



Service Definition: Novacraft Cloud and Legacy System Migration Service

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3. Detailed technical information about Novacraft's services, expertise and skillsets;
4. Information in relation to Novacraft's arrangements with suppliers or customers (especially pricing information); and
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About Novacraft

Novacraft is an award-winning smart technology, software solution and customer support team.

Novacraft works side-by-side with clients, including Transport for London (TfL) and the Royal British Legion (TRBL), to get to the root of challenges, protect them from risk, simplify complex processes, help them get more for less and deliver excellent customer service.

Novacraft provides an end-to-end service including online consumer application processing, programme and system development and management, smartcard production and personalisation and customer support via its own 200+ seat contact centre.

Partnerships between Novacraft and public and private-sector clients make application processes easier, cheaper, and leaner; improve organisational efficiency and service quality; recognise and build customer loyalty; and achieve clients' objectives.

Our mission is to make a meaningful difference to society by making it simpler and faster for more people in our community to take advantage of the services being introduced by central and local government. Specifically, this includes helping charities remove waste processes and direct more funds to the cause they are fighting for, as well as helping transport organisations make travel easier and cheaper for passengers.

At the heart of Novacraft's ethos is its team. Novacraft recruits, retains and rewards the best. An agile team with a mindset for growth, Novacraft takes pride in offering team members opportunities to grow and shape its future. Novacraft places wellbeing (and a good portion of fun) as central to team and business excellence.

Founded in 1998 by Debra Charles, CEO, the Novacraft team proudly celebrated twenty-seven years of making a difference in 2025.

Cloud Migration & Implementation Service

We provide cloud migration, implementation, and ongoing support services for organisations looking to modernise legacy systems and migrate workloads to the Cloud.

Our team successfully migrated the InNovator CRM platform and associated web portal from on-premise infrastructure into Azure for Transport for London. Using automation and cloud-native design patterns, we deliver secure, scalable environments that comply with industry standards.

We offer a full end-to-end service including discovery, planning, data migration, cutover, optimisation and post-migration support. Engagements are delivered collaboratively with client teams to minimise risk and ensure knowledge transfer throughout the project.

Benefits & features

Service features

- Cloud migration and transition planning
- Cloud architecture design, implementation and integration
- Infrastructure build and configuration
- Identity and access management setup
- Backup, DR and business continuity configuration
- Data migration, cleansing and validation
- Application containerisation or virtual machine lift-and-shift
- Firewall, networking and security hardening
- Performance optimisation and scaling plans
- Technical documentation and handover
- Knowledge transfer and training for client teams
- UK-based service desk and ongoing support options
- Payment gateway integration

Service benefits

- Reduced project and migration risk
- Secure and risk-mitigated transition from legacy or on-premise systems
- Improved resilience, uptime and scalability
- Modern cloud-based architecture, which reduces long-term costs
- Security alignment with Cloud best practices
- Access to experienced engineers familiar with the public sector
- Faster delivery and predictable pricing
- Flexible levels of support – from advisory to fully managed
- Clear documentation enabling ongoing management
- Proven track record of migrating cloud services

Legacy CRM Migration & Cloud Integration Service

We provide consultancy, migration and integration support to help organisations transition from legacy or outdated CRM and customer data systems into modern cloud-based platforms.

Our services include discovery workshops, data mapping, extraction, cleansing and migration into new systems, ensuring historic customer records are preserved while reducing technical debt and operational risk.

We provide integration between leading cloud CRMs and legacy systems, connecting customer portals, internal systems, APIs and third-party services to ensure a single, trusted source of customer data across the organisation.

Support includes platform configuration, workflow automation, user onboarding and knowledge transfer. Engagements can be delivered remotely with flexible project, retainer or call-off models.

