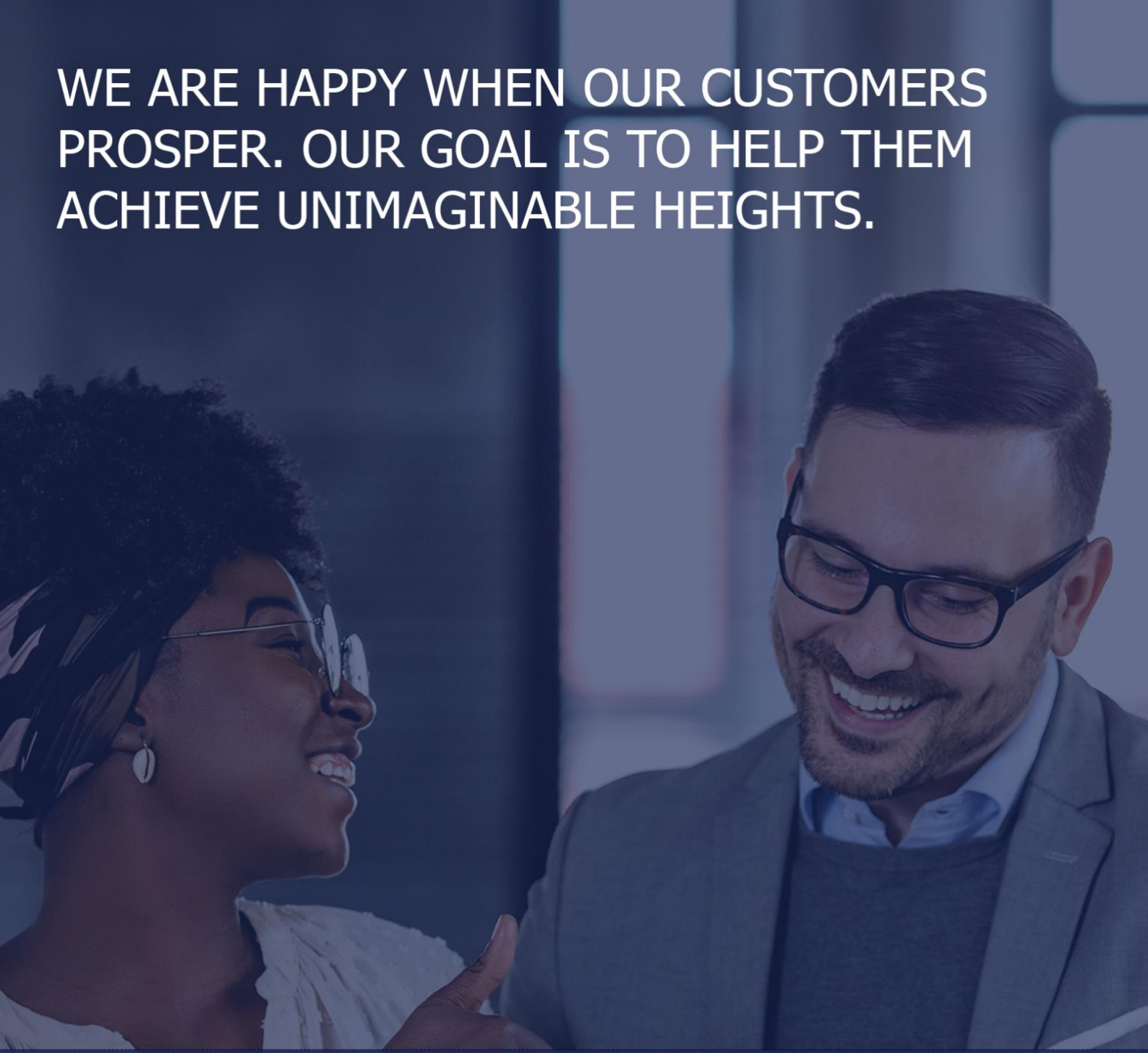


CLOUD CONTENT & COPYWRITING SERVICE

Service Definition

G-Cloud15

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ORCHESTRATO

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Cloud Content and Copywriting Service

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1 Introduction

1.1 Purpose

This service definition is designed to provide a high-level overview of Orchestrato's **Cloud Content & Copywriting Service** for G-Cloud15. If you have any questions, please contact us on g-cloud@orchestrato.com .

