



Through
Technology

Digital Adoption and Training (Powered by Userlane)

G-Cloud 15 (RM1557.15) - Service Definition Document

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We are pleased to present this truly innovative approach to digital adoption and end user training. Our service uses Userlane, to provide tailored training directly within and consistently across business applications. We also measure use and adoption of applications, creating a virtuous cycle where user guidance is continually available within applications and tailored to reflect user needs.



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1 Executive Summary

We would like to thank you for considering this service from Through Technology to help you in delivering your organisation's digital and technology strategy.

1.1 Context

As anyone involved in deploying new digital solutions knows, the measure of success is not whether the technology works, but whether your staff can use it fully, effectively and efficiently to deliver the expected reduction in cost and improvement in your services to the public.

This is why Digital Adoption must be a key part of the deployment of any new large digital service.

With this G-Cloud Service, we offer a new, highly automated solution which moves organisations from a traditional model of static training content, classrooms, floor-walkers and change resistance, to dynamic training, *delivered in the flow of work* and in the control of your staff. Coupled with direct insight into whether users are adopting the new system and where they are struggling this enables continuous improvement throughout the lifetime of a system, without the cost and disruption of traditional training.

Google define successful digital service adoption with the acronym **HEART**:

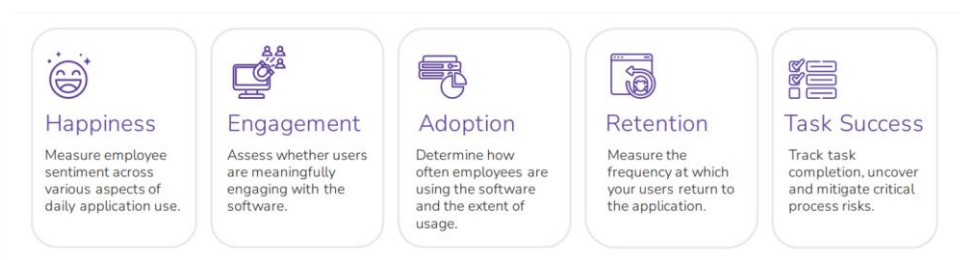


Figure 1 - Google's HEART Model of Digital Adoption

This service delivers the tooling and expertise to measure and maximise the HEART score for deployment of any new browser-based digital solution.

This approach has already seen widespread adoption supporting the deployment of new Electronic Patient Record (EPR) systems in the NHS where it is perfectly suited to operational environments where efficiently and time with patients is critical. We believe it is perfectly suited to the wider public sector, where the same challenges exist.

Organisation that adopts this approach with our chosen technology platform (Userlane) report significant benefits including:

- **>60% reduction in training costs** – the Linde Group
- **2x faster onboarding** – the Linde Group
- **2x Increase in ROI of software implementation** – Deutsche Bahn

With Through Technology's migration and deployment expertise, coupled with the Userlane platform, we have a service which will reduce the cost of business change, improve the user experience and deliver ongoing continuous improvement for your staff and business.

1.2 Why Through Technology?

Through Technology was founded to deliver complex business changes in the UK Public Sector “through technology”. Our very name reflects an ethos that Technology is not the end goal, it is the means to deliver greater efficiency for your organisation, better service to the public and the best experience for your staff.

With many years' experience delivering complex change projects to 100,000's of users across central government and the justice sector, we understand not only the technology, but the need to support users through its adoption, with a clear understanding of their needs, language, knowledge and concerns.

This, coupled with the excellent Userlane solution we have adopted, means it is time for us to recognise Digital Adoption as a key capability and offer it as a separate service.

Our company was founded to provide a genuinely different/better alternative to the hegemony of large IT suppliers that have dominated public sector IT procurement.

We also do not follow the “land and expand” philosophy adopted by many of our rivals. We believe that providing excellent service, exiting cleanly and remaining a trusted partner offers the best outcome for us and our clients.



This approach is reflected within this service, our aim is to provide the additional capability and capacity needed to ensure excellent results from your digital service deployment, then leave your organisation with the tools and capability to transition that into continual improvement as “business as usual”. We are serious about understanding and delivering real value to our clients. So much so that we have a defined Added Value methodology that lets us turn the opportunities our people spot into tangible outcomes, cost avoidance and savings. In past contracts, such Added Value has significantly exceeded the cost of our services.



