

848

Opportunity Discovery and Envisioning

Service Definition

Innovative Business

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1. Service Overview

Organisations often have more ideas than the evidence or capacity needed to choose between them. Starting with a favoured solution can leave the underlying problem unclear. Opportunity Discovery and Envisioning helps teams understand business and user needs, explore possibilities and identify which opportunities deserve further attention.

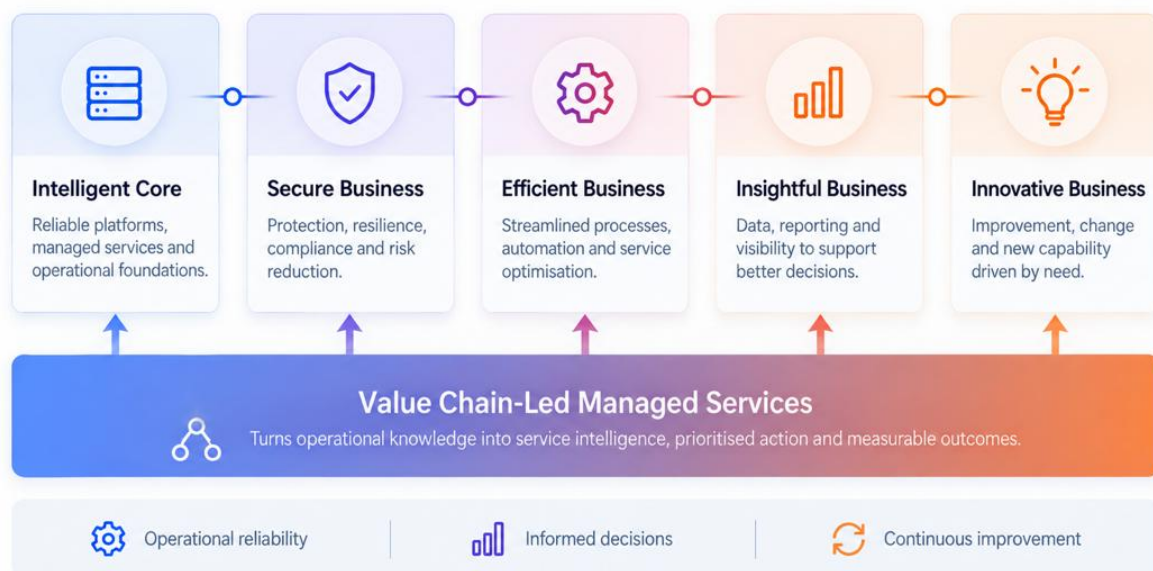
Opportunity Discovery and Envisioning sits within The Innovative Business, part of 848's Intelligent Business Framework. The framework connects technology investment to the way the organisation operates, makes decisions and delivers services. Each engagement addresses the selected outcome while considering its place in the wider customer environment.



Powered by **Intelligence** | Driven by **People** | Focused on **Outcomes**

848 Intelligent Business Framework

A framework that aligns service delivery, security, insight and improvement to business outcomes.



From business need to usable capability

The service gives early innovation a clear connection to value. Insight from stakeholders shapes the problem; selected envisioning and prioritisation activities make alternatives understandable. The resulting direction helps leaders choose the next investigation without treating an early idea as a proven solution.

Innovation Strategy and Governance supplies the wider direction and decision framework. This service identifies and shapes opportunities within it. Selected concepts can then progress to Concept Design & Prototyping and Validation & Proof of Value, with each stage adding evidence before further commitment.

2. Scope and Service Boundaries

Customers select the elements that support their intended outcome. The scope identifies what 848 will deliver and the work retained by customer teams or suppliers.