1.2 Overview of Orchestrato

Orchestrato Ltd (trading as "Orchestrato") was founded in 2013 as a professional services consultancy to support organisations large & small with the migration to Cloud and optimising performance within Cloud, by helping address the challenges faced with people, process & the new technologies.

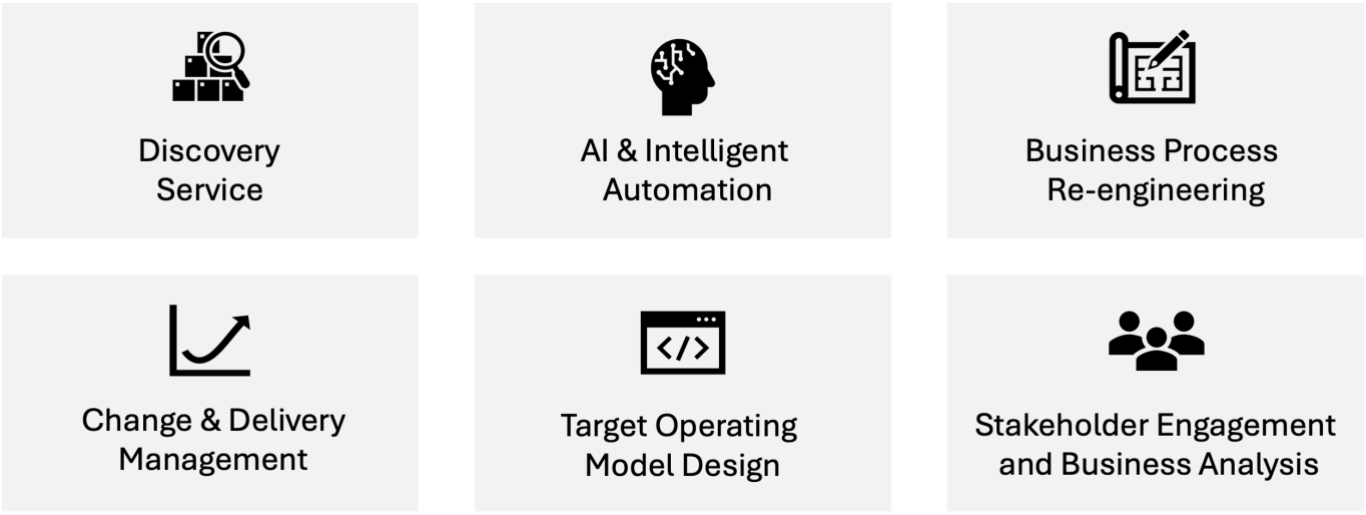
1.3 Our People

Our people have supported a multitude of projects in both the public and private sector and are passionate about delivering tangible outcomes that help our customers prosper.

They have also worked, either directly or indirectly via a Prime Contractor, with the Home Office, Crown Prosecution Service, Insolvency Service and MoD, and are members of the Vivace community who work across a range of government customers through the Home Office's Accelerated Capability Environment.

1.4 Our Services

We offer a range of specialist services via a diverse team of security cleared professionals:



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2 Cloud Content and Copywriting Service

2.1 Service Summary

Orchestrato provides a Cloud Content & Copywriting Service designed to help Central and Local Government departments/teams create, copywrite and distribute more impactful and effective cloud content communications across their new Cloud platforms. This cloud content and copywriting is an on-demand service.

2.2 Service Features

- Access to professional writers and designers with national media experience
- Thought leadership and editorial content
- Logo design, tone of voice and supporting brand rules
- Web editorial content and copywriting
- Social Media & Blog content design and copywriting
- Report design and copywriting
- Copywriting for publications
- Professional proofreading

2.3 Service Benefits

- Improved levels of public and staff engagement
- Consistency of messaging
- Professional impression
- Responsive / fast turnaround

3 Clearances & Security

The majority of our resources either hold SC or DV security clearances, and at the very minimum have been BPSS checked.

As a company, Orchestrato is Cyber Essentials certified and our Information Security Policy and wider policies align with the National Cyber Security Centre (NCSC) guidelines and industry best practice.