Figure 2 - Through Technology Certifications

We believe these things, coupled with our new approach to Digital Adoption as a service, sets us apart from the other organisations you may have worked with and hope that we will have the opportunity to prove this by helping your organisation and staff get the very best out of your digital services.

1.3 Why Userlane?

Our Digital Adoption Platform partner Userlane have a strong track record as specialists in Digital Adoption software, where they are seeing significant use across the NHS where operational staff are having to learn new EPR (Electronic Patient Records) systems in an environment where accuracy, efficiency and time are all critical.

This proven technology marries well with our user-centric approach where it can deliver significant cost reductions, better user experience and greater operational efficiency to our customers.

2 Digital Adoption Services

2.1 Why not Traditional Training?

As legacy technologies are replaced and new applications are delivered, organisations need to help their users through this transition. In the past, this has been achieved through classroom-based training, floorwalkers, super-users, paper “guides” or video content training. These old approaches all suffer from the same drawbacks.

- They take operational staff away from their work.
- They are separate, sitting alongside or even at a different location to the user's day job, rather than directly supporting them within their workflow.
- They are typically “one-off” efforts for the rollout of a new technology, not a method for continual improvement.
- When the deployment moves on to another part of the organisation or ends, there is no measure of effectiveness.

There is now a better way to drive adoption of new technology and provide better, more efficient help to your user community...

2.2 Digital Adoption Platform

Through Technology partner with Userlane to provide Digital Adoption Services to our customers¹. Our Digital Adoption platform differs from the traditional forms of training.

¹ This is in addition to selling Userlane's Digital Adoption Platform (DAP) through G-Cloud Lot 2, for those organisations that want the product, but do not need our expert assistance.

