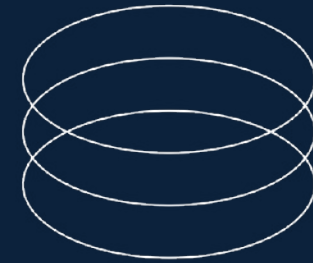
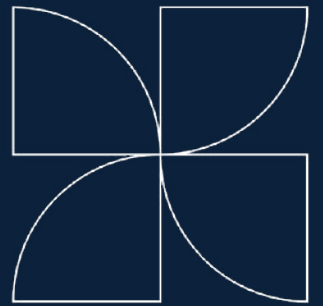
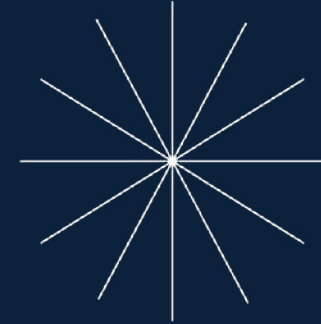


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G-Cloud 15 Service Definition Document

*Digital transformation and
change*



Contents

(01) Core competencies

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(03) Overview of Tangent

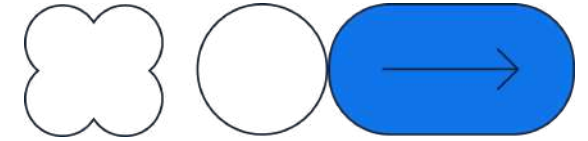
(04) Our awards

(05) Government frameworks

(06) Social value

Core competencies

The Tangent teams and capabilities are closely aligned and are structured across five key areas – reflecting how our clients often operate, with teams spanning multiple capabilities.



Digital transformation and change

- Digital and AI strategy
- Research & insights
- Digital change management
- Digital operating model strategy
- Roadmap planning and & prioritisation



Digital product and experience design

- Experience strategy
- UX design
- Brand & interface design
- Prototyping & vision setting
- Design systems
- Analytics & optimisation



Digital engineering

- MarTech & engineering strategy
- Agile software development
- Infrastructure strategy & build
- Platform & solution architecture
- Quality assurance



Artificial intelligence and data

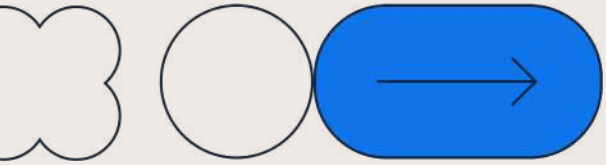
- Generative AI
- AI application design
- Data engineering
- AI product engineering



Managed service

- Digital platform management
- Infrastructure management
- Platform optimisation

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Services definition

Digital strategy: Service overview

Service overview: Defining the value of digital and how a business needs to transform to deliver an ideal sales and marketing journey (inc. the business case behind it).

Key frameworks used

- **OKR framework:** When breaking down a business vision we use our 'OKR pyramid' framework. The layers consider how the vision breaks down into objectives, what the metrics (i.e. KPIs) will be, how the KPI will be tracked (the how is often an issue we see with clients) and how much it will move the needle.
- **Digital value framework:** We use our digital value framework when assessing what a digital product needs to do and the use cases it will deliver against.