Benefits & features

Service features

- Assessment and audit of legacy CRM systems
- Data extraction and cleansing
- Data mapping and validation before migration
- Migration planning and execution
- Transition and cutover support
- Integration with cloud CRMs and CMS platforms
- API and third-party system connectivity
- Workflow and automation implementation
- Identity and access configuration
- GDPR-aligned consent and retention settings
- Technical and user documentation
- Administrator and end-user onboarding and training
- UK-based remote support and service desk
- Optional hosting or cloud environment management

Service benefits

- Reduced risk when migrating from legacy systems
- Preservation of valuable historic customer data
- Consolidation into a single source of truth
- Improved security and compliance posture
- Reduced technical debt and long-term maintenance costs
- Business continuity support throughout the transition
- Faster adoption of modern customer platforms

- Better visibility and smoother customer journeys
- Flexible support and predictable cost models
- Ability to modernise digital operations incrementally

Onboarding

To deliver an impeccable transition experience for you and your customers, Novacraft's project management team will design and deploy a slick implementation plan, work side by side with you to deliver on time and on budget, mitigate risk, and work openly and collaboratively to achieve a successful outcome.

We work closely with clients on any integration project to ensure they are supported throughout and offer test environments so that new projects can be sandboxed and tested. We also welcome discussion on which services to add to our development backlog to continue delivering innovation and cost savings to clients as technology advances.

Offboarding

Upon completion of the contract, Novacraft's exit strategy will ensure that any stored data is either returned to the customer or permanently deleted, as the customer prefers. We will achieve this by providing the data in a secure manner such as on an SFTP server or in a pre-agreed format.

A dedicated Project Manager for the handback project will work closely with the Authorities to ensure the contract is completed as seamlessly as possible, including agreeing on a final cut-off date for receipt of data and a final handover date.

Service management

Our support levels include 99.5% System uptime and Service Desk availability 24/7/365 for contracted customers. Access to a Novacraft Account Manager is also available for contracted customers. For your customers, there is a call centre available 8am-8pm, 7 days a week as an optional additionally costed service.

Novacraft's web portal is provided on a 99.5% SLA with service credits applied when SLA thresholds are breached.

Our customers have complete transparency of our operation and performance against your SLAs through regular reports, review calls and meetings whose focus and frequency we agree at the outset and via real-time wallboards at your site. As a minimum, we commit to providing you with monthly emailed reports and quarterly SLA reports alongside quarterly contract meetings, as per your specified requirements.

In the rare event of an incident, our customers are notified within 24 hours, and an incident report is issued within 5 working days.

Business Continuity & Disaster Recovery

Novacraft hosts our services in 2 geographically separate data centres with full replication and failover capabilities.

Novacraft has a robust Incident Management Process based upon lessons learnt delivering our current services. The objective of this process is to restore normal operations as quickly as possible with minimal impact on our business and that of the customer. Where a major incident occurs, and a decision has been made to invoke the Disaster Recovery (DR) process, the incident management process and the DR Plan and procedures are followed.

All reported incidents are reviewed by Senior Management at monthly management review meetings as part of our compliance with ISO certification for ISO9001, ISO27001, ISO 14001, GDPR and Cyber Essentials Plus.

A copy of our Business Continuity Plan is available upon request.

Training

At Novacraft, we help our people realise their potential and do all we can to ensure they have the knowledge and skills they need to do their current job brilliantly and to move up to the next level if that is their goal. This may be through learning more every day on the job, being given new challenges to rise to or taking specialist courses. At Novacraft, we mirror this ethos to ensure that our clients and suppliers have all the right information to ensure that their team members are fully skilled and knowledgeable on our systems.

During project implementation, we would ensure that knowledge is transferred using a 'train the trainer approach'. Our operational training team would spend time with those identified to train them with a view to passing on knowledge. Training would be delivered via our Learning Management System (LMS) and would also encompass hands-on training on our systems in a test environment, as well as reference materials, to ensure trainers can access them for ongoing support.

The content of any material will be based on the varying needs of the end users and their access rights, and tailored to meet any specific needs. All training material will be available in electronic formats and will include post-training feedback and knowledge tests to ensure a clear understanding before signing off training as complete and team members as competent.

Pricing overview

Volume discounts are available when multiple Novacraft services are taken together. Data extracts come as part of the service.

