

**G-Cloud 15**

# **Salesforce Consulting, Implementation and Managed Services**



**Atos**

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# 1. What is Salesforce Consulting, Implementation and Managed Services?

Atos helps public sector organisations improve how they engage with citizens, communities, and suppliers by using Salesforce Solutions. As a trusted Salesforce partner, we provide **end-to-end services**—from understanding your needs and redesigning processes, through to implementation, deployment, training, enablement, change management and ongoing support. Delivery can be scaled using Agile or a flexible hybrid approach to suit your organisation.

As a **Salesforce Premier Consulting Partner**, we bring rich experience, **certified consultants**, a **scaled agile delivery model**, and proven collaborative ways of working to ensure successful outcomes. Our teams work as **one integrated unit with your organisation**, embedding ourselves to deliver measurable business value.

## What does this mean for Public Sector organisations?

Public sector organisations can expect tangible benefits that improve citizen services and operational outcomes. Our approach enables **better citizen engagement** through personalised, omnichannel experiences and drives **operational efficiency** by automating processes and streamlining workflows. Decision-making becomes more **data-driven**, thanks to a unified view of citizens and services, while compliance and security remain aligned with UK government standards. We deliver **timely, high-quality, and cost-effective outcomes**, ensuring strong adoption and empowering clients to become self-sufficient. Additionally, organisations gain **ongoing platform value** through optimal use of capabilities, selecting the right licence mix, and effectively leveraging new Salesforce releases. Accessibility is enhanced with **digital-first citizen services**, including GDS-compliant self-service portals and omnichannel support. Finally, our solutions are built on a **future-ready architecture**, ensuring scalability and seamless integration across systems.

- **Agentforce-powered automation:** AI-driven case resolution, summarisation, and query handling for faster service
- **Intelligent service orchestration:** Reduce manual effort with predictive and generative AI capabilities
- **Industry-specific accelerators:** pre-configured solutions for healthcare, education, and public services to speed delivery

**Future-ready architecture** leveraging Salesforce Data Cloud and MuleSoft integration

## The Atos Ecosystem

Atos delivers Salesforce solutions backed by a **powerful ecosystem** designed to maximise innovation, accelerate delivery, and ensure long-term success for public sector organisations. This ecosystem is built on three pillars:

### 1. Alliances and Partners

We collaborate with **leading global technology partners** to provide clients with access to the most advanced and secure technologies. These partnerships enable us to **deliver future-ready, secured, compliant solutions** tailored to public sector needs.



The Atos Ecosystem

### 2. Advisors and Analysts

Atos works closely with **industry-leading advisors and analysts** to anticipate emerging trends, align with best practices, and continuously refine our offerings. This ensures that our solutions remain relevant, efficient, and aligned with government priorities.

### 3. SCALER Accelerator

Through our **SCALER programme**, we drive **open innovation with technology start-ups**, enabling clients to leverage cutting-edge tools and disruptive ideas for digital transformation.

The Atos ecosystem ensures that every Salesforce engagement benefits from:

- Access to best-in-class technology and innovation
- Solutions aligned with compliance and security standards
- Continuous improvement through collaboration and thought leadership

Our capabilities are designed to **supplement and complement your in-house teams**. Atos brings considerable experience across **non-profit, public-sector services, education, and healthcare industries**, ensuring alignment with your knowledge of internal business operations.

By combining **deep Salesforce expertise** with this ecosystem, Atos delivers **integrated, scalable, and future-proof solutions** that help public sector organisations improve citizen engagement, optimise operations, and achieve strategic outcomes.



## 2. What does it deliver?

Atos, winner of MCA awards for consulting excellence, delivers **tangible business outcomes and improved user experiences** through Salesforce-based solutions. Our approach follows a “**configuration-first**” principle, maximising Salesforce’s out-of-the-box capabilities while enabling seamless access to future innovations. For the customer, this means:

### Clear digital strategy and roadmap

Atos co-creates an outcome-focused, benefit-led strategy and transformation roadmap with your team, aligning delivery to the UK Government’s Service Standard (e.g., user needs, joined-up channels, secure services). This reduces risk at assessment gates and keeps programmes anchored on measurable service improvements and published performance data.

