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G-Cloud 15 Service Definition Document

# Marketing Cloud Maturity Assessment



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



**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



# Marketing Cloud Maturity Assessment

Credera delivers a marketing cloud maturity assessment combining audit, capabilities evaluation and benchmarking to assess ROI, strategy, data and technology effectiveness. Our performance analysis identifies optimisation opportunities to better activate data, improve decision-making and maximise commercial value.

## Features

1. Journey mapping identifying moments of truth and future experience
2. Comprehensive customer data audit and quality assessment
3. Marketing cloud capability and maturity evaluation
4. Technical and operational gap analysis
5. Platform, data and integration performance review
6. Agile use case definition and prioritisation
7. Organisational design and change readiness assessment
8. ROI, value and benefit benchmarking
9. Authoritative, data-led case for change
10. Clear optimisation roadmap with prioritised initiatives

## Benefits

1. Clear view of user experience and impactful moments of truth
2. Improved customer experience through targeted journey optimisation
3. Clarity on data sources and data quality
4. Informed decisions across marketing platforms and CDPs
5. Reduced technology risk through architectural clarity
6. Stronger ROI from prioritised marketing cloud investments
7. Actionable roadmap balancing cost, effort, risk, and impact
8. Faster decision-making through data-led insight
9. Optimised marketing performance through focused capability improvements



# Marketing Cloud Maturity Assessment

## Service Definition

### OUR PERSPECTIVE

- We see this service as a critical tool for organisations to evaluate their current marketing technology landscape against industry standards and future goals, fostering strategic growth and innovation.
- Organisations often fail to integrate marketing cloud solutions with other data systems, leading to silos, inconsistent customer experiences, and inefficient operations.
- Without adequate training and expertise, organisations may not be able to leverage the full potential of marketing cloud technologies, leading to sub-optimal performance and missed opportunities.

### PURPOSE & OBJECTIVES

- To assess the current level of maturity of an organisation's marketing cloud technology and practices, providing actionable insights and recommendations for enhancements to drive effectiveness and ROI.
- Identify how the set-up measures up against industry best practices and identify areas for improvement.
- Provide strategic recommendations on how to leverage technology to enhance cross channel customer engagement.
- Recommend processes and integrations that may improve the efficiency of marketing operations.

### OUR APPROACH

- We use a detailed framework to evaluate capabilities across various dimensions, such as technology utilisation, data integration, and user competencies.
- Our assessment ensure close collaboration with key stakeholders to ensure insights and recommendations align with marketing and wider business objectives.
- Post assessment, we deliver a customised roadmap that outlines practical steps and strategic initiatives to elevate the maturity level, focusing on quick-wins and long-term enhancements.

### OUR CAPABILTIES

- Our team brings deep technological expertise and extensive knowledge of best practices and industry benchmarks.
- We can act as the 'critical friend' as you are implementing the recommended enhancements, ensuring that strategies are executed effectively and deliver expected benefits.

### OUR EXPERIENCE

- For a large multinational food, snack and beverage corporation, Credera conducted comprehensive technology assessments across various international regions. We provided a detailed analysis of the existing technology utilisation and identified specific technological needs in each locale.
- For a large pharmaceuticals company, Credera successfully managed the migration of omnichannel US patient marketing automation to Salesforce Marketing Cloud. This enhanced automaton and integration capabilities for patient engagement strategies.



# 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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