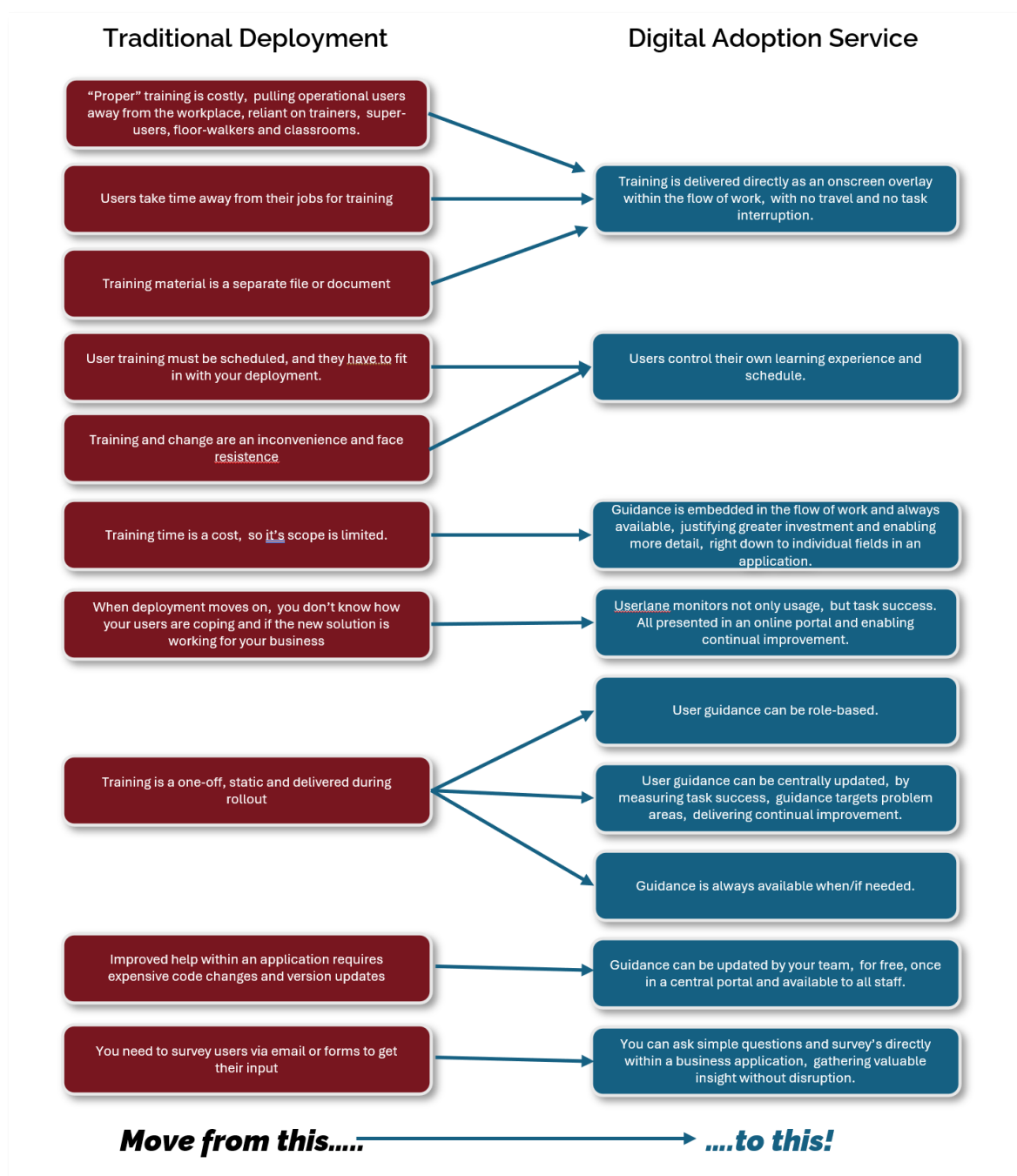


Figure 3 – Traditional Deployment vs Digital Adoption Service

2.2.1 Delivering Training

User Guidance sits as an overlay on your business application, with no integration or code change to the application, and provides guidance to users directly *in the flow of work*. Guidance is written especially for your users and appears when needed directly in their application.

2.2.2 Providing valuable insight

Tasks are mapped within the business application with tagging, after which the portal can provide reporting and insight into not only application usage, but which tasks are completed being completed successfully and where users are struggling. This enables continual improvement, where guidance can be changes centrally to target where users have difficulty. It also enables your organisation to measure if new services are being used, whether licensing is correct and whether the full capabilities of a system are being exploited.

Your adoption management portal provides an overview based upon the HEART model, as well as detailed analysis in each of the 5 categories.

