

G-Cloud 15

Digital strategy and

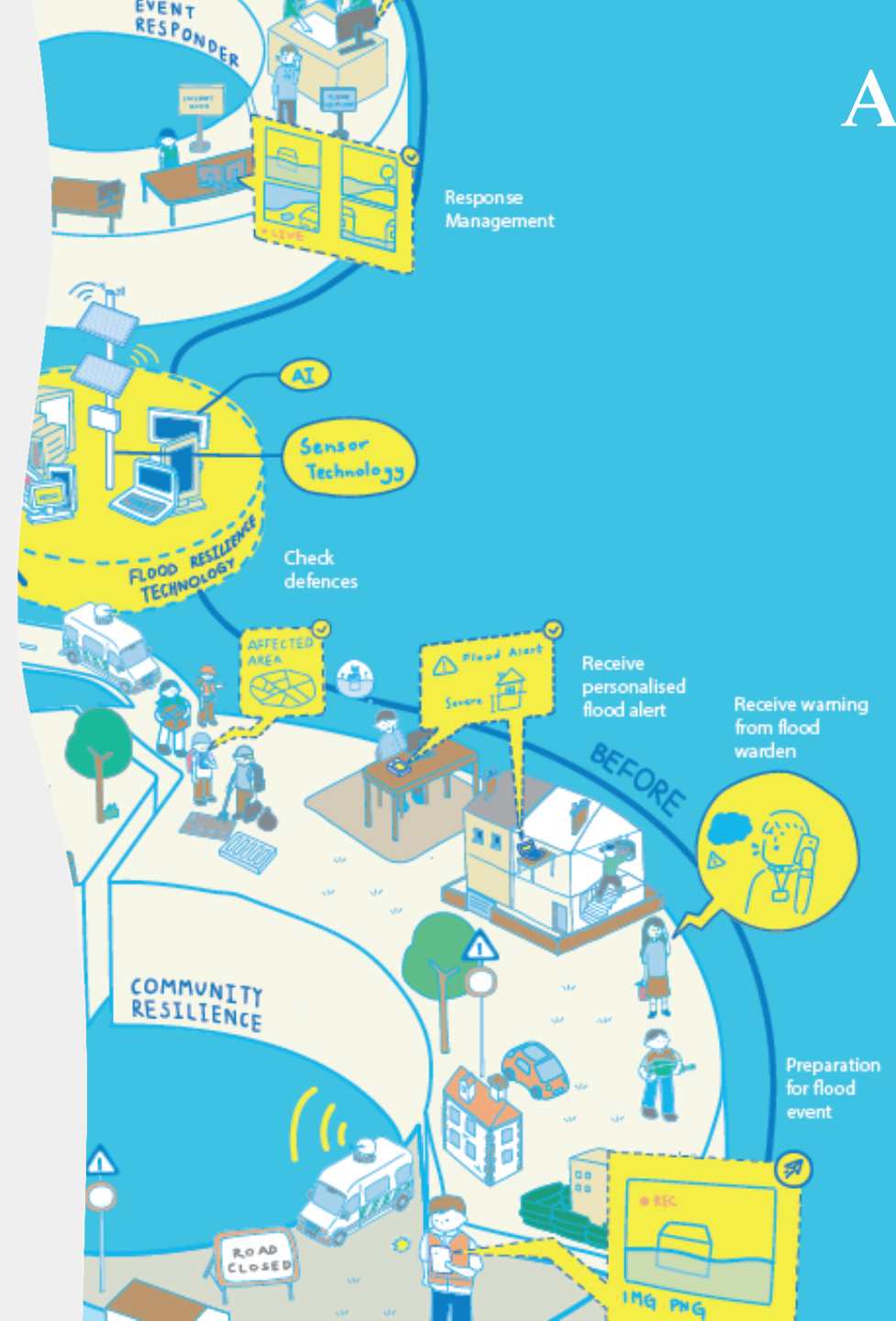
architecture

G-Cloud 15

Service definition document

Arup is a global collective of designers, consultants and experts dedicated to sustainable development, and to using imagination, technology and rigour to shape a better world

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Our aims

The aims and principles laid out by Sir Ove Arup in his Key Speech, continue to underpin our firm today

-  Social usefulness
-  Total architecture
-  Humane organisation
-  Straight and honourable dealings
-  Quality of work
-  Reasonable prosperity

Who we are

We combine digital expertise with market knowledge to advise on the role of digital and data in the built and natural environment

We deliver services and solutions that solve complex challenges for our clients



Our strategy

We work with clients, partner
and practitioners who share
our commitment to create a
sustainable future for
everyone



Our partnerships

From climate change to city resilience, our long-term collaborations help us to tackle some of the world's toughest problems



Some of our clients



Our G-Cloud 15 services

Digital service design and development

Discovery phase

Alpha phase

Beta phase

Digital Asset Information Management

Digital Strategy and Architecture

Built Environment Data Advisory

Digital Transformation

Digital Energy

Digital Water

Digital Transport

Experience Design

Digital for Sustainability

Digital Twins

Digital Planning

Co-Design

GIS (Geographic Information System)

