



# SERVICE DEFINITION DOCUMENT

*Cloud Discovery & Technical  
Assessment Services*

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## 1. Purpose of this Document

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This document provides comprehensive information about Cranmore Consulting's Cloud Discovery & Technical Assessment Services and defines how these services are delivered to UK public sector organisations.

This Service Definition is required as part of Cranmore's listing on the G-Cloud 15 framework and conforms to the requirements specified in the Crown Commercial Service's guidance on service definition documents.

These services are designed for central government departments, local authorities, NHS organisations, and other public bodies seeking comprehensive Discovery phase services using Cranmore's ASSURED Agile methodology, encompassing digital transformation planning, AI opportunity assessment, and requirements definition.

## 2. Service Description

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### 2.1 Overview

Cranmore delivers comprehensive Cloud Discovery & Technical Assessment Services using our proven ASSURED Agile methodology combining Agile flexibility with structured governance for successful project delivery. Since 2008, we have delivered innovative digital transformation projects across healthcare, regulatory, and public sectors, building expertise in stakeholder engagement, requirements definition, and actionable outcomes.

Our Discovery approach places collaborative investigation, iterative delivery, and rapid decision-making at the heart of every engagement. We work alongside stakeholders to understand business challenges, define clear objectives, and ensure active involvement throughout, fostering shared ownership and alignment with organisational goals.

Discovery services span traditional service transformation, AI and machine learning opportunity identification, cloud migration planning, regulatory systems modernisation, and application development requirements.

Each Discovery combines multi-disciplinary team expertise with deep understanding of public sector constraints, producing comprehensive Statement of Requirements ready for procurement activities.

### 2.2 Service Components

Discovery services include:

- **Cross-Functional Discovery Teams** – Experienced cross-functional teams spanning delivery management, business analysis, solution architecture, service design, and technical specialists
- **Stakeholder Engagement** – Collaborative stakeholder engagement through structured workshops, interviews, drop-in sessions, and informal conversations maximising participation
- **Current State Analysis** – Comprehensive As-Is state mapping documenting current workflows, processes, systems, touchpoints, pain points, and inefficiencies
- **User-Centred Research** – User research combining qualitative interviews with quantitative analysis understanding real user needs, behaviours, and contexts
- **Journey Mapping** – Service journey mapping providing single high-level views of services including stakeholder touchpoints, processes, technology, and data flows
- **Technology Assessment** – Technology assessment reviewing existing systems, identifying enablers and constraints, exploring market solutions for potential adoption or integration

- **Requirements Definition** - functional and non-functional requirements definition creating comprehensive, prioritised requirements backlog ready for procurement
- **Solution Design** - To-Be solution options development documenting proposed approaches with architecture, integrations, and feature definitions
- **MVP Definition** - Minimum Viable Product (MVP) definition aligned with GDS Service Standard enabling phased delivery and early value realisation
- **AI Opportunity Identification** - exploring appropriate use of automation, machine learning, and AI-enabled process improvement.
- **Prototyping and Visualisation** - Visual concept development through outline mock-ups illustrating key features and user experiences
- **Risk Assessment** - Risk, constraint, and dependency analysis with documented mitigation strategies
- **Compliance Framework** - Compliance and governance documentation covering cyber security, data protection, and regulatory considerations
- **Agile Collaboration Tools** - Collaborative tools including Miro for brainstorming, JIRA for backlog management, Confluence for documentation, Monday.com for project planning

## 2.3 Service Benefits

Organisations engaging Cranmore for Cloud Discovery & Technical Assessment Services realise substantial strategic advantages:

- **Experienced Discovery Experts** - Proven track record across healthcare, regulatory, and public sectors with deep understanding of operational complexities
- **Proven Methodology** - ASSURED Agile methodology combining flexibility with governance ensuring structured, outcome-focused delivery
- **Stakeholder Engagement Excellence** - Comprehensive engagement maximising stakeholder participation through flexible session formats and collaborative tools
- **Problem Clarity** - Clear understanding of As-Is state identifying inefficiencies, pain points, and improvement opportunities
- **Actionable Outputs** - Validated To-Be requirements ready for procurement activities with prioritised backlogs and solution options
- **Innovation Focus** - AI opportunity identification exploring automation and intelligent enhancement potential before significant investment
- **Clear Communication** - Visual journey maps and mock-ups communicating complex concepts clearly to diverse stakeholders
- **Technical Grounding** - Technology assessment ensuring solution options align with existing infrastructure and market capabilities
- **Risk Mitigation** - Risk-reduced implementation through comprehensive upfront analysis and validation
- **Quality Assurance** - ISO 27001 and Cyber Essentials Plus accreditations ensuring security and compliance throughout Discovery
- **Capability Building** - Knowledge transfer building internal capability through coaching and skills development
- **Transparency** - Transparent progress tracking through daily standups, sprint reviews, and accessible documentation