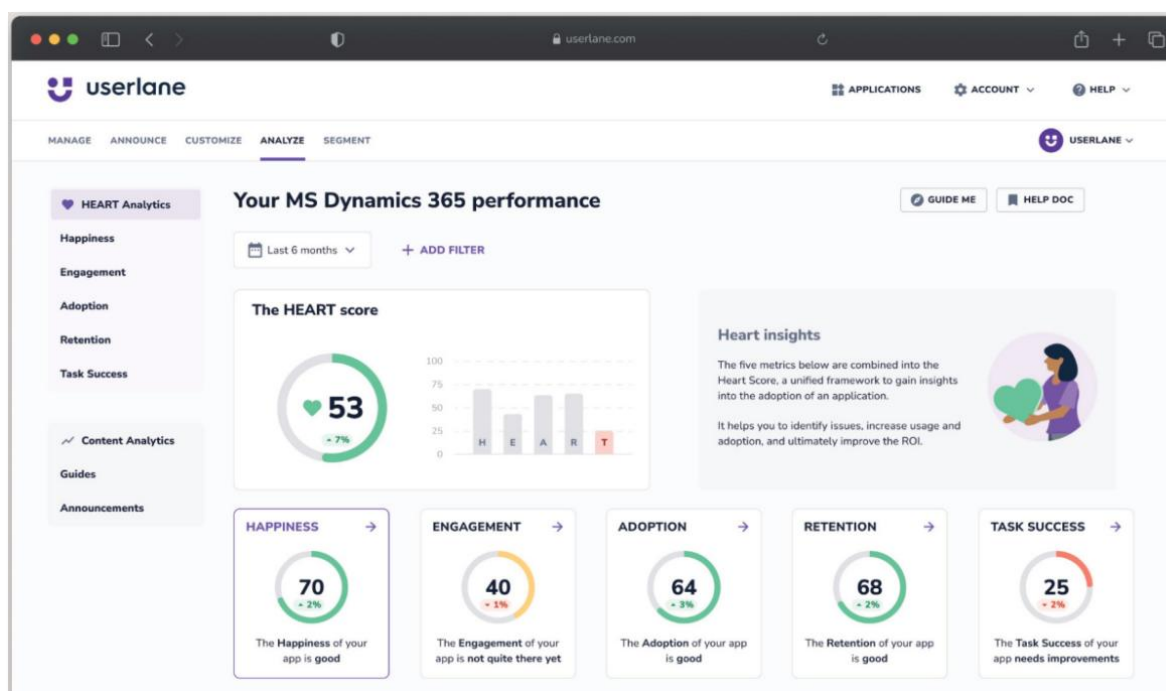


Figure 4 - Your Digital Adoption Management Dashboard

2.2.3 Engaging your users in the change

Google define successful digital adoption through five measures: **H**appiness, **E**ngagement, **A**doption, **R**etention and **T**ask Success, or HEART for short. The Userlane Digital Adoption Platform is based around this user-centric approach.

By letting users control when they access training and guidance, the disruption of deployment is reduced and friction in accessing help and training is removed.... Lowering common barriers to adoption.

The platform also enables you to present users with announcements, individual one-off questions or short surveys directly in their business application, enabling measures of their happiness and engagement alongside the more clinical adoption, retention and task success. Guidance does not have to be purely written text, you can also leverage your investment in Microsoft Co-Pilot to deliver chat-based interactive assistance:

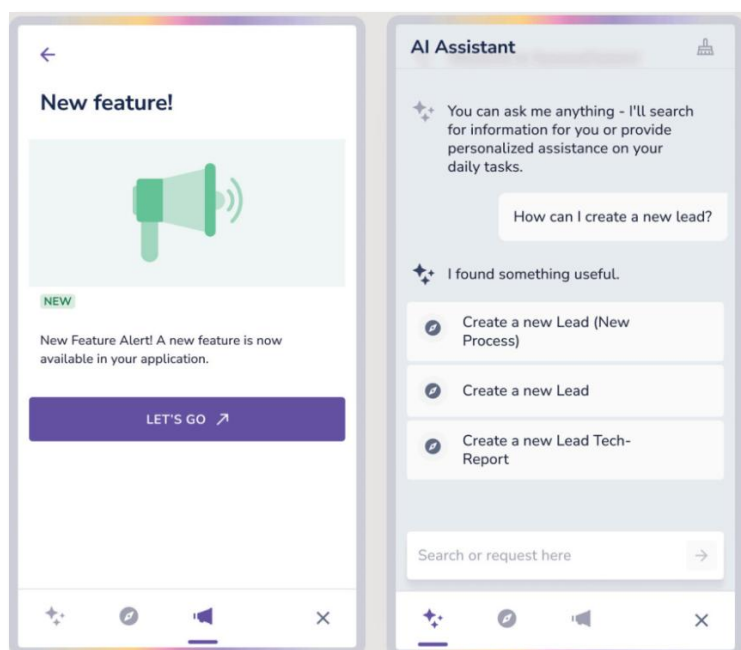


Figure 5 - User Announcements & AI Assistance in any Browser-App

This helps maintain a positive experience for new and existing users, after the deployment has finished, the floorwalkers have left, and Early Life Support has transitioned into Business as Usual.

2.2.4 Optimising Cost and Usage

With Userlane's browser extension deployed, you can assess not only usage of business applications but also any use of cloud-based shadow IT. This enables your organisation to identify under- or over- licensed systems, misuse of shadow IT and gather general usage statistics to optimise your licensing spend.

2.2.5 Improve Data Quality

Data Quality is key in a world where we are turning to AI Analytics to drive efficiency in public services. With Userlane, you can provide tailored guidance to users down to individual fields within a business application, ensuring the right information is entered, in the right format, in the right field.

2.3 Platform Architecture

Our Userlane platform is delivered as a SaaS Service, cloud hosted in the UK or EU on a resilient and secure Microsoft Azure platform. The only integration required with your systems is the deployment of a browser extension and opening network connectivity to the Userlane platform encrypted across the internet.

On the end user device, the browser extension provides training as an overlay on top of the business application screen. No application data is read or transferred to the Userlane platform.

No application code changes are needed.

Once deployed, the tool can be used to deliver a consistent training approach in any browser-based application. Once an application has been configured, that configuration can be shared with other organisations.... An approach which is saving significant costs where EPR systems are shared across multiple organisations in the NHS.