4 Engagement

4.1 Order Process

All customers are appointed an Account Director and Project Manager, and where appropriate technical SME support.

This team will work closely with the customer, and any associated / key stakeholders, to define the scope of works, deliverables, timescales, and investment required to deliver the customer's desired

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outcomes. This in turn will be used to structure and agree a G-Cloud order form, in accordance with the Digital Marketplace supplier assessment and contract award process.

4.2 Onboarding

Orchestrato believe strongly in the benefits to the customer of a thorough On- and Off- boarding process.

As a business we pride ourselves in the amount of time and effort we invest in understanding our customer (and any wider stakeholders) needs and priorities, to ensure that we deliver to time, cost and quality.

Once the contract has been awarded, we will invite the customer to a kick-off / mobilisation meeting to establish the high-level priorities, activities, and ways of working to ensure we can achieve the best possible outcome(s).

This will be followed by a detailed project planning session, tailored to meet the customers' requirements, where we would agree the preferred delivery methodology and cadence of reporting.

Finally, your appointed Service Manager will agree the governance and oversight necessary to ensure delivery and customer satisfaction.

4.3 Performance, Ongoing Support and Service Constraints

As a professional services provider, Orchestrato will look to agree the levels of support at project inception, the levels of which may be reviewed later at the customer's request and amended via formal change request.

All service performance reviews will be conducted with your appointed Project Manager, and escalated if necessary to your appointed Service Manager.

All roles within the service, will be clearly defined at outset and named resources advised formally in writing (including all contact information) to the customer directly following the kick-off meeting.

Standard response times to any issues will be one working day during our normal working hours, which are 8.30 a.m. to 5.30 p.m. Monday to Friday.

Any service constraints will be defined and agreed with the customer at outset.

4.4 Offboarding

On all professional services support services, Orchestrato always look to close down each service with a thorough retrospective and written report. As data back-up, disaster recovery and restoration are not core to this service, any activities in these regards would be planned and agreed on a project by project basis.

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Orchestrato's Disaster Recovery & Business Continuity Plan is available on request.

5 Additional Information

5.1 Service Pricing

All pricing for this service is based on Orchestrato's G-Cloud15 rate card, which is on the Digital Marketplace.

To assist with pricing this service, we would expect a typical service wrap to include the following:

- Service Manager: 1 day per month
- Delivery/Project Manager: Minimum 1 day per week (dependent on size of project

5.2 Invoicing

Invoicing will be raised monthly, on 30-day payment terms

5.3 Accessibility

All material produced will comply with the minimum accessibility standard WCAG 2.2.

5.4 Intellectual Property Rights

All Intellectual Property Rights in or arising out of or in connection with the G-Cloud Services shall be owned by the Supplier. The Customer shall have no title to or interest in any such Intellectual Property Rights except to the extent specifically set out in a G-Cloud Call-Off Agreement.

5.5 Company Website

For further information on Orchestrato please visit our website at: www.orchestrato.com or G-Cloud Services at: https://www.orchestrato.com/employer-area/g-cloud-services.aspx .

5.6 Contact Details

If you would like to ask any questions, please contact us via email on g-cloud@orchestrato.com.

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5.7 Other Services available on G-Cloud

5.7.1 Artificial Intelligence (AI)

- Agentic AI Agent Discovery Learning & Prototyping Service
- AI Adoption and Change Management Service
- AI Engagement & Communications Service
- AI Ethics, Governance & Compliance
- AI Maturity Assessment
- AI Readiness, Strategy & Roadmap Service
- Generative AI Executive & Leadership Coaching
- Generative AI Skills Assessment & Training Workshops
- Microsoft (M365) Copilot Readiness, Planning and Optimisation Service
- M365/Copilot Studio Agent Build Services, Training & Enablement

5.7.2 Cloud Support

- Business Analysis, Process Analysis and Target Operating Models (TOM) Service
- Business Change Support
- Business Process Re-Engineering
- Cloud Content & Copywriting Service
- Data Insights & Visualisation Service
- Discovery Service
- Microsoft 365 Tools Optimisation
- Robotic Process & Intelligent Automation
- See what you say infographics

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