

January 2026

G-Cloud 15 Service Definition Document

# Cloud Data Transformation

A blurred red double-decker bus in motion, with the Houses of Parliament and Big Ben in the background during sunset.

# Frederick



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OMNICOM'S TRANSFORMATION CONSULTANCY

# We power growth across marketing and technology... and where they meet

- Marketing & advertisement enablement
- Technology & data excellence

3,000+

Employees globally

22

Locations

35+

Years of experience

9.1/10

Client satisfaction





# How transformation happens

## Marketing & advertising enablement

- Marketing analytics
- Commerce
- Content automation
- Content supply chain
- MarTech
- AdTech
- Personalisation
- Marketing operations

## Technology & data excellence

- Enterprise data
- Digital products
- Scaled delivery
- AI value creation
- Agentic workflows
- Tech modernisation
- Service model innovation



# Technology & Data Excellence

Credera's capabilities span the disciplines of management consulting, user experience, data, AI and technology solutions

## ENTERPRISE DATA STRATEGY & IMPLEMENTATION

Build a strategic data foundation that transforms information into competitive advantage and business growth.

## DIGITAL PRODUCT STRATEGY & ENGINEERING

Accelerate digital innovation through modern methodologies, cloud-native architectures, and continuous delivery practices.

## SCALED DELIVERY EXCELLENCE

Ensure successful implementations through comprehensive quality assurance, risk management, and delivery optimisation practices.

## AI STRATEGY & VALUE REALISATION

Maximise your AI investments. Our strategies help you identify, implement, and scale AI initiatives for significant ROI across your enterprise.

## AGENTIC WORKFLOW DESIGN

Leverage AI-powered autonomous systems that reduce operational costs, accelerate process cycle times, and eliminate manual bottlenecks.

## TECHNOLOGY MODERNISATION

Transform legacy systems into modern, cloud-native platforms to drive business growth and innovation.

## SERVICE MODEL INNOVATION

Transform traditional service delivery through digital-first customer experiences, operational redesign, and technology integration.



# Shaping the future of data, technology, and marketing

Adobe

aws

salesforce

Microsoft

Google Cloud

PEGA

Acquia

data  
iku

TEALIUM

databricks

SITECORE

braze

Fivetran

mparticle

MAGELL  
ALLIANCE

BIGCOMMERCE

snapLogic

elasticpath

Optimizely

screendragon

TREASURE  
DATA

commercetools

snowflake



PUBLIC SECTOR

Trusted by  
the world's  
leading brands



Department  
for Work &  
Pensions



HM Revenue  
& Customs



Medicines &  
Healthcare products  
Regulatory Agency



Ministry  
of Defence



HUMBERSIDE  
**POLICE**



CANCER  
RESEARCH  
UK



[dstl]

**ACRO**  
Criminal Records Office



Met Office



Government of  
**JERSEY**

GAMBLING  
COMMISSION



England

**NSPCC**



# How Credera is different

## Connected growth, powered by Omnicom

Marketing ambition and technical execution rarely align on their own, yet growth demands both. As Omnicom's transformation consultancy, we close that gap, turning data and ideas into competitive advantage so your brand can further connect, convert, and endure.

## Tech and marketing, working as one

Broken customer experiences don't happen by accident; they begin backstage with disconnected people, processes, and tech. By aligning these from the start, we seal the cracks early, driving operational excellence so every interaction feels effortless and on-brand.

## From proof of concept, to proof of value

Digital transformations collapse chasing quick wins or artificial intelligence (AI) pilots that never scale to impact. We help leaders deliver enterprise-ready AI and systems: trusted, governed, and human-centered. Our iterative approach accelerates outcomes while reducing risk and building trust.

## Lasting change, built together

Too many transformations implode under complexity, fractured leadership, cost overruns, or ignored front-line input. At Credera, we don't hand over transformation; we co-create it. Together, we move strategy into action and deliver outcomes that land early and last.



# Our Suite of Services

## DATA & AI

- AI Industrialisation & Enterprise Deployment
- AI Maturity and Readiness Assessment
- AI-Enhanced Software Engineering
- Artificial Intelligence (AI) Acceleration & Prototyping
- Data Product Engineering & Delivery
- AWS Data Platform Engineering
- Azure Data Platform Engineering
- Cloud Data Transformation
- Data Platform Governance, Privacy & Ethics
- Data Analytics Transformation
- Data & Analytics Maturity Assessment
- Data Engineering & Pipeline Delivery
- Data Management Capability Assessment
- Data Mesh Architecture & Transformation
- Data Migration & Legacy Decommissioning
- Cloud Data Platform Design & Implementation
- Enterprise Data & Analytics Strategy
- Data Visualisation & BI Dashboards
- Data Warehouse & Lakehouse Modernisation
- GCP Data Platform Engineering
- Machine Learning Model (MLOPs) Development & Deployment
- Real-Time & Streaming Analytics Platform Development