### Platform advisory and implementation

Atos advises on the right Salesforce Clouds, as well as marketplace point solutions (ISV), tools, and implements secure, scalable solutions that replace legacy tooling while preserving business continuity and improving system uptime to 99.9%. We use a flexible DevOps toolchain for governed change and release management—bringing modern DevOps practices (source control, quality gates, collaborative promotion) to your Salesforce estate.

### Organisational Change Management

Our change management approach is **user-centred, iterative, and benefits-driven**, ensuring smooth adoption and measurable outcomes. We engage multidisciplinary teams throughout the programme to build capability, support adoption, and meet Government Service Standard expectations (e.g., accessibility, iteration, defining and publishing success). Leveraging our proven **ADKAR-based methodology** and tailored toolkits, we take your team on the journey—providing opportunities for input, fostering ownership, and embedding new ways of working. This structured yet adaptive approach ensures staff understand the positive impacts of change, are upskilled on Salesforce capabilities, and remain confident in using new tools. The result is a sustainable transformation in which technology is fully embedded in organisational processes, delivering long-term value for public sector organisations.

### Ongoing support and governance

After GO live, we provide post-GO-live stabilisation and ongoing service assurance, alongside platform governance and continuous improvement. Using a flexible devops toolchain, we maintain release discipline and quality gates, so updates remain reliable and traceable across environments.

### Process automation for efficiency

We apply a “no-code/low-code” approach to automate repetitive, rules-based tasks and orchestrate multi-step processes without custom code—reducing manual intervention and improving process efficiency. Automated approvals and behind-the-scenes orchestrations help teams focus on higher-value activities while maintaining auditability and reducing operational costs by up to 30%.

### Enhanced citizen and user experience

We design and deliver accessible, omnichannel experiences using Experience Cloud for secure self-service portals and communities, integrated with core CRM workflows. Combined with Omni-channel routing in Service Cloud, interactions are directed to the right agent or bot based on skills and capacity—improving responsiveness across phone, web, chat and messaging.

### Integration first architecture

We adopt an API-led connectivity approach using MuleSoft, structuring System, Process, and Experience APIs to unlock data, orchestrate processes, and serve channel-specific needs—avoiding brittle point-to-point links. This modular architecture promotes reuse, security, and agility across departmental systems and shared platforms, enabling seamless collaboration and future scalability.

Our integration design follows key principles that deliver measurable benefits for public sector organisations:

- **Loosely coupled, middleware-led architecture** over point-to-point connections for resilience and maintainability.
- **Native connectors and proven design patterns** to reduce custom development, accelerate delivery, and ensure compliance.
- **Reuse over rebuild**, embedding security and user experience into every design decision.
- **Real-time communication, where suitable**, improving responsiveness and citizen service quality.

This approach ensures **secure, interoperable systems**, supports **data-driven decision-making**, and enables **rapid adoption of new services** without disrupting existing operations—critical for delivering efficient, citizen-centric digital services.

### Reliable data management

We plan and execute data migration from discovery to cutover using proven tooling (e.g., **Salesforce Data Loader**) and controls that prioritise data quality, security and continuity. Our proven approach ensures **100% data integrity** during transition. Where appropriate, we prepare for future unification with **Data Cloud**, enabling **unified profiles** and identity resolution for a trusted 360degree view.

The data migration solution is driven by the following aspects:

- Data quality
- Data volume and storage options
- Designing target data model
- Migration process
- Migration tools
- Files/ attachment migration
- Data security
- Execution/cutover approach.

We will review and finalise the data migration strategy during the discovery/planning phase.

### Agentforce powered automation

Where appropriate, we can implement and deploy **Agentforce** to augment teams with supervised AI agents that automate routine interactions and actions across channels—built and governed on a single, trusted platform integrated with Customer 360. This helps public services extend hours, improve deflection for simple queries, and free staff for complex cases.

### Data-driven insight and industry solutions

We enable actionable insights with CRM Analytics embedded in Salesforce workflows and can draw on relevant industry clouds/accelerators to accelerate delivery in health, education, and public services. This supports evidence-based decisions and targeted service improvements.