2.4 Compliance and Privacy

Our Userlane platform originated in Europe and is fully compliant not only with GDPR, but also with the stringent privacy regulations imposed in Europe by organisations such as Germany's works councils. Through Technology have extensive experience working with secure UK Public Sector infrastructure and implement all our services in full compliance with application standards, regulation and legislation including NCSC Guidance and the Technology Code of Practice. We provide a full compliance report in every G-cloud engagement clearly stating how we comply with customer-mandated standards.

3 Further Information

3.1 Organisations that trust Through Technology

Founded in 2017, we have established a position as a well-known and trusted supplier to the UK central government, building excellent relationships and undertaking complex and critical projects for organisations such as:

 Ministry of Justice	The Ministry of Justice	Architecture Managed Services Legacy Risk Mitigation Email Migration Delivery, Solution and Security Assurance Operational Change Assurance Email Security National Prison Service Education System Infrastructure delivery and assurance
 Government Digital Service	Cabinet Office - Government Digital Service	Cloud Service DevOps Outreach campaign delivery and management across the UK Public Sector Procurement Strategy & Preparation Domain and Namespace Security
 Department for Work & Pensions	Department of Work and Pensions	Email Security and Transition
 HM Courts and Tribunals Service	HM Courts and Tribunals Service	Modern Device Management solution architecture, security, testing, implementation and support Legacy Risk Mitigation Supplier Management Solution Delivery and Security Assurance Digital Archiving and Data Governance
 CPS	The Crown Prosecution Service	Strategic End User Services consultancy and advisory services
 Department for Business & Trade	Department for Business and Trade	Machinery of Government Change Data Management & Migration

3.2 Awards, Commitments and Certifications

	With our experience in public sector procurement and as a supplier on the G-Cloud and Digital Outcomes & Specialists framework, we pride ourselves on our capability to draft and agree contracts rapidly and efficiently.
	We are a PSR:SOW accredited supplier, providing an alternate route to G-Cloud for the procurement of support and consultancy services from Through Technology.
	We are Carbon Neutral Plus certified to the PAS2060 standard. This means that our business and all the services we deliver through the G-Cloud Framework are Carbon Negative, far exceeding HM Government's targets for Net Zero.
	Our business is certified to the ISO9001 standard for Quality Management and audited annually by the British Standards Institute to ensure we continually maintain and improve.
	All our services on the G-Cloud Framework are delivered using our ISO/IEC 27001 Certified Information Security Management System which is annually audited and assessed by the British Standards Institute. Archive360 are also certified to ISO27001 for the services offered on G-Cloud.
	Through Technology is a former Microsoft Gold Partner for cloud collaboration services, demonstrating our expertise with Microsoft365 and security solutions. We no longer hold this certification after Microsoft pivoted toward awarding silver/gold status based upon license sales rather than capability. However, we maintain a strong pool of Microsoft certified talent in Microsoft365 and Azure technologies.
	While we typically work with customer data on our customer's own systems, we maintain our own IT to be secure to similar or greater standard and evidence this through Cyber Essentials and Cyber Essentials Plus certification.
	Through Technology is a member of TechUK, the industry body for IT in the United Kingdom and regularly participate in consultations and industry events, helping shape the future of UK Public Sector digital and technology policy and services.
	Through Technology are signatories to the Armed Forces Covenant. We are committed to breaking down the barriers to ex-services personnel working in the public and private sectors.
	The Prompt Payment Code (PPC) is a voluntary code of practice for businesses, administered by the Office of the Small Business Commissioner (SBC) on behalf of BEIS. Our signature to the code demonstrates our commitment to paying our supply chain promptly and supporting the UK economy.
	Through Technology is a British Small Business paying all our taxes in the UK, diligently ensuring our compliance with all applicable tax legislation, and helping improve public sector ICT services and supporting UK Economic Growth.

3.3 Framework Documents

Pricing Document - See our service page on Digital Marketplace

Terms and Conditions - See our Service page on Digital Marketplace

3.4 Other Information

Learn more about our experience with this service	www.thoughttechnology.uk/services
Learn more about Through Technology	https://www.thoughttechnology.uk
Start a conversation	@through_tech Enquiries@thoughttechnology.uk
Read our Modern Slavery Statement	https://www.thoughttechnology.uk/msa-statement
Read our Carbon Reduction Plan	https://www.thoughttechnology.uk/carbon-reduction

To see our other services on the G-Cloud 15 framework, search for "Through Technology" (including the quotation marks) on [Digital Marketplace](#).

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