

Opportunity Exploration

Service Definition Document

Sopra Steria



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1 About Sopra Steria

1.1 Overview

About Sopra Steria

Sopra Steria, a major Tech player in Europe with 50,000 employees in nearly 30 countries, is recognised for its consulting, digital services and solutions. It helps its clients drive their digital transformation and obtain tangible and sustainable benefits. The Group provides end-to-end solutions to make large companies and organisations more competitive by combining in-depth knowledge of a wide range of business sectors and innovative technologies with a collaborative approach. Sopra Steria places people at the heart of everything it does and is committed to putting digital to work for its clients in order to build a positive future for all. In 2024, the Group generated revenues of €5.8 billion.

The world is how we shape it

Sopra Steria (SOP) is listed on Euronext Paris (Compartment A) – ISIN: FR0000050809 For more information, visit us at www.soprasteria.com

50,000

employees

€5.8bn

2024 revenue

Top 5

European digital
services companies

In nearly

30

countries



1.2 Our Cloud Capability

Sopra Steria Cloud Practice brings together leading digital, cloud and engineering expertise to accelerate transformation for our clients.

- Delivering comprehensive digital and cloud transformation, including strategic consulting, change management, large-scale migration, application modernisation, next-generation development and secure, optimised operations
- Integrating deep capability across applications, data, infrastructure, cloud platforms and security, supported by industrialised assets to enable solutions across Private, Public, Hybrid and Sovereign Cloud environments
- Using an end-to-end cloud delivery model that integrates business, engineering, security and operations, ensuring continuous innovation, strong governance, and measurable business value throughout the full cloud lifecycle.

1.3 Our Credentials

Capacity

More than 15,000 cloud experts in 30 countries
(Vision, Ops, Design, Scale)

Market recognitions

- Large account (best category>\$250m) in the "Public Sector Industry Cloud Landscape" (Forrester)
- Leader "Cloud public in Europe" & "Next Gen Private & Hybrid Cloud" (ISG)
- Leader "Cloud Infra Brokerage" (NelsonHall)
- Best in Class "Azure" & "SAP" & "Service Now" (PAC Radar)
- Leader "Cloud Native Application" & "Application Transformation Services" (Quadrant)
- Major Contender "Cloud Services" & "Cloud Native Applications" & "Services on AWS Azure & CGP" (Everest)

Key partners





Main market recognitions

2nd in IT Services in France and 10th in EMEA*

Cybersecurity	Digital	AI	IT for Green	Cloud			
• Leader "Cyber resiliency services" (NelsonHall) • Leader "cybersecurity" in France & Germany (ISG) • Top 5 "cybersecurity" in France (Markess)	• Leader "Application Transformation Services" (Quadrant) • Leader "Digital Banking" (NelsonHall) • Leader "Digital Banking Services" (ISG) • Major Contender "Digital twin Services" (Everest) • Innovator "Digital Manufacturing" (NelsonHall)	• Leader AI Services & Gen AI (PAC Innovation Radar) • Leader AI Services (Quadrant) • Leader "Intelligence Process Automation" (Quadrant) • Major player "European Professional Services for Data-Drive" (IDC) • Major contenders "AI services" & "Intelligent Process Automation services" (Everest)	• Leader "ESG for Banking Services" (NelsonHall) • Best in class "consulting and digital services for sustainable development" (PAC Innovation Radar) • Major Contender "NetZero Consulting Services" (Everest)	• Large account (best category>\$250m) in the "Public Sector Industry Cloud Landscape" (Forrester) • Leader "Cloud Infra Brokerage" (NelsonHall) • Best in Class "Azure" & "SAP" & "Service Now" (PAC Radar) • Leader "Cloud Native Application" & "Application Transformation Services" (Quadrant) • Leader "Cloud public in Europe" & "Next Gen Private & Hybrid Cloud" (ISG) • Major Contender "Cloud Services" & "Cloud Native Applications" & "Services on AWS Azure & CGP" (Everest)			
							

* Source PAC 2024

2 Service Overview

2.1 Service Description

Navigate market complexity and emerging disruption with structured opportunity exploration. Through market research, stakeholder engagement, and systematic mapping of disruptors and enablers, identify where to focus innovation efforts. Build consensus on strategic priorities, explore interventions across business, technology, and commercial dimensions, and determine actionable pathways to pursue.