Service	Outcome
Innovation discovery workshop	Facilitated discussion surfaces business challenges and opportunity themes. Detailed framing, formal prioritisation and solution development are separate elements.
Human-centred design session	User discussion and selected design techniques reveal needs and pain points. Large research studies and full service design artefacts are separate.
Problem framing and ideation	A focused sprint refines problem statements and develops early concept options. Prototyping and technical feasibility assessment are separate.
Business value mapping	Selected Microsoft Catalyst value methods relate challenges to outcome drivers. Detailed ROI analysis and a complete Catalyst programme are outside this element.
Opportunity prioritisation	Agreed criteria provide a transparent comparison of opportunities. The customer retains selection and investment authority; technical feasibility work is separate.
Scenario and trend analysis	Curated research and interpretation explore external changes relevant to innovation. Detailed competitive research and financial forecasting are separate.
Concept storyboarding	Lightweight visual narratives explain how an early idea could work and create value. Detailed interface design and functional prototypes are separate.
Opportunity roadmap	A high-level sequence relates opportunities to dependencies and readiness. Detailed project schedules, budgets and ongoing portfolio management are separate.
Innovation progression framework	Stages and criteria define how ideas should move towards validation. Operating the framework and evaluating individual initiatives are separate.
Executive playback	A focused review explains the selected discovery findings and recommended direction. Leaders retain sponsorship and progression decisions.

Dependencies and exclusions

The work produces early insight and direction within the selected engagement. It does not establish that an idea is technically feasible or commercially proven. Detailed business cases, prototype build and formal validation require other elements. Customer leaders retain funding and governance decisions, with recommendations based on the evidence available.

3. How 848 Delivers the Service

Delivery follows the selected scope, using the customer's operating context to guide the work. The sequence below explains how evidence and decisions progress towards the agreed outputs. Customer review and knowledge transfer form part of that progression.

Explore the problem and context

848 brings the selected stakeholders together to understand the challenge and its effect on work or users. Existing evidence and participant experience establish the starting point. The customer confirms which questions and constraints the engagement should address.

Frame and envision opportunities

Where selected, 848 helps refine problem statements and explore possible responses. Value mapping or conceptual visualisation makes the proposed outcome easier to discuss. Assumptions remain visible so they can be tested in subsequent work.

Evaluate the selected options

For commissioned prioritisation, 848 applies agreed criteria to the available opportunity evidence. Participants review the rationale and limitations of the comparison. The result supports a customer decision about which ideas merit further investigation.

Present direction and next steps

848 consolidates the selected outputs into a playback or roadmap. Stakeholders review the recommended progression and dependencies. The receiving owner can then commission design or validation activity with a clearer statement of purpose.

4. Service Delivery and Management

4.1. Deliverables and Outcomes

The outputs give the customer a usable record of the work and the information needed to act on it. The selected elements determine which deliverables apply; findings and limitations remain visible alongside the results.

Deliverable	Use for the customer
Discovery and opportunity findings	Explains the selected business challenges, user insights or concept themes.
Value and prioritisation material	Shows the agreed comparison or value rationale and its underlying assumptions.
Progression and roadmap outputs	Gives the customer a basis for selecting the next design or validation activity.

4.2. Working with 848

Business sponsors confirm the problem and priorities. Users and operational stakeholders contribute experience. Leadership reviews recommendations and retains decisions about investment or progression.

Participant	Responsibility
848 delivery team	Performs the selected work, explains findings and documents the relevant outputs. Coordinates review and knowledge transfer with the customer.
Customer service owner	Confirms the intended outcome and scope. Makes customer decisions and identifies who can resolve dependencies or approve changes.
Customer specialists and suppliers	Provide relevant information and agreed access. Complete retained activity and participate in review or validation where their systems or processes are involved.
Receiving team	Reviews the relevant outputs and takes ownership of the activities that continue after handover.

4.3. Service Assurance

Review checks that outputs reflect the agreed question and available evidence. Prioritisation uses the selected criteria consistently. Acceptance confirms the commissioned discovery outputs, with feasibility and benefit assumptions clearly identified.

