

G-Cloud 15

Avanade Strategy for Digital Transformation

Lot 3 - Cloud Support Services (Additional Services)



Table of Contents

1.	Scope of services	3
1.1.	Objectives.....	3
1.2.	Our Digital Strategy approach	3
1.2.1.	Digital vision and goals.....	3
1.2.2.	Current state assessment	4
1.2.3.	Future state design.....	4
1.2.4.	Roadmap & planning	4
1.3.	Digital offering themes	4
2.	Assets and Tools.....	5
3.	Pricing	6
4.	Contacts	6
5.	About Avanade	6

1. Scope of services

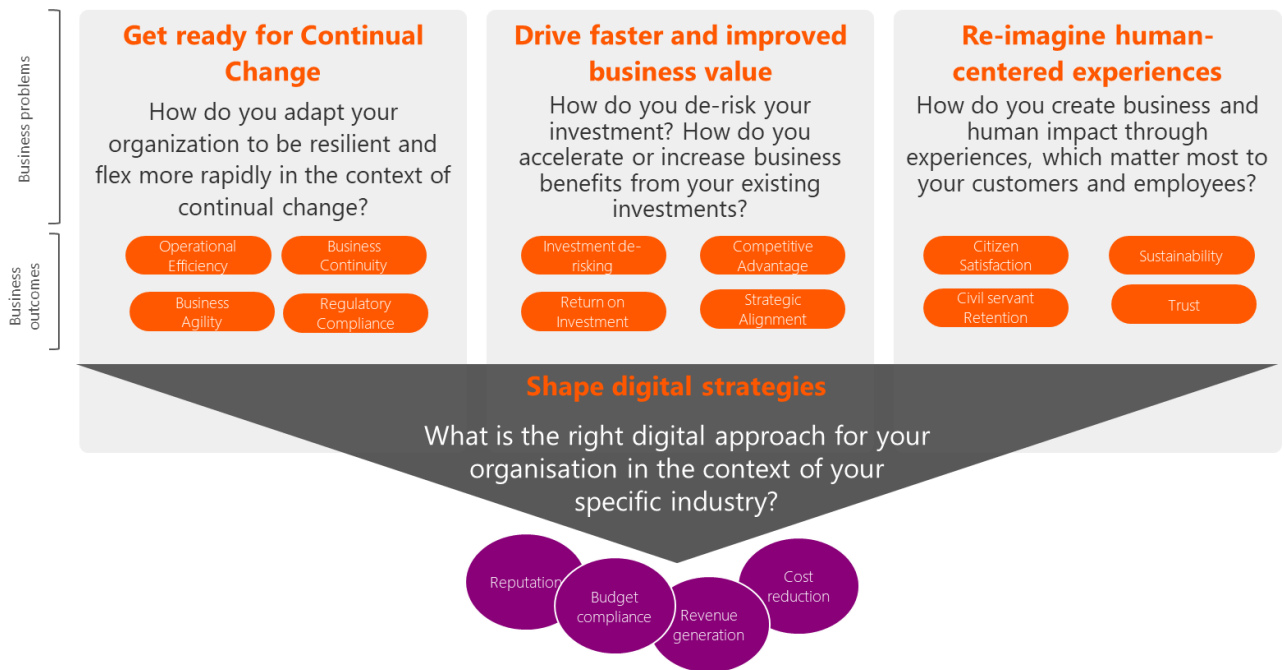
1.1. Objectives

We help organisations shape strategies for their digital transformations through the definition of their digital vision, goals, and actionable roadmap aligned with their overall business objectives.

Our people-first advisory services and unique Microsoft expertise help you prioritise practical actions to transform and drive more business value with digital and AI technologies empowered by data.

The content of the strategy depends on the organisation's specific business goals in the specific context of their market.

Examples of business problems and outcomes addressed by a Digital Strategy



1.2. Our Digital Strategy approach



Typical Avanade approach for Digital Strategy Definition

1.2.1. Digital vision and goals

- Inside-out view: Interview key leaders within the organisation to understand current priorities and future business objectives and how digital capabilities can support the delivery of this ambition
- Outside-in view: Gather customer and market intelligence to evaluate your customers' needs and competitive landscape.
- Synthesise insights, and map and agree business priorities and value levers (OKRs)
- Establish a North Star Vision that outlines the fundamental principles and criteria for a successful Digital Transformation