Typical deliverables

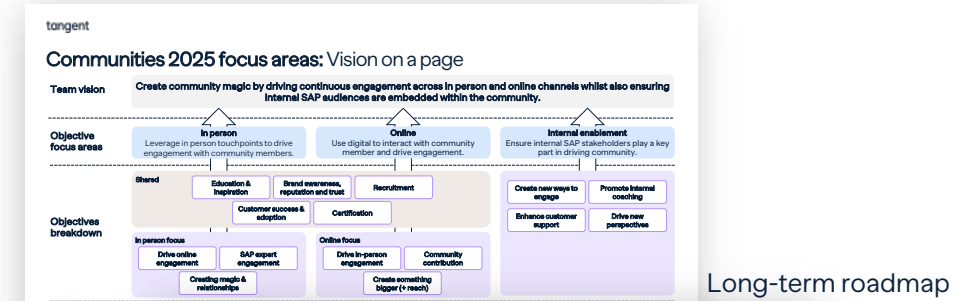
- ✓ **Strategy rationale:** Document outlining the key problems (MECE analysis) to be solved for by the new strategy as well as the potential market opportunities to explore
- ✓ **North star vision & OKR breakdown:** Document confirming the north star digital vision, the digital focus areas (inc. anticipated outcomes & benefits) and OKR breakdown
- ✓ **Long-term roadmap:** Sequenced roadmap plotting out initiatives, investment points and anticipated outcomes and benefits at each stage
- ✓ **Business cases:** Business cases for specific initiatives as identified on the roadmap

Clients we have delivered these services for:

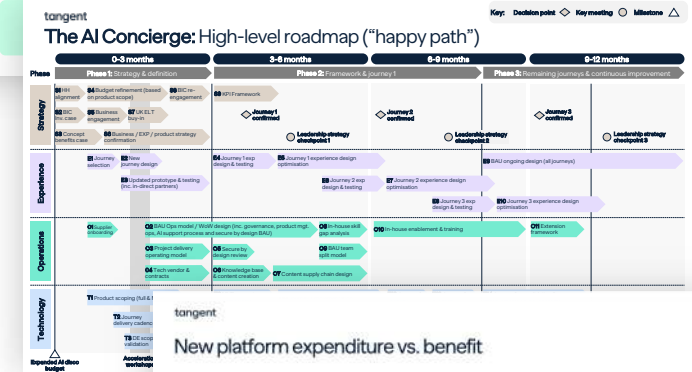


Example deliverables

North star vision & OKR breakdown



Long-term roadmap



New platform expenditure vs. benefit



Business case

Digital strategy: Steps to deliver

To deliver the digital strategy service, our methodology is typically broken down into three core phases.



Phase 1

Understanding the problem & setting a north star



Phase 2

Strategy confirmation, initiative breakdown & business enabler assessment



Phase 3

Plotting out a practical path forward and building out the underlying business case

Activities

- | | | |
|--|--|---|
| <ul style="list-style-type: none"> • Strategic document review (existing strategy) • Review of core business challenges / problems to solve for (often includes digital strategy workshops and/or stakeholder interviews) • Visioning & ambition workshop | <ul style="list-style-type: none"> • Creation / testing of strategic hypothesis • Agreement of objective areas & OKRs (via workshops and/or stakeholder interviews) • Strategy breakdown into initiatives • Value X effort mapping | <ul style="list-style-type: none"> • Confirmation of sequenced roadmap of initiatives across strategic time horizons • Development of business cases for selected initiatives |
|--|--|---|

Outputs

- | | | |
|--|--|---|
| <ul style="list-style-type: none"> • Synthesised current state findings, including key challenges and market opportunities (MECE analysis) • Initial articulation of long-term vision and desired outcomes | <ul style="list-style-type: none"> • North star vision & OKR breakdown document (including anticipated benefits and outcomes) • Prioritised initiative list linked to strategic objectives | <ul style="list-style-type: none"> • Sequenced roadmap document • Business cases for selected initiatives, including projected outcomes and financial justification |
|--|--|---|

Digital operating model: Service overview

Service overview: Transforming the underlying business operating model to enable an organisation to deliver digital experiences more efficiently and effectively.

Key frameworks used

- **Reference operating model framework:** Our core framework we use when designing target operating models for our clients, with general digital capabilities agnostic to channels and then reference operating models for each channel. For each channel, there is a set of capabilities which are required to deliver against.

