



Morshead Service Definition Document

Morshead Consulting is a trusted supplier of high-quality Analysis, Experimentation and Transformation to Dstl, the UK Armed Forces and Industry across Land, C4ISR and Cyber.

Evidence Based Decision Support

We understand what it takes to support the customer with relevant and practical decision support. We plan and deliver projects with user needs at the core, with clear routes to business benefits, and with known strategies for scaling up and maintaining an enterprise level solution.

Morshead offers a variety of analytical approaches to support decision-makers. These range from 'Problem Structuring' approaches such as Concept of Analysis development, to 'Option Generation' approaches including Morphological Analysis, to 'Data Gathering / Elicitation' techniques such as 'E-voting.' Morshead also uses visualisation to derive insight and communicate tailored messages to stakeholders. Morshead employs a range of visualisations, based on information design principles, including use of ggplot2 and interactive Data Driven Documents (D3).

Morshead has a broad Operational Research capacity including 'soft' OR techniques including SSM, SODA, Causal Mapping, Rich Picturing, and Systems Modelling as well as harder modelling techniques including MCDA. Morshead analysts are actively involved in the OR Society and have access to a network of professional operational researchers across industries and academia. Morshead has the expertise to use outputs of such techniques to inform both Concepts of Analysis and Operational Analysis Supporting Papers (OASP).

Morshead is particularly well-suited to the delivery of analysis in the Land environment because of its deep customer understanding and relationships with key Land personnel in Army HQ and the Field Army (including Land Warfare ORB). Such relationships and domain knowledge allow Morshead to quickly get to the heart of study questions, to bring insight from both a 'Cap Dev' and 'War Dev' perspective and to ensure that study outputs are relevant for the end customer.

The **Morshead team** routinely provides expert facilitations and scribes for stakeholder workshops. Our workshop process covers the full life cycle of 'scope and design, build, test and deliver' and is informed by best practice from BCS Business Analysis frameworks.

Morshead is also able to draw on trusted associates for expert advice on the role of 'Scrutiny' responsible for undertaking independent, non-advocate, expert analysis of an investment proposal and determining whether the evidence presented supports the recommendation made over any other options. Morshead will ensure that everything possible has been done to maximise the chances of successful business case approval.

Morshead can provide the following services:

- Compliance and governance documentation and management
- Integrated benefits tracking & management
- Visualisation tools to enable effective senior decision making
- Integrated planning, scheduling and reporting including assumption and dependency management
- Active planning, dependency, risk, issue & opportunity management
- Bespoke Model Development
- Statistical Analysis
- Options analysis
- Validation of policy, operational and financial goals
- Identification of user needs, dependencies and solution options.

Our analysis and planning takes account of:

- Resource requirements and availability
- Dependencies on third parties and legacy systems
- Organisational constraints and opportunities
- Policy and legal constraints
- Governance needs.

Pricing overview

Rates are inclusive of all discounts across all sectors as they are already offered at our best and most competitive rate.

Service constraints

Service constraints will need to be discussed with the client prior to placing the Order. This includes constraints that are specific to the client or the client's situation or that need to be addressed before delivery of the service. We will rely on the client to bring to our attention any specific constraints that need to be addressed including those that could impact on quality, service levels, costs or duration of the engagement.