1.2.2. *Current state assessment*

- Run interviews and working sessions with key stakeholders from across the organisation to understand the current digital capabilities and architecture, and identify gaps to meet the digital North Star
- Identify any in-flight or planned key projects to support business objectives
- We use a digital maturity assessment to assess your current digital capabilities from different lenses including strategy & leadership, culture & organisation, operations, technology, customer and data

1.2.3. *Future state design*

- Using the Digital Maturity model, define the future state needed to meet the North Star including Digital Architecture, capability, target operating model, culture
- Hold workshops to ideate and propose digital offerings and use-cases to address key challenges and meet the future digital state
- Highlight the business opportunities and costs of not resolving current issues
- Build a backlog of initiatives that further business priorities, including quick wins

1.2.4. *Roadmap & planning*

- Build a backlog of initiatives that further business priorities, and prioritise based on cost-benefit analysis and delivery complexity / effort
- Develop a phased actionable roadmap, adapting it to the organisation's delivery approach (Agile, Waterfall, Hybrid) and taking into account major dependencies from existing key planned initiatives
- Outline draft business case including ballpark estimates for costs and benefits
- Define benefit realisation plan

1.3. Digital offering themes

The content of a Digital Transformation Strategy can vary greatly depending on your organisation's specific requirements, constraints and challenges. The themes typically addressed can include (not an exhaustive list):

- | | |
|--|--|
| • Innovation process and product development | • Developing the workforce of the future |
| • Digital operating model | • Data platforms |
| • Modernising the technology stack | • Data and technology governance |
| • Hyper-automation, AI and GenAI | • Insights, analytics and dashboards |
| • Customer experience and website redesign | • Collaboration tools |
| • Knowledge management | • Predictive analytics |
| • Digital culture and ways of working | • Data monetisation |
| • People Change Management and adoption | • ROI from your Microsoft technology |
| • Resource planning and demand management for continual change | • Cybersecurity |
| | • Cloud Migration |

2. Assets and Tools

We have a range of accelerators to fast-track time from design to successful implementation

Accelerators	Description	Business outcomes
Customer and Competitive Research Plan	- Customer Research plan using Qualitative & Quantitative analysis (e.g. heuristic analysis, ethnographic research, user interview) to identify and validate needs of key customer segments - Competitive Research plan using a competitive assessment matrix based on competitive landscape, features & functions, differentiators, foundational elements to guide product and customer strategies	- Clarity and alignment on customer needs for a specific market, segment, or experience to inform strategy and drive customer centricity - Competitor and market insights to define competitive advantage and enable market leading, not just market driven
Design thinking workshops	Our Design Thinking experts lead client stakeholders through a series of interactive activities to self-reflect and develop innovative ideas, which focus on user needs whilst addressing business challenges	- Consolidated thinking and stakeholder consensus - Time to think out of the box - Tested solutions
Transformation Studio	- We have a repeatable approach to setting-up a Transformation studio to manage the digital demands (e.g. projects, initiatives, programmes of work) - The studio includes triage, prioritisation, PoC, PoV, scaling, manage & evolve	- Align work to Digital North star and value levers - Measure results and evolve and improve solutions - Limit work in progress
Organisational Change Management (OCM)	People will choose to adopt the digital capabilities when their 'hearts and minds' are engaged. We apply our tested and proven OCM approach to create strategies that support a Growth Mindset, and culture of innovation and trust.	- People feel empowered - People feel comfortable to embrace the change; feel safe to take risks, learn from failures, and embrace challenges.
MIT CISR Future Ready Framework	- Avanade is a CISR Research Patron for MIT Center for Information Systems Research (CISR). - MIT CISR conducts rigorous field-based research to develop insights that help organisations thrive in the digital economy	Helps executives meet the challenge of leading dynamic, global and information intensive organisations

3. Pricing

Please refer to the associated Pricing Document relevant to this Service.

4. Contacts

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5. About Avanade

Avanade, a joint venture between Accenture and Microsoft, is a privately held company was founded in 2000 with the goal of delivering innovative services and solutions to enterprises worldwide using the Microsoft platform. Avanade's main business focus is to purely deliver innovative services and solutions to enterprises worldwide on Microsoft technology. Avanade is a global organisation with over 56,000+ professionals worldwide, serving our clients in major geographic business areas in 26 countries.

This vast network of highly skilled resources is further complemented by our network of delivery centres that we refer to as Advanced Technology Centres (ATCs). This complementary capability provides the agility, cost efficiency and diversity of skills that today's businesses demand. This construct underpins the results we generate for our clients and forms the foundation for our long-term relationships with them.