

DeeperThanBlue Service Definitions



DEEPERTHANBLUE
DIGITAL TRANSFORMATION SPECIALISTS

G-Cloud 15

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We help organisations and brands undertake digital transformations through: Generative AI & Automation, Application Modernisation and Development, Data Integration, Customer Experience, Composable eCommerce, and providing Insights from Analytics using modern Cloud technology.

Through partnerships with leading technology solution suppliers and Open-Source, we deliver transformational experiences across many types of businesses.

Company Values



What we do

Managed Services & Support

Cloud

AI & Process
Automation

Application
Development

Insight

We equip your business for the future, today.

By analysing all areas of your organisation, we gather **essential insight** to **underpin innovation** across your business.

We develop your digital proposition to help you **excel online and offline**.

Vendor partnerships and OpenSource

eCommerce



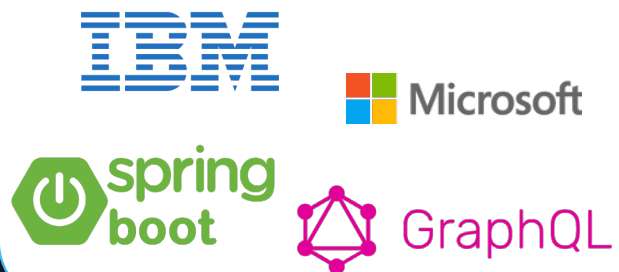
Cloud



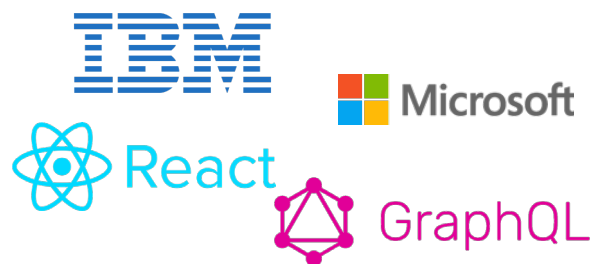
AI & Automation



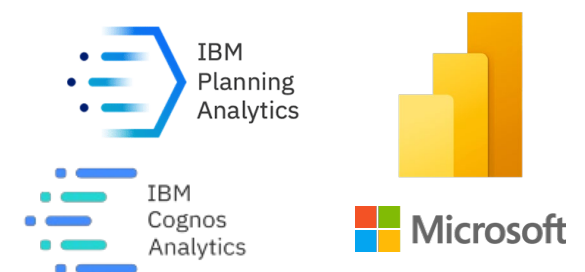
Integration



AppDev / AppMod



Analytics



Cloud Migration with DevOps on IBM Cloud

Planning and Setup Consultancy Services

Service Definition

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Cloud Migration with DevOps (IBM Cloud): Service Overview



DeeperThanBlue delivers a DevOps-driven IBM Cloud migration service tailored for UK public sector organisations seeking secure, compliant, and scalable transformation.

As an IBM specialist partner, we help organisations adopt IBM Cloud through a pragmatic, value-focused approach that reduces risk and accelerates delivery.

Our team supports the full journey—from Cloud Strategy, Application modernisation with AI. Our services include early Cloud Readiness and Landing Zone design, through automated migration and optimisation, to next-generation application modernisation via containers, using Kubernetes, Red Hat OpenShift, and AI-enabled enhancements.

Using proven DevOps practices, infrastructure-as-code, and automated pipelines, we ensure secure, repeatable, and compliant delivery aligned to government standards. We enable organisations to reduce operational risk, improve service reliability, and move faster with continuous delivery on IBM Cloud.

