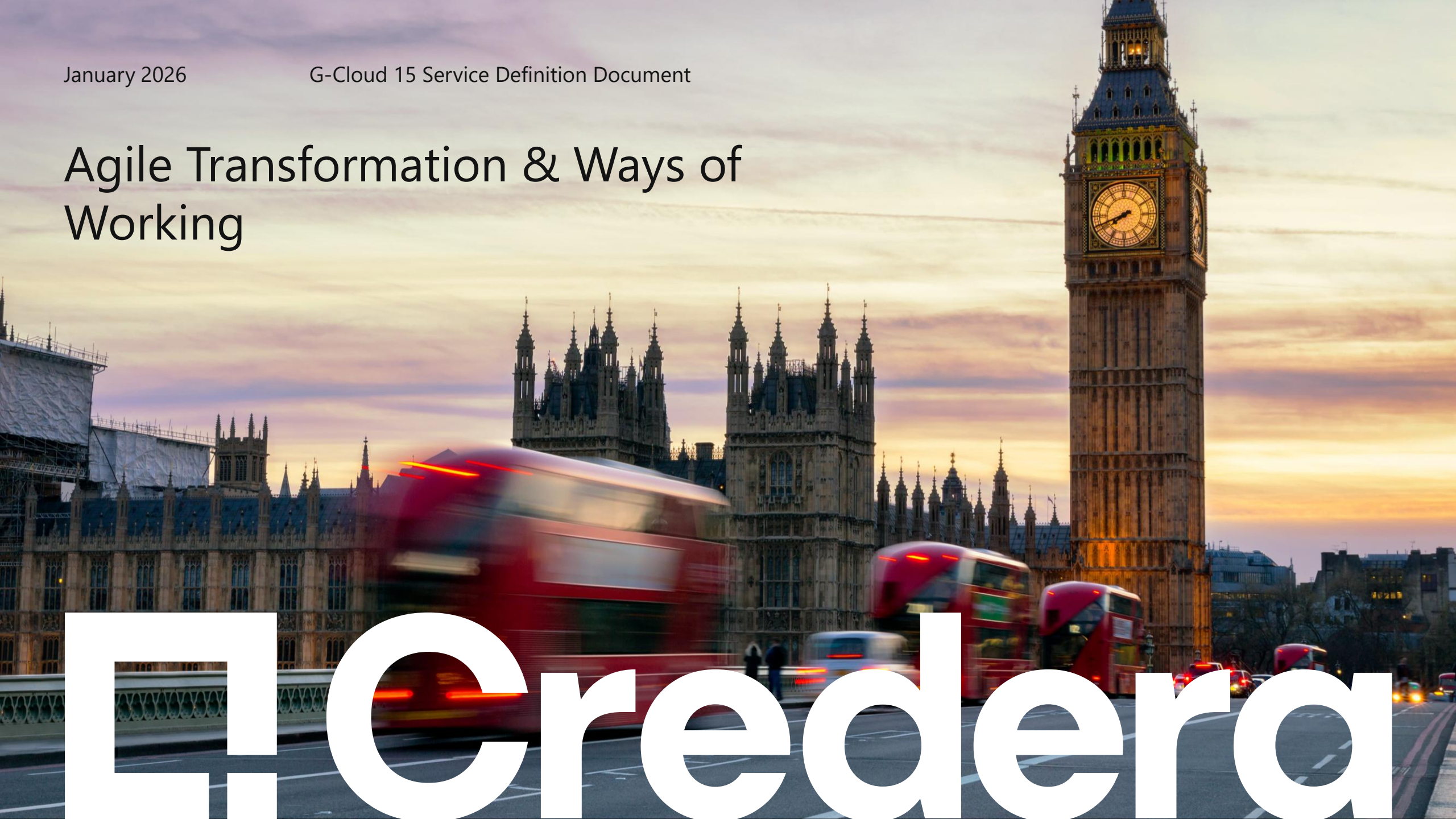


January 2026

G-Cloud 15 Service Definition Document

Agile Transformation & Ways of Working



Fredera



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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



POST
OFFICE



[dstl]

ACRO
Criminal Records Office



BBC



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



Agile Transformation & Ways of Working

Credera delivers Agile Transformation services that help organisations adopt modern ways of working and accelerate digital transformation. Leveraging expertise in cloud, DevOps, GDS, and Agile at scale, we enable adaptability, collaboration, and measurable business outcomes through proven frameworks, cross-training, and practical tools.

Features

1. Agile operating model design, scaled delivery, cloud-enabled models, coaching
2. Agile principles and goals aligned to high level objectives
3. Review and advise on value delivered by Agile
4. Customer research to ensure tailored outcomes
5. Agile capability and maturity analysis
6. Value Stream Mapping and Lean analysis
7. Product roadmap and vision assessment
8. Agile coaching and mentoring of staff
9. Leadership and hands-on guidance maximising benefits from Agile working
10. 60%+ of our colleagues hold certifications across, SAFe, Scrum, Lean

Benefits

1. Faster releases, improved adaptability, stronger collaboration, measurable outcomes
2. Better agile governance from a product centric mindset
3. Develop a customer centric view that realises value faster
4. Delivers an independent perspective and insight from subject matter experts
5. Create continuous iterative improvement on the service provided and deliverables
6. Increased organisational value from Agile mindset and ways of working
7. Increases pull of talent as organisation becomes an innovative workplace
8. Establishes operational Key Metrics (OKR) driven approaches



Agile Transformation & Ways of Working

Service Definition

OUR PERSPECTIVE

- Using Agile methodologies to become truly Agile is at the core of our philosophy. Our approach isn't just about adopting new tools but transforming your ways of working.
- We keep your delivery approach aligned with evolving technology, cloud, DevOps, platforms, and tooling, so agility is enabled, not constrained.
- Our people are expert practitioners in cloud, Agile, DevOps and GDS principles, equipped with extensive experience to accelerate your transformation initiatives.

PURPOSE & OBJECTIVES

- We bring proven accelerators and blueprints that fast-track your journey to agility, ensuring quick wins and sustainable success.
- Our services help define Agile principles and goals that align closely with your high-level business strategies, ensuring that Agile transformation supports overall business objectives.
- We focus on reviewing and advising on the value delivered by Agile methodologies and embed a continuous improvement mindset within your organisation.

OUR APPROACH

- We conduct comprehensive Agile maturity assessments, providing tailored recommendations to strengthen and embed Agile practices. Whether you're starting from scratch or restarting a stalled initiative, our focus is on practical, achievable improvements.
- Our approach draws on a range of Lean and Agile techniques to improve flow and maximise value across your end-to-end delivery lifecycle. This can include value stream mapping, prioritisation, and continuous improvement practices.

OUR CAPABILITIES

- We offer extensive mentoring and coaching for teams and senior leadership to maximise the benefits of Agile practices. From beginners to advanced practitioners, we coach at every level.
- We design and implement outcome-focused metrics and tracking to evidence progress, guide decisions, and support sustained Agile adoption.
- We keep citizens and service users at the centre of every engagement to deliver value faster and improve outcomes.

OUR EXPERIENCE

- We've led Agile transformations across government, public sector, and major industries, including oil and gas, financial services, and aviation.
- We bring deep experience helping organisations evolve to modern delivery approaches, whether you're operating in hybrid or fully Agile models, we meet you where you are and tailor our support to your context.



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

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