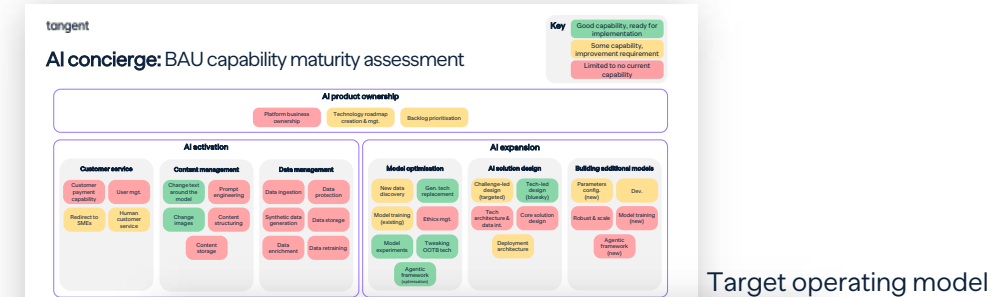
Typical deliverables

- ✓ **Operational challenge & ambition:** Current state operating model assessment & articulation of client's key operational ambitions, challenges & business implementation implications.
- ✓ **Use case framework & prioritisation:** Adaption of reference target operating model to reflect a client's business and technology change & identification of priority operating model use cases.
- ✓ **Strawman ideal model:** Strawman of the 'ideal' target model outlining the organisational structures / governance, people and process elements.
- ✓ **Detailed target operating model:** Detailed target model (following strawman agreement) which specifies future states across organisational structures / governance, people and process.

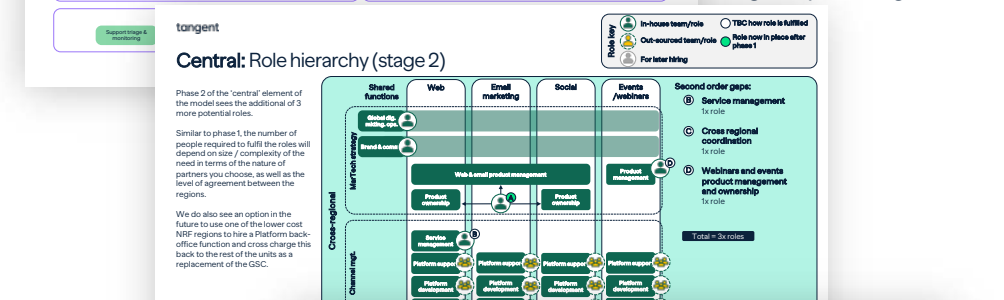
Clients we have delivered these services for:

Example deliverables

Business enabler capability assessment



Target operating model



Process mapping

Digital operating model: Steps to deliver

To deliver the digital operating model service, our methodology is typically broken down into three core phases.



Phase 1

Understanding the landscape



Phase 2

Applying the Tangent model



Phase 3

Assessing the options & creating the ideal model

Activities

- | | | |
|---|--|---|
| <ul style="list-style-type: none"> • Current operating model doc review • Workshops / interviews with operational team members to break down core operational use cases, understand step-by-step delivery and any challenges or opportunities | <ul style="list-style-type: none"> • Use case framework confirmation & tailoring based on target operating model ambition • Prioritisation workshops to identify key target use cases/areas of change for the target model | <ul style="list-style-type: none"> • Scenario testing of potential target operating models, illustrating how key use cases could be delivered • Strawman creation of the ideal model following scenario testing feedback • Detailed target operating model creation, outlining future states across each operating model element |
|---|--|---|

Outputs

- | | | |
|---|---|--|
| <ul style="list-style-type: none"> • Operational ambition & challenge document • Alignment on current operating model considerations & core use cases | <ul style="list-style-type: none"> • Tailored use case framework • Prioritised use cases for target model | <ul style="list-style-type: none"> • Operating model scenarios • Strawman operating model • Detailed target operating model |
|---|---|--|

Digital change management: Service overview

Service overview: Helping businesses embed operational or technical change in a way that minimises BAU disruption while ensuring long-term adoption and measurable benefits.

