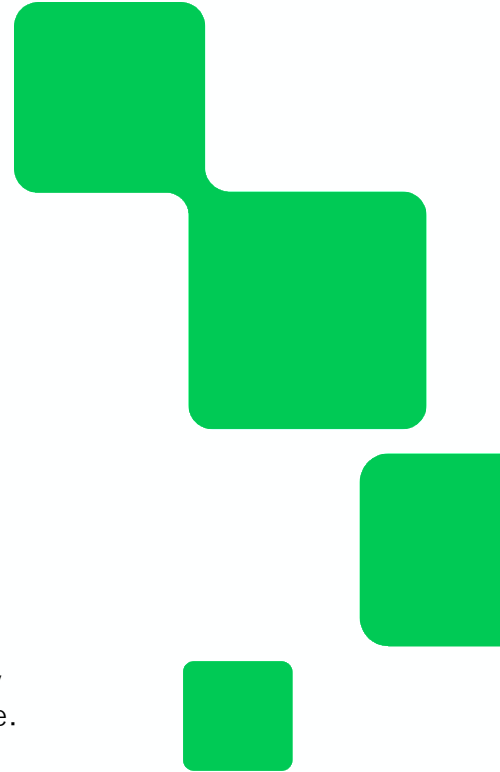
**Business Strategy Alignment** — Understanding current business challenges and conducting thorough analysis of the existing digital landscape to validate strategy. Our services establish clear direction, guardrails, and success criteria essential for guiding transformation efficacy.

**Technical Enablement** — Technology modernisation as a critical transformation enabler, stabilising operations and driving performance with scalability, flexibility, and innovation. From cloud and AI strategy to architecture design, we address technical foundations.

**Experience Optimisation** — Combining human-centric design thinking, data-driven insights, and journey mapping to shape digital experiences that connect technology to customer needs and deliver impactful solutions.

**Business Agility** — Engaging stakeholders early and guiding them through the transformation journey with clear practices and processes, enabling pace and confidence in delivery to realise strategic value.

**Operational Excellence** — Establishing clear strategies for observability, incident management, and security compliance by design, protecting investments and ensuring maximum return.



# Working with MSQ DX

MSQ DX operates as an extension of your team, embedding within your organisation to understand context and constraints. We bring structured frameworks and proven approaches whilst adapting to your ways of working and governance requirements.

1.

**Collaborative working —**

Shared goals, priorities, and transparency throughout the engagement, with regular progress reviews and stakeholder updates

2.

**Flexible approach —**

We bring best practice methodology but adapt to find the right working rhythm for your organisation

3.

**Knowledge transfer —**

Our consultancy is designed to build internal capability, not create dependency, with clear documentation and handover

# Contact

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