Novacraft's invoices include the following: invoice date; invoice number; customer purchase order number; full item details, including description, unit cost, quantity, and separate VAT figures. Novacraft will send invoices electronically and by post if required. An invoice template can be viewed on demand. Our payment terms are 30 days from the invoice issue date.

Novacraft's invoices are generated from internal system reports. Any invoice enquiries are promptly resolved due to the nature of our customised and detailed reports. In terms of the escalation process, the first line of enquiry is your dedicated account manager; the second line is Novacraft's finance department. Contact details will be shared during the onboarding phase.

Customer testimonials

"I had faith in Novacraft from the first project in 2011 – the fast turnaround and commitment they showed gave me great confidence. We renewed their contract in 2017 and I could easily have looked elsewhere but it comes down to trust: who you can work well with and who is always totally professional."

- Matthew Lale, Passenger Transport Manager, Hertfordshire County Council

"The development process brought home all the benefits of having a relationship with a supplier like Novacraft where there's a two-way conversation and system testing throughout the project: this meant that when the system went live it just worked!"

- John Keady, West Yorkshire Combined Authority

More testimonials and case studies are available at www.novacraft.com/case-studies

Who we are, what we do

We're a smart technology and software solution company. We work in partnership with clients in the public, private and third sectors to understand their challenges and help them rise to them. Through smart solutions that drive down costs while also unlocking efficiencies, improvements and new opportunities. That's what we call getting more for less.

Our innovative technologies and programmes are helping clients make life easier and cheaper for passengers, enhance organisational performance and service quality, build customer loyalty and sustainable growth and reward customers, members and employees for getting active, learning and volunteering.

Our Purpose

Making life
easier

Helping clients get
more for less

Solving today's problems

We get to the heart of client's challenges, taking aim at specific pressures and problems with solutions that not only hit the spot. Clients tell us they go beyond target benefits and address additional operational, strategic and service quality issues too.

- Since 2001, we've supported Transport for London to run its Oyster photocard schemes, saving money by migrating to a self-serve application process with real-time eligibility verification, enabling better, cheaper and greener communication and reducing the time from application to despatch from 48 days to 24 hours.
- We support the Royal British Legion (RBL) to manage their membership programme, from online application to printing and despatching membership cards and packs, and delivering customer experience.
- We helped West Yorkshire Ticketing Company turn its vision of a single smartcard for any journey no matter how many operators are involved into reality. Our technology has enabled over 2 million people to get around more easily and cheaply and is set up to support additional resource-saving features such as online payment.
- Our technology and know-how has been at the heart of the City of York's innovative YOzone photocards for 11-18 year olds which offer discounted travel and benefits from brands like Vue and Subway, encourage bus use for work, education and leisure and generate data to evidence scheme success to government funders.

Innovating for tomorrow

We're problem hunters and solutions creators, for the here and now and also for the world to come. As well as continually enhancing our core products and services, we also continually invest in research and development. To develop game-changing innovations that open up exciting new opportunities for our clients.

- Today our smartcard, software, hardware and mobile innovations are giving people information at their fingertips and putting them in control. We're making it easier to get travel tickets, access buildings and services, track activities and redeem rewards.
- Tomorrow we'll use our expertise in integrated systems, cloud-based computing and big data mining to play our part in bringing the internet of things to life, helping clients make everything from everyday organisation to collaborative learning and caring capitalism measurably easier.
- In the future, we'll be alongside our clients with ingenious innovations for ridding life of activities that add no value, developing smart solutions for remote-control homes, human augmentation and next-generation communities - freeing people to enjoy easier lives.

£630,000 saved
by one online card
renewal project

Our Solutions

Since 1998, we've made a difference to more than 32 million people's lives

Our R&D capabilities

- Gamification
- Operating systems
- Multi-application smartcards
- 3rd party system integration
- Hardware
- Big data
- Mobile apps
- Network systems

Our pick-and-mix selection of smartcard and software systems are developed and customised in-house. Based on bright ideas from our R&D gurus. And delivered by our team of business analysts, software developers, testers and project managers to industry-leading standards.