## DATA & AI

- Automated Pipeline Delivery & Operations (DataOps)
- Advanced Analytics Delivery & Insights
- Microsoft Fabric Data & Analytics Services
- AWS Data Zone & Lake Formation Services
- Enterprise Data Capability Review
- Customer & Marketing Data Strategy
- Artificial Intelligence Platform Development & Operations
- Agentic Workplace/Process Automation (AI & RPA)
- Artificial Intelligence (AI) Data Readiness & Governance
- Data & Analytics Operating Model Design
- AI Strategy & Advisory Services

## SOFTWARE ENGINEERING

- Cloud Application Modernisation
- Cloud/ Platform Engineering & Secure Delivery
- IT Estate Assessment & Cloud Readiness Review
- Integration Architecture & API Platforms
- Solution Architecture Services
- Architecture Operating Model Design
- Architecture Governance & Assurance
- Low-Code Cloud Delivery
- Full-Stack Digital Product Engineering
- Site Reliability Engineering (SRE) Enablement
- Cloud-Native Software Engineering
- DevOps/DevSecOps Transformation & Enablement

## CLOUD

- Cloud Architecture & Solution Design
- Cloud Well-Architected Review/Health Check (AWS, Azure, GCP)
- Digital & Cloud Operations Enablement
- Cloud-Native Architecture & Modernisation
- Network Architecture & Cloud Migration Support
- Cloud Operating Model & Org Design
- Cloud & Data Centre Migration Services
- AWS Cloud Consulting & Modernisation
- Azure Cloud Consulting & Modernisation
- Google Cloud Consulting & Modernisation
- Cloud Service Management & Operations Transformation
- Cloud Strategy, Business Case & Roadmap
- Cloud Design Authority & Assurance Services
- Cloud FinOps & Cost Optimisation
- Cloud Governance, Risk & Compliance (GRC)
- Multi-Cloud Architecture & Implementation
- Private & Hybrid Cloud Implementation



# Our Suite of Services

## ADOBE

- Adobe Experience Cloud Platform Solution
- Adobe Experience Manager - Websites Implementation
- Adobe Experience Manager - Health Check / Audits
- CMS Bridge - Adobe Experience Manager Content Migration tool
- Content Supply Chain
- Adobe Analytics to Customer Journey Analytics Migration
- Google Analytics Universal to Customer Journey Analytics Migration
- Implementing Real-time CDP
- Implementing Adobe Journey Orchestration
- Adobe Target Run-and-Operate Personalisation
- Adobe WebSDK First Party Data Preservation

## PEGA

- Pega Cloud Support & Managed Services
- Pega Intelligent Automation Implementation
- Pega Digital Experience Design
- Pega CRM Implementation & Optimisation
- Pega Customer Decisioning & Engagement
- Pega Modernisation, Migration & Platform Upgrade
- Legacy Application Transformation using AI

## PROGRAMME DELIVERY

- User Research & Total Experience Strategy
- Agile Delivery & Programme Leadership
- Agile Transformation & Ways of Working
- Cloud Business Case & HMT Green Book Support
- User Experience (UX) Design & Prototyping
- Service Design & Journey Mapping
- Digital & Technology Business Strategy
- Change Management & Communications
- Innovation Operating Model & Governance
- Cloud Programme & Project Management
- Cloud Service & Vendor Transition Management
- Delivery Assurance & Programme Health Checks
- PMO as a Service (Portfolio & Programme)
- Portfolio & Programme Management
- Cloud, Digital and Data Delivery Partner Services
- Technology Sourcing & Managed Procurement Services
- SaaS Application Migration
- Testing & Quality Assurance (QA)
- Business Analysis Services
- Operating Model Design & Transformation
- Scaling Innovation Pipelines & Portfolios
- Innovation Capability & Maturity Assessment
- Digital Service Delivery: Discovery, Alpha and Beta

## MARTECH

- CRM Strategy, Design & Implementation
- Marketing Cloud Maturity Assessment
- Marketing Cloud Implementation
- Marketing Cloud Optimisation
- Marketing Cloud Strategy & Roadmap
- Customer 360 / Single Customer View Build
- Content Management System Implementation
- Enterprise Content Management Solutions
- Customer Data Platform Implementation
- SEO, GEO & Organic Performance Optimisation
- MarTech Operating Model & Governance

## SALESFORCE

- Salesforce Marketing & CRM Implementation Services
- Salesforce Marketing & CRM Managed Support Services
- Salesforce Health Checks & Optimisation Assessments
- Salesforce Data Services
- Salesforce AgentForce and AI



# Cloud Data Transformation

Credera specialises in Cloud Data Transformation, modernising data environments with enhanced Cloud Data Analytics and Data Science solutions. Our services cover migration, modernisation, and optimisation, ensuring scalable and efficient data integration and processing in cloud-native environments, including petabyte-scale Cloud and Hybrid data platforms in secure public and private sector environments.