Key frameworks used

- **Continuous improvement framework:** Our continuous improvement framework supports existing operating models to ensure they are robust and can be maintained over time as the model matures. This will minimise the need for a detailed tactical review of the model and supports a consistent delivery across all digital teams, leading to greater business continuity.

Typical deliverables

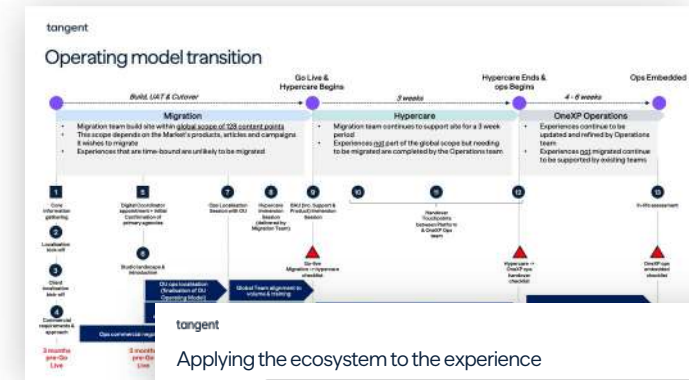
- ✓ **Change impact document:** Assessment of level of change outlined in the target operating model against key business functions.
- ✓ **Change initiatives & roadmap:** Breakdown of target operating model changes into work packages & creation of a sequenced roadmap to ensure change is embedded effectively.
- ✓ **Transition plans & checklists:** Plans and checklists outlining how to upskill/onboard/outsource key roles in the new model.
- ✓ **Enablement playbooks:** Playbooks which simplify operating model structures and aid stakeholders to perform their respective role.

Clients we have delivered these services for:



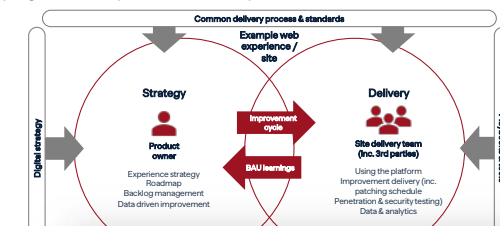
Example deliverables

Transition plan



Continuous improvement

Applying the ecosystem to the experience

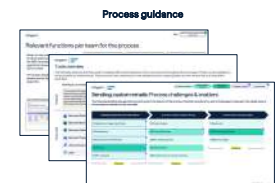


What to expect in this playbook

What to expect within this document and how the process will be mapped based on the workshops conducted with the relevant marketing, sales and product stakeholders.



The process write up demonstrates each step taken to deliver the specific tactic, including which MSP team is responsible, consulted and informed and any key tools to be used.



The playbook documentation will include the process write-up and additional information such as key tools used, relevant functions of the MSP teams and any current gaps in delivering the process.

Enablement playbooks

Digital change management: Steps to deliver

To deliver the digital change management service, our methodology is typically broken down into three core phases.



Phase 1

Breaking down the change



Phase 2

Change strategy and roadmap & enablement artefacts



Phase 3

Embedding the change

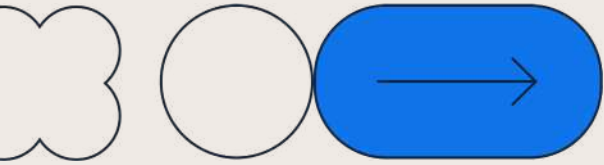
Activities

- | | | |
|---|---|---|
| <ul style="list-style-type: none"> • Co-creation sessions to break down the operating model changes into work packages to be delivered • From:to analysis outlining which business areas are impacted by change • Business case outline of the changes set forth in the target operating model | <ul style="list-style-type: none"> • Workshops to uncover the best change and enablement methodology • Sessions to review & confirm the change roadmap in line with upcoming business initiatives & projects • Outline of enablement requirements for new operations • Transition plan & checklist creation | <ul style="list-style-type: none"> • Business communications workshops • Co-creation of enablement playbooks to simplify operating model structures & help stakeholders perform their roles • Team onboarding & training • Training materials & transition support • Team setup / recruitment support (e.g. JD creation) |
|---|---|---|