Whether we're building software, designing a reward and recognition programme or creating a new product, we use a proven agile development process that has clarity of purpose and a collaborative approach at its core. We've found it the best way to get the right results, right first time.

Smart ticketing

Smartcard application and encoding plus product purchase and loading

Data management and mining

Tools and techniques to extract meaningful information from data

Software design

Systems to simplify complex processes and unlock improvements

Back office systems

Robust software for reliable database and data processing

Smartcard personalisation

Single and multi-use smartcard encoding, printing and same-day dispatch

PCI Level 1 accredited payment processing

Secure payment card data storage and handling to highest industry standards

Self-service online application processing

Bespoke systems enabling automatic eligibility verification and customer updates

Customer care centre

Award-winning 24/7 contact centre with rapid scale-up capacity

Ucando-it reward & recognition programmes

Pioneering programmes that reward active citizens and create sustainable growth

Mobile app development

Mobile software integrated with front and back-end systems to inform, inspire and support

CRM systems

Tailored systems for efficiency, visibility and quality service



Over £46 million credit card payments processed

Our Team



'Novacraft is a wonderful, wonderful organisation and the fact that I am still here when I've had plenty of opportunity to go elsewhere is testament to that'

The Novacraft team is hundreds strong, yet we still have a family feel. And just like any other family, we look out for each other, get the support we need to learn and grow - as well as some nice surprises - and are always keen to have fun together.

We help our people realise their potential and do all we can to make sure they get the knowledge and skills they need to do their current job brilliantly and to move up to the next level if that's their goal. Whether through learning more every day on the job, being given new challenges to rise to or taking specialist courses.

Skills and qualifications

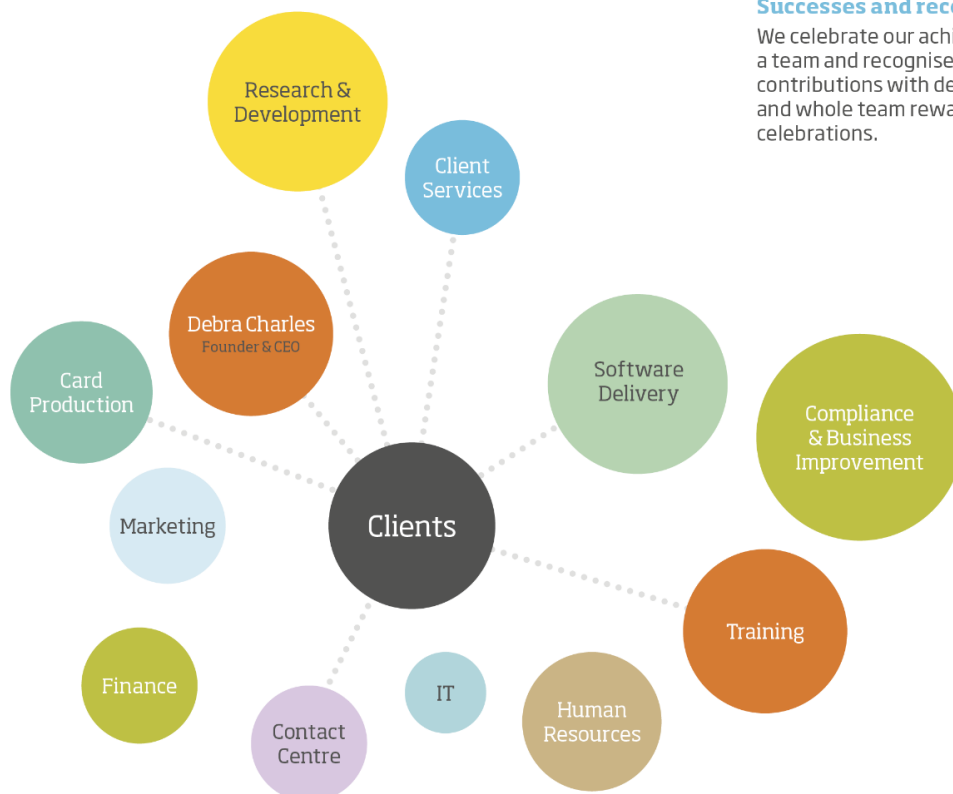
We run in-house NVQ training, enable all our team leaders to get leadership and management qualifications, and send our compliance and business improvement specialists off to an array of annual courses to keep them up to speed. And if someone flags up a particular skills gap they're invited to find a course to fill it - with funding options on the table.