Cloud Migration with DevOps (IBM Cloud): Service Benefits



- **Business Enablement:** Increased revenue and improved customer experience through business agility.
- **Significant Cost Reduction:** Reduce Total Cost of Ownership by up to 30% through predictable pricing, scheduling of services and decommissioning expensive legacy systems.
- **Renowned AI Capabilities:** Leverage Watsonx.AI and Wasonx Orchestrate to transform business operations through rapid prototyping and sophisticated, data-driven reasoning.
- **Operational Agility:** Achieve faster time-to-market and increased agility by leveraging automated deployment pipelines and next-generation cloud engineering.
- **Seamless Scalability:** Ensure consistent application performance during peak usage with a resilient, auto-scaling environment that maintains near-zero downtime.
- **Increased Productivity:** Boost development and QA efficiencies by implementing industrialised DevOps processes that reduce manual tasks and human error.
- **Accelerated Data Insights:** Democratise insights and accelerate decision-making using powerful analytics tools like Cognos Analytics and Planning Analytics.
- **Improved User Experience:** Deliver faster, more reliable digital services to citizens and employees through an adaptive, innovation-led transformation approach.

Cloud Migration with DevOps (IBM Cloud): Strategic Approach



We move beyond simple "lift and shift" to provide Business Capability-led Planning. Our delivery methodology incorporates elements of the IBM Garage Method, allowing us to:

- **Co-create:** Work side-by-side with your stakeholders to define business goals and achieve certainty of outcomes.
 - **Co-execute:** Follow an agile approach that focuses on what matters most, delivering benefits early and iterating based on feedback.
 - **Co-operate:** Establish full-scale delivery programmes that support business-critical enterprise services.
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Cloud Migration with DevOps (IBM Cloud): Service Scope



- **Technology Advisory & Cloud Strategy:** Assessing technology, people, and processes to create a roadmap mapped to IBM Cloud Paks and Public/Hybrid solutions.
- **Cloud Readiness Assessment:** Evaluating your infrastructure maturity and identifying risks to ensure a smooth transition.
- **Digital Decoupling & Modernisation:** Breaking down monolithic applications into a modern, decoupled Agile architecture to reduce maintenance costs and increase velocity.
- **Integration Factory:** A uniform, scalable approach to designing and building interfaces that transfer information seamlessly across information services.
- **Solution Architecture Definition:** Defining overall technology blueprints that align with your wider organisational strategy and risks.

Cloud Migration with DevOps (IBM Cloud): Assets and Accelerators



We leverage a wide set of assets to deliver on "Day One," reducing time-to-market and delivery risk:

- **Architecture Estimators:** Built on long-standing experience to provide predictable project delivery and costs.
- **Standardised Templates:** Re-usable utility services and canonical data models to accelerate production-ready solutions.
- **DevOps Transformation:** Automated CI/CD pipelines and Infrastructure as Code (IaC) using tools like Terraform, Vault for Secrets management and Jenkins for Pipelines.

Service Delivery & Implementation



Stage 1: Discovery & Assessment

This initial stage focuses on Cloud Readiness and business alignment. It involves a "Readiness Review" to assess maturity and a "Discovery" phase to define user journeys, KPIs, and potential constraints

The goal is to gather essential insights to underpin innovation and understand the client's business goals

Stage 2: Strategy & Design

In this stage, the team defines overall technology blueprints and Solution Architectures. Key activities include:

- Implementation Workshops: Collaborating to agree on roles, responsibilities (RACI analysis), and project scope
- Landing Zone Design: Establishing secure cloud foundations with embedded security guardrails,.

Stage 3: Development & Execution

Following an Agile Development approach, the solution is built through iterative cycles or sprints. This phase often utilises:

- Infrastructure as Code (IaC): Automated provisioning using tools like Terraform and Ansible to ensure consistency and secrets management with tools like Vault by Hashi Corp and Microsoft's Azure Key Vault
 - Co-execution: Working side-by-side with stakeholders to deliver benefits early and iterate based on feedback
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Service Delivery & Implementation (continued)



Stage 4: Validation & Onboarding

Before full deployment, the solution undergoes rigorous testing and environment setup

- Proof of Concept (PoC): Validating ideas and architectural patterns before full funding or the "go-ahead"
- Environment Setup: Configuring build/deployment systems and sandbox test environments for a seamless transition

Stage 5: Adoption & Enablement

A critical part of the methodology is fostering Sustainable Capability within the client's team

- Training & Mentoring: Upskilling staff through technical programs, paired programming, and "train-the-trainer" sessions to bridge the digital divide
- Knowledge Transfer: Ensuring client teams are equipped to maintain and evolve solutions through a comprehensive Wiki knowledge base and peer collaboration