## Features

1. Creation of data roadmaps
2. Architecture of data platforms
3. Prototyping platform, deployable to either your or our Cloud environment
4. Accelerating analysis of platforms using publicly available data sources
5. Upskilling and coaching of your teams to create sustainable capability
6. Visualisation of complex data into MI dashboards
7. Accelerating data access through virtualisation
8. Data oriented business transformation
9. Service design for data driven organisations
10. Public Cloud: AWS, GCP, Azure

## Benefits

1. Early value identification and realisation
2. Transformed mission capability, competitive edge, and customer experience
3. Robust solutions informed by extensive experience in data technologies
4. Compliance with complex security and legislative regimes
5. Improved time to market through rapid prototyping
6. Intuitive visualisation of complex data in a range of tools
7. Cost optimisation for data management and improved resource utilisation
8. Reduced data migration risks
9. Enhanced data migration efficiency and validation
10. Data-ready cloud infrastructure for seamless transition



# Cloud Data Transformation

## Service Definition

### OUR PERSPECTIVE

- Effective adoption of cloud capabilities can significantly differ between enterprises depending on their investment in the early stages of cloud.
- Many businesses, particularly regulated ones, still treat cloud as infrastructure when in pursuit of IT ambitions of data centre exit, simplification, and associated estate virtualisation.
- This cloud and data legacy makes it challenging to modernise and adopt new cloud-native services and navigate emergent approaches to security and privacy that accelerate our ability to build analytics and insight, rather than constrain it.

### PURPOSE & OBJECTIVES

- We redefine the people, processes, data, and technology requirements of strategic data capabilities, considering their implications for cloud integration.
- We identify and qualify leading data products to drive business value and initial investment, translating our data operating model into tangible solutions.
- We redefine the people, processes, data, and technology differentiators for enterprise cloud services, outlining a roadmap and change plan to deliver the new service ecosystem.

### OUR APPROACH

- We embed agile, DevOps, and templated engineering practices to streamline product development and enhance efficiency.
- We build independent products while enabling common backbone platform services and repeatable cloud foundations to foster agility and scalability.
- We implement global governance measures to ensure common standards, interfaces, and consistent practices across cloud data platforms where relevant.

### OUR CAPABILITIES

- Our consultants solicit priority products, validate cloud operating model considerations, and develop business cases for expansion, ensuring alignment with strategic goals.
- Our architects develop reference implementations for fully federated, hub and spoke, and harmonised cloud models. We define required platforms, assess implications on networks, infrastructure, and security practices, incorporating trust-and-verification thinking.
- Our cloud subject matter experts (SMEs) and architects define governance layers across products, data, and technology, establishing an associated cloud delivery model for effective management and compliance.

### OUR EXPERIENCE

- We've led cloud data transformation across a wide range of regulated clients. This includes a full data product transformation on GCP for a leading bank including defining a data product delivery methodology to enable the route to live and delivering a wide range of data platform products. At a leading insurer we built the business case for cloud transformation to enable data and led requirements and roadmap definition for the subsequent three-year transformation investment.



# Credera Operational Framework

Our operating framework is designed to uphold the highest standard of excellence across all aspects of our engagements. We ensure superior quality assurance through performance evaluations and integrated client feedback. Our account management processes are built on a deep understanding of our clients' needs, ensuring a personalised service and sustained engagement. Our delivery methodologies are rooted in efficiency and adaptability, utilising our deep experience and best practices to achieve timely and successful outcomes.

We adhere to strict standards and policies to maintain integrity and reliability, whilst our commitment to ecosystem collaboration enhances our ability to leverage diverse insights and expertise across industries.

Central to our approach are our core values: ***Humility, Tenacity, Excellence, Integrity and People First***, which guide our every decision, underscoring our dedication to ethical business practices and client service.





# Additional Service Information

## PRICING

This service is priced in accordance with the rate card provided and can be modelled using a range of commercial approaches, e.g. time & materials, fixed price, risk/reward and velocity-based, etc. Please refer to our pricing document for more information.

## ORDERING/ INVOICING

Unless otherwise agreed in the proposal, all fees associated with the engagement will be invoiced monthly in arrears. Invoices shall be paid by the client within thirty (30) days of the date of the invoice.

## ONBOARDING/ OFFBARDING

Credera's cloud support services can be ordered by contacting our team via the information given in the 'Contact Us' section of this document. Clients can terminate their engagement with us with 30 days' notice.

## CONSUMER RESPONSIBILITIES

Consumer responsibilities are closely aligned with the specific requirements of the engagement. As such, these responsibilities must be discussed and agreed upon with the customer before the engagement begins and outlined in the call-off contract/ order form.

## TECHNICAL REQUIREMENTS

The technical requirements and dependencies for the services offered under G-Cloud 15 are tailored to each call-off. It is essential to discuss and agree on these details with the customer before the engagement commences.

## SERVICE CONSTRAINTS

There are no constraints to this service. We work collaboratively with our clients to identify their needs.

## TRAINING

Credera strives to facilitate a seamless transfer of knowledge and skills from our consultants to our clients' teams, ensuring an effective and beneficial learning experience.



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The power and weight of a strong consultancy with a perfect blend of team effort culture, embedded into the client organisation to drive successful outcomes.

Dan Parry  
Assistant Director





# Contact Us

**Vassilis Serafeimidis – Public Sector Lead**

[vassilis.serafeimidis@omc.com](mailto:vassilis.serafeimidis@omc.com)

**Credera Bid Central**

[bidsupport@credera.co.uk](mailto:bidsupport@credera.co.uk)