Outputs

- | | | |
|--|--|---|
| <ul style="list-style-type: none"> • List of target model change initiatives • Change impact assessment • Case for change | <ul style="list-style-type: none"> • Sequenced change roadmap • Transition plan & checklists | <ul style="list-style-type: none"> • Communication strategy & delivery • Enablement playbooks • Recruitment assistance |
|--|--|---|

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Overview of Tangent

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We are *Tangent*

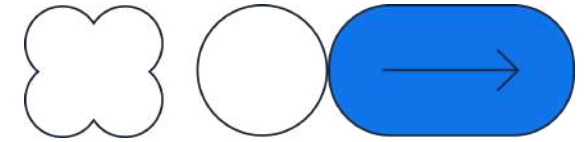
60+ people, *6 global offices*

we help enterprises build future-ready
AI-driven experiences, with a focus on...



PEOPLE ↗ PLANET ↗ PURPOSE

Our clients



Tommy's



TaylorWessing



bodo

sky



Amey

WOLSELEY

Codility

NORTON ROSE FULBRIGHT



What our clients have to say

“We’re impressed at how quickly Tangent are able to respond to our needs. We look forward to continue delivering a new level of service across our digital ecosystem.”

Jennifer May | Chief Customer Officer | REED

Recognition for *our work*

We're very proud of our work and we've won 10 awards and been nominated for over 20! Here are the awards we have won in the last 12 months alone:



Digital Experience
Awards by  Contentsquare

 **BIMA**
Awards
Winner 2023
Digital Product
Development

 **The Drum**
Digital
Transformation

 **CHAMPIONS**
AWARDS 2024
FINALIST
Large Digital Agency
Of The Year

OTHER AWARDS

 **umbraco**
awards
2023
Jury's Choice

 **TECH**
AWARDS 2023
Transformation Through
Tech

 **NTA**
National Technology Awards 2024
Enterprise Tech Project

 **NTA**
National Technology Awards 2024
Energy & Utilities Project Of
The Year

 **BIMA**
Awards
Winner 2023
Digital Product
Development

 **BIMA**
Awards
Winner 2023
Services And Utilities

Government *Frameworks*



Technology Services 4

Tangent supplies a range of technology services, covering service and architecture design, IT support, infrastructure advice, software development and data-led transformation.

Artificial Intelligence CCS

Tangent provides AI discovery, consultancy, and implementation support - designing, deploying and operating AI solutions through end-to-end delivery partnerships, from initial use cases to live products and systems.

Digital Outcomes 7

Tangent provides agile and user-centred design services, providing multidisciplinary teams to support digital programmes across the public sector.

Comms Marketplace

Tangent delivers digital communication services via the Marketplace, helping UK public sector organisations plan, create, and run effective public service campaigns.

Social Value



Helping enterprises build future-ready digital experiences, products, and capabilities with a focus on people, the planet & purpose.

People

We prioritise well-being through flexible work, inclusive policies, and mental health support. We also care deeply about the people we work with and the communities they're part of, giving back through initiatives. Our focus for every project is on people, supporting careers, creating opportunities, and making a lasting impact on lives across the United Kingdom.

Planet

We build with environmental impact in mind, aiming to reduce emissions across all stages of a project. We offer an open-source Cloud Carbon Footprint Calculator to help clients track and lower the carbon impact of digital products. Tangent runs with zero Scope 1 and 2 emissions, monitors Scope 3, we continuously explore new ways to measure and innovate with the planet in mind, across everything from operations to marketing and client delivery.

Purpose

At Tangent, purpose drives everything we do. We are actively pursuing B Corp certification as part of our commitment to delivering meaningful societal impact. We choose to partner with clients who share our values, whether that is improving accessibility, supporting inclusive recruitment, or building stronger communities through initiatives like those with Guide Dogs and UK Power Networks.