2.2 Features

- Structured identification of market themes and emerging trends
- Mapping of disruptors and risks across time horizons
- Exploration of interventions spanning business, technology, and commercial
- Pursuit pathway development identifying blockers and enablers
- Cross-functional stakeholder workshops building shared understanding
- Prioritisation framework for strategic focus areas
- Evidence-based analysis connecting trends to organisational implications
- Documented opportunities with actionable next steps
- Proven methodology delivered across European public and private sectors
- Integration of market research with internal stakeholder insights

2.3 Benefits

- Cut through information overload to identify what matters
- Align stakeholders on where to focus innovation investment
- Transform market complexity into competitive advantage
- Balance short-term pressures with longer-term horizon planning
- Move from interesting insights to actionable innovation pathways
- Understand blockers before they stall initiatives
- Build confidence to invest in future-oriented opportunities
- Engage diverse perspectives to enrich strategic thinking
- Accelerate decision-making with structured consensus-building process
- Position proactively rather than reacting to market shifts

2.4 Our Approach

We begin by identifying market themes, emerging trends, and innovations relevant to strategic focus areas. Through facilitated stakeholder workshops, we explore emerging disruptors, mapping opportunities and risks across different time horizons. We then examine potential interventions across business, technology, and commercial dimensions, identifying blockers and enablers to determine actionable pathways for pursuit.

2.5 Inputs

We would expect the following inputs from you as part of this service:

- Strategic priorities and growth ambitions
- Cross-functional stakeholder participants
- Existing market research and trend analysis
- Known constraints and organisational boundaries
- Time horizons and planning cycles

This is a high-level list and is not exhaustive. If you cannot provide all of these inputs, then we can discuss altering our approach to accommodate your situation.

2.6 Outputs & Deliverables

Some of the outputs and deliverables generated from the service are identified below:

- Market Themes and Trends Analysis
- Disruptor and Risk Mapping
- Intervention Options Assessment
- Pursuit Pathway Documentation
- Stakeholder Alignment Summary

This is a high-level list and is not exhaustive.

2.7 Certifications & Skills

Some of our certifications and skills related to this service are identified below:

- Design Thinking Practitioner
- Facilitation experts
- User insight generation, rapid ideation, prototyping, and validation

This is a high-level list and is not exhaustive.

2.8 Case Study

Client: Major UK government department

The challenge: A UK government department sought to accelerate its digital agenda but needed to systematically identify and prioritise opportunities with the greatest impact for citizens and internal users. Existing initiatives lacked strategic alignment and often failed to capture end-user needs, resulting in missed value and limited adoption.

What we delivered: Sopra Steria deployed certified Design Thinking practitioners and public sector transformation experts to lead a series of Opportunity Exploration workshops. This included stakeholder interviews, ethnographic research, and co-creation workshops involving both frontline staff and service users.

Outcome:

- Surfaced more than 25 potential digital opportunities, rapidly narrowed to a top-five shortlist using feasibility and impact assessments.
- Developed detailed initiative charters for each priority, including estimated benefits, cost-effort, and policy alignment.

- Produced actionable implementation roadmaps—helping secure senior leadership sponsorship and funding for pilot projects.

3 Pricing

Please refer to the Pricing Document for this Service.

4 Next Steps

4.1 Contact

Please contact us if you would like to know more about any of our listings on G-Cloud.

Email: sector-support@soprasteria.com

As all of our G-Cloud enquiries initially come into a single contact, please remember to tell us:

- Your name, your organisation name and contact details
- Which service you are enquiring about
- A brief summary of your requirements or problem statements that you would like support to address.

4.2 More Information

More information about our services and capabilities can be found on our website [here](#).