Digital Strategy & Architecture

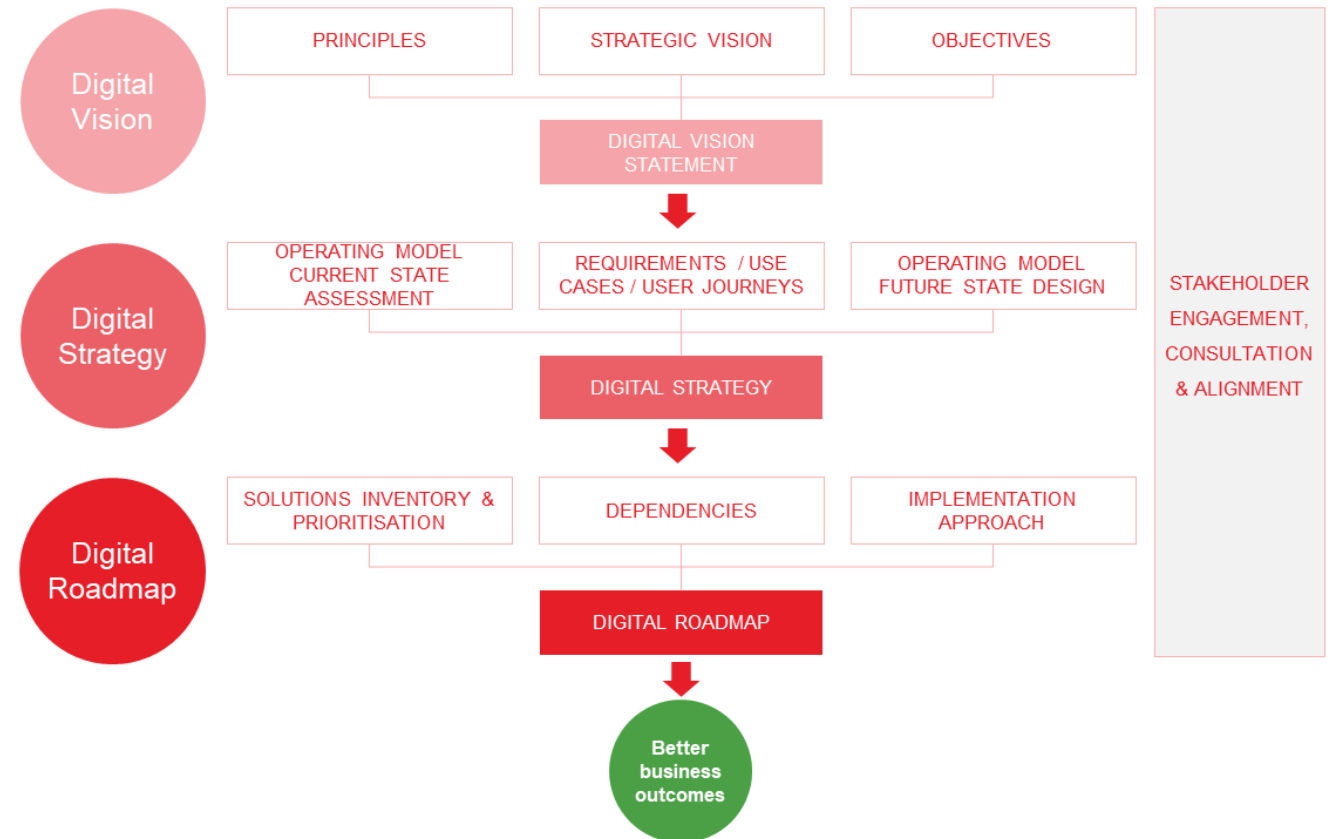
Digital Strategy & Architecture

Introduction

Arup provides comprehensive strategic advice on the role of data and digital technology to support organisational transformation, placemaking and our clients' sustainable development objectives.

We help clients gain value from business data, and develop completely new services, integrating new technology and data standards in complex environments.

We surface and develop new solution opportunities emerging from the continuous evolution of the state-of-the-art in the digital domain.



Features

Features

- Current 'as-is' state digital and data assessment
- Co-design of a digital vision and strategy
- Digital target operating model design
- Business-technology roadmaps
- User journey mapping and user experience design
- Requirements engineering
- Solution architecture and design
- Sustainable Digital Solutions engineering
- Digital discovery, alpha and MVP (minimum viable product)
- Digital technology options evaluation

Benefits

Benefits

- Increase business and operational efficiencies
- Reduce business and technology risk and increase resilience
- Improve customer and staff experiences
- Prioritise digital technology investment in line with business needs
- Enhance awareness and mitigate cyber security risks
- De-risk delivery of new digital and IT solutions
- Retire legacy technology solutions
- Improve interoperability between digital solutions and business units
- Improve sustainability of digital technology
- Enhance evidence driven business decision making



Digital Strategy, AstraZeneca

Delivering a Digital Strategy for AstraZeneca's new HQ and Research Facility

Arup identified numerous opportunities for significant benefit through the better collection, storage and analysis of data. We delivered a data strategy that set out a clear and well-defined approach to the governance, management and leveraging of data thus ensuring the team were able to make best use of their data assets.

AstraZeneca HQ & Research Center | Cambridge | UK
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ARUP

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