## 3. Delivery Approach

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### 3.1 Discovery Duration and Structure

Discovery services typically run 2-6 weeks depending on scope and complexity. Cranmore's ASSURED Agile Discovery comprises a number of key phases:

#### Phase 1

Establishes foundation for successful Discovery:

- Rapid knowledge sharing, developing a shared understanding of the current As-Is state of functions, workflows, and processes
- System and service touchpoint identification, documenting handoffs, data processing, dependencies, and pain points
- Stakeholder identification, working collaboratively to map key internal and external participants
- Scope definition, agreeing deliverables, artefacts, and requirements documentation approach
- Research planning, including development of discussion guides and a user research engagement plan
- Initial journey mapping, capturing initial thoughts for future To-Be state
- Project setup, including establishment of collaborative workspaces, delivery backlogs, documentation repositories, and delivery plans.

#### Phase 2

Investigate the current state and validate the To-Be concepts:

- Process investigation: documenting how current operations work and identifying improvement opportunities
- Pain point analysis: understanding inefficiencies, manual processes, data quality issues, and operational constraints
- Stakeholder engagement: through interviews, focused workshops, and informal conversations, maximising participation
- Technology review: assessing existing systems, identifying enablers and constraints, exploring market solutions
- Concept validation: presenting To-Be processes and innovations to users gathering feedback and refining recommendations
- Opportunity identification: exploring digitisation, automation, AI-enabled improvement, and process optimisation possibilities
- Research documentation: capturing findings to inform Discovery report and support procurement activities

#### Phase 3

Synthesises findings into actionable deliverables and outputs:

- Discovery report: consolidating insights and presenting evidence-based recommendations
- Service definition: including solution vision, target architecture, integrations, and feature definition
- Service and journey maps: providing high-level views of service touchpoints, processes, technology, and data
- Prioritised requirements backlog: including functional and non-functional requirements

- Solution options: documentation presenting approaches with technology assessment and implementation guidance
- Minimum Viable Product (MVP) definition: enabling phased delivery with clear prioritisation and roadmap
- Visual mock-ups: illustrating key concepts and user experiences
- Compliance documentation: covering security, governance, cyber security, and data protection considerations
- Risk and dependency analysis: documenting assumptions, constraints, dependencies, and mitigation options

## 4. Service Constraints

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To support successful Discovery outcomes:

- **Stakeholder access:** Discovery is most effective where the Buyer can provide access to relevant stakeholders, users, systems, and existing documentation. Cranmore can support stakeholder identification and mapping as part of the engagement.
- **User recruitment:** Cranmore works collaboratively with the Buyer to identify and recruit representative users and to plan appropriate research activities.
- **Customer engagement:** Discovery outcomes are enhanced through Buyer availability for workshops, interviews, reviews, and collaborative working sessions.
- **Domain expertise:** Subject matter expertise and relevant policy, operational, and regulatory context are typically provided by the Buyer to inform Discovery findings
- **Discovery duration:** Discovery engagements are typically delivered over **2–6 weeks**, with elapsed time dependent on scope and stakeholder availability.
- **Implementation readiness:** Discovery is most effective when aligned to the Buyer's readiness for subsequent procurement or delivery phases. Discovery outputs may also be used to inform future planning, investment decisions, or business cases

## 5. Security and Compliance

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### 5.1 Security Accreditations

Cranmore maintains:

- **ISO 27001** – International standard for information security management
- **Cyber Essentials Plus** – Independently verified cyber security controls
- **Security Clearance (SC)** – Key personnel hold UK Security Check clearance for OFFICIAL data

### 5.2 Research ethics and Data Protection

All user research conducted ethically with informed consent, participant anonymity, and UK GDPR compliance. Research findings stored securely with access limited to authorised stakeholders. Comprehensive data protection and security considerations documented within Discovery outputs.

## 6. Pricing

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Cloud Discovery & Technical Assessment Services are priced based on project scope and complexity:

- **Discovery (fixed price):** A fixed price is agreed in advance, based on the defined Discovery scope and timebox
- **Alternative pricing:** Time and Materials pricing may be used for Discovery or agreed Discovery extensions where a fixed scope is not appropriate, subject to prior agreement
- **Payment terms:** Discovery is invoiced on completion of the Discovery phase; payment terms are 30 days from invoice date

All pricing excludes VAT.

## 7. Contact Information

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### G-Cloud 14 Listing

<https://www.applytosupply.digitalmarketplace.service.gov.uk/g-cloud/services/479964968691217>