Review focus	What is checked
Scope alignment	The delivered work and outputs address the agreed requirements and selected service elements.
Evidence and validation	Findings or test results show the basis for conclusions, including known limitations and unresolved dependencies.

Review focus	What is checked
Customer acceptance	Relevant owners review the outputs and understand any open actions before accepting the commissioned work.

4.4. Onboarding

Onboarding establishes the conditions needed for useful delivery. The customer and 848 confirm what the engagement should achieve and check that the people and information needed for the selected work will be available.

Preparation	What needs to be established
Outcome and scope	Confirm the selected elements, boundaries and expected outputs, together with the customer's priorities.
Information and access	Relevant background information and access to the selected stakeholders are required. The customer identifies participants who understand the challenge and can review the emerging opportunity findings.
Participants and decisions	Identify the service owner, relevant specialists and receiving team. Confirm review participants and escalation routes.
Delivery readiness	Agree the applicable schedule and customer prerequisites. Confirm any operational constraints affecting access, validation or handover.

4.5. Operating and Improving

Further design or validation can test the assumptions behind the preferred opportunity. Customer owners maintain priorities as new evidence emerges. Continuing portfolio management is a separate responsibility.

4.6. Handover and Exit

848 explains the opportunity findings and next-step recommendations. The customer assigns ownership for progression and carries the relevant assumptions into subsequent design or validation work.

Handover item	Purpose
Agreed outputs	Provide the final documents or configuration material relevant to the selected service.
Findings and open actions	Preserve the evidence, limitations and remaining work for the customer or receiving provider.
Knowledge and ownership	Explain how the outputs should be used and confirm who owns the next operational or improvement activity.

5. Why 848

848 helps organisations improve how technology supports the way they operate, make decisions and deliver services. Our focus is not on deploying technology for its own sake, but on connecting technology investment to measurable business outcomes.

Our services are aligned through The Intelligent Business Framework, which brings together five outcome areas: The Intelligent Core, The Secure Business, The Efficient Business, The Insightful Business and The Innovative Business. This provides a consistent way to move from technology foundations and security through to operational efficiency, data-led decision-making and innovation, without treating each requirement as an isolated project.

848 combines consulting, engineering and managed service capability within one UK-based team. That matters because the people who design and implement change understand how technology must operate once it enters live service. Architecture, cloud, security, data, Power Platform, Dynamics 365, Microsoft 365 and managed services can therefore be considered as connected parts of the customer environment rather than separate technical towers.

Our Microsoft capability is supported by established partner credentials and practical delivery experience across Microsoft Azure, Microsoft 365, Power Platform, Dynamics 365, Fabric, Sentinel, Defender, Intune, Entra ID and Purview. 848 is a Microsoft Solutions Partner for Security and a Microsoft Direct CSP, giving our teams direct access to Microsoft technologies, programmes and commercial capability.

Service quality and security are supported by recognised organisational standards. 848 holds ISO/IEC 27001, ISO 9001, Cyber Essentials and Cyber Essentials Plus, with security-cleared capability available where required. These controls sit behind the way we manage information, quality, access, risk and service delivery across customer engagements.

What differentiates 848 is the connection between delivery and improvement. Through Value Chain-Led Managed Services, service information is converted into practical intelligence about how technology and services perform across users, teams, suppliers, systems and hand-offs. Service Flow Analysis extends that view by identifying friction, delay, rework, unclear ownership and recurring service issues across end-to-end journeys. The result is a clear improvement backlog based on real operational evidence rather than assumption.

We also place a strong emphasis on internal capability. Knowledge transfer, clear ownership and practical handover are built into our services so that customers understand what has been delivered, how it works and how it should evolve. Where 848 remains involved, improvement continues through review, prioritisation and measurable service outcomes rather than static support.

For customers, the result is a partner able to move from strategy through design, implementation, validation, operation and improvement while maintaining a consistent view of the wider business outcome. 848 brings together the people, Microsoft capability and service intelligence needed to make technology easier to operate, easier to improve and more valuable over time.