Stage 6: Optimisation & Support

The final stage moves beyond deployment to ensure long-term value and reliability

- Proactive Monitoring: Utilising tools like Prometheus and Grafana for real-time health and performance tracking
- Service Improvement: Continuous performance monitoring and "Meet the Experts" sessions to drive ongoing optimisation and service maturity

Testing and QA



We collaborate closely with our clients to test the solution, ensuring that performance and automation meet the expectations outlined in the project design. Throughout the deployment process, testing and approval are integral steps, with input from both the client and engineering teams to uphold the highest standards of delivery. This encompasses thorough performance testing, seamless continuous integration, and smooth delivery into production environments at scale. Our comprehensive QA services encompass a range of activities:

- Peer reviews for each deployment
 - Manual exploratory and cross-browser testing
 - Functional testing based on user story acceptance criteria
 - Regression testing
 - Test Automation
 - Google Lighthouse audits for performance, SEO, and best practices compliance
 - Load and scale testing
 - Monitoring server performance
 - Performance testing using JMeter and Grafana
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Support and Managed Services

DeeperThanBlue provides flexible, enterprise-grade Support and Managed Services with defined service levels tailored to customer needs. Support is available across Standard and Premium tiers, with coverage options ranging from business hours to full 24×7 service.

DTB Service Level Agreements



Role	Business Hours	Extended Business Hours	24 x 5 days	24 x 7 days
Hours	09:00 – 17:00	08:00 – 22:00	00:00 – 23:59	00:00 – 23:59
Days	Monday to Friday ¹	Monday to Friday ¹	Monday to Friday ²	Monday to Sunday ²
Service Level	Standard	Standard	Premium	Premium

¹ Excluding Public Holidays

² Including Public Holidays, except Christmas Day

Severity	Description	Premium Service Level	Standard Service Level
Level 1	Production system down and unavailable	Response within 1 hour	Response within 2 hours
Level 2	Production system error but available	Response within 2 hours	Response within 4 hours
Level 3	Non-critical production / non-production system issue	Response within 4 hours	Response within 16 hours
Level 4	General enquiry / query	Response within 24 hours	Response within 24 hours

Training and Mentoring



DeeperThanBlue's training and mentoring approach centres on building integrated teams and enabling a truly hands-on learning journey for users and client stakeholders. We create an immersive environment that blends peer collaboration, structured training sessions, and informal knowledge-sharing opportunities to ensure learning is continuous, practical, and relevant.

Our core objective is to transfer our expertise in technology, process innovation, and best-practice delivery into our clients' internal teams. Through tailored training programmes, our specialists work side by side with client personnel to build long-term capability and confidence.

In addition to formal training, we provide ongoing mentoring to support the growth and development of individuals and teams. This includes one-to-one coaching, role-specific guidance, and support in adopting new tools, methodologies, and ways of working. Our mentoring approach focuses on nurturing future leaders, strengthening technical and delivery skills, and embedding sustainable, adaptable practices within the organisation.

By combining structured training with continuous mentoring, DeeperThanBlue ensures that client teams are fully equipped to maintain, optimise, and evolve their solutions long after project completion.

Social Value



- DeeperThanBlue will embed the UK Government's Social Value Model into all cloud software and cloud support engagements, using secure, scalable platforms (AWS, Azure, GCP - Google Cloud and IBM Cloud) to help public bodies deliver more reliable digital services for citizens, including vulnerable users, while improving long-term value for money.
 - We will prioritise energy-efficient cloud architectures and, where buyers permit, the use of low-carbon or carbon-neutral data centre regions, designing right-sized, auto-scaling solutions that reduce unnecessary compute and storage consumption and support the Government's net zero and climate resilience objectives.
 - Through our cloud support services, we will strengthen local supply chains by collaborating with UK-based SMEs for specialist components (such as accessibility testing, training, or niche integrations), helping to retain more economic value in the regions we serve while improving the diversity and resilience of public sector digital delivery ecosystems.
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Thank you for the opportunity to present
DeeperThanBlue

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