Recognition and rewards

We aim to be a great place to work when it comes to pay and benefits too. As well as industry-leading salaries, team members enjoy a range of extras from childcare vouchers to high street and gym discounts and a company pension to cakes and pop when there's good news to celebrate.

Successes and recognition

We celebrate our achievements as a team and recognise outstanding contributions with departmental and whole team rewards, events and celebrations.



Our Values



We believe that helping clients realise the best possible results is as much about how we work as what we do. From the start, Novacroft has been about working together, always improving, aiming high, being caring and having fun and these values still spur the learning, loyalty and trust that serve everyone well.



'Novacroft is very different to the big corporates and what we're doing with them is not a typical outsourced programme because we're creating a special relationship with the Novacroft team'



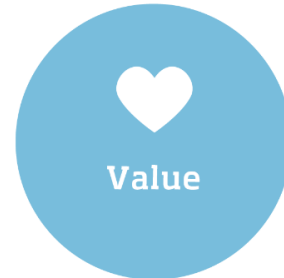
'Novacroft's vision and growth plans are very exciting for us as we're the ones who'll be driving them - that's why I enjoy working here, because I know I can play a part in making it happen'

Our Credentials



'I believe working with Novacroft as an extension of my team means I can deliver better value for money because the team really cares about our services and delivers quality'

The challenges we're set by our clients might be very different, but there are four fundamentals that always stay the same: collaboration, innovation, value and quality. We're proud of the difference our approach makes to our clients - and to our reputation.



We're passionate about creating value for our clients by seeking out opportunities to resolve problems and secure additional measurable improvements across their organisation.



We like to stand side by side with our clients as a true partner, getting to the heart of their challenges, setting joint strategic goals and working with openness and transparency.



A wealth of best practice accreditations and highly qualified technical talent plus industry-leading certifications provide the framework for our continuous focus on quality.



We are innovators, guided by our vision of tomorrow's challenges and opportunities and a team accomplished in established and emerging fields.



Our Community Spirit



'What Novacroft has done extremely well with Ucando-it is harness technology to drive social good and encourage social action - it encapsulates everything we try to promote'

Business in the Community

We do more than bring our values to life at work every day. We take them out into our community too. By collaborating with local charities. Mentoring young entrepreneurs. Making good things happen for jobseekers. And we're ambitious to achieve even more. In fact, the inspiration for our Ucando-it social action programme comes from wanting to make a positive difference to more people and more communities across the UK and beyond.

Responsible recruitment

We've added our support for Back to Work and Knowledge Transfer Partnership schemes by running our own apprenticeship programme to support our local community and grow our own talent.

Charity partnerships

We support local charities by making donations - over £30,000 and counting - and through our technical skills, by doing things like building a website for Mencap so it could reach out to local people.

Community investment

We encourage team members to make positive use of the four paid volunteering days we offer and to get involved with initiatives and schemes to support our local and national community.

Smartcard-supported CSR

Through Ucando-it, we're proving how powerful reward and recognition programmes can be as a tool not only to promote community action and citizen wellbeing but also to measure the impact of organisations' CSR initiatives.

Sponsorships

We're active sponsors of campaigns and organisations we care about - we've supported, for example, the Community Transport Association and Transport for London's 100 Years of Women in Transport programme, which has been engaging and motivating the next generation of transport workers.

Environmental protection

We're ISO 14001 accredited, which means we're on top of our environmental impact and of all the things we must do to reduce the energy we use and manage the waste we generate in a sustainable way.



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