### Trusted Salesforce expertise and secure, scalable delivery

As a Premier Salesforce Consulting Partner and trusted global leader, Atos combines proven Salesforce expertise with industry-leading security and innovation to deliver outcomes public sector organisations can rely on:

- **Centre of Excellence for governance and best practice:** Dedicated Salesforce CoE ensuring platform and data governance, adherence to UK security standards, and alignment with industry best practices.
- **Comprehensive Salesforce ecosystem expertise:** End-to-end delivery across all Salesforce Clouds (Sales, Service, Marketing, Experience, and Data), Industry Cloud solutions, MuleSoft for secure integration, Tableau CRM for actionable insights, and advanced AI capabilities via Agentforce and Einstein. This is complemented by structured change management and enablement, ensuring smooth adoption, measurable outcomes, and long-term self-sufficiency.
- **Sector-Specific Experience:** Deep delivery experience across public sector, healthcare, education, public safety, defence, and non-profit domains.

- **Accelerated Delivery:** Proven templates and implementation frameworks to reduce project timelines, lower costs, and ensure consistent quality across deployments.
- **Flexible Delivery and Pricing Models:** Tailored to UK public sector procurement requirements for transparency and value.
- **Security Leadership:** Backed by Atos's position as Europe's #1 and a global leader in cybersecurity, ensuring compliance and resilience at every stage.



### 3. What technology does it use?

Atos delivers Salesforce consulting, implementation, and managed services using the **Salesforce Customer 360 platform** and its ecosystem of trusted technologies. Our approach combines **Cloud-native architecture**, **API-led integration**, and **'Security by Design' frameworks** to ensure resilience, scalability, and compliance for public sector organisations.

#### Core Technology Stack

- **Salesforce Clouds**
  - **Service Cloud:** Purpose-built for case management and citizen support. It enables omni-channel routing, streamlined communication, a comprehensive view of citizen interactions, knowledge management, and AI-assisted service.  
**Benefits:** Faster case resolution, better decision-making, reduced call centre pressure, improved citizen satisfaction through consistent service and reduced operational costs.
  - **Sales Cloud:** Designed for managing relationships, leads, and opportunities. It provides a 360° view of citizens, stakeholders, and partners, enabling better engagement and accurate forecasting.  
**Benefits:** Improves engagement, streamlined sales processes, enables accurate forecasting for grants or funding, and supports transparent reporting for public programmes.
  - **Marketing Cloud:** Supports personalised communication and targeted campaigns across email, SMS, and social channels. It helps analyse citizen behaviour and preferences to deliver relevant messaging, improving outreach and engagement for public services.  
**Benefits:** Improves campaign effectiveness for public health, education, and community initiatives.
  - **Experience Cloud:** Provides secure self-service portals and communities for citizens and staff. It ensures consistent experiences across web and mobile.  
**Benefits:** Reduces call volumes, improves accessibility, and supports digital inclusion.
  - **Data Cloud:** Unifies data from multiple sources (e.g., benefits, healthcare, education) into a common data model for actionable insights.  
**Benefits:** Enables a single citizen view, supports identity resolution, drives evidence-based policy decisions and delivers actionable insights for policy and service improvements.
  - **Salesforce Industry Clouds:** Pre-configured solutions for Public Sector, Health, Education, and Non-Profit.

**Benefits:** Faster time-to-market, reduced customisation, and compliance with sector-specific regulations.

- **Integration & API Management**

- **MuleSoft (Integration Cloud):** Implements API-led connectivity for secure, reusable integrations across legacy and modern systems, improving operational efficiency. Easily connect disparate applications and services, ensuring smooth interactions for citizens and stakeholders.

**Benefits:** Reduces integration complexity, accelerates digital transformation, and ensures interoperability across government platforms.

- **Analytics & AI**

- **Tableau CRM (Analytics Cloud):** Brings smart, AI-driven insights by connecting all your data in one place for a clear, trusted view. It creates easy-to-understand dashboards tailored to government needs, such as managing grants, issuing licences, and responding to emergencies. Built on a secure, compliant platform, it works right inside your everyday tools like Salesforce and Slack, helping teams make faster decisions and deliver better public services.

**Benefits:** Enables real-time insights, predictive modelling, and proactive service improvements.

- **Salesforce Einstein:** Delivers predictive and generative AI capabilities for automation and insight, including case summarisation, call transcription, and intelligent recommendations.

**Benefits:** Speeds up case handling, improves service quality, and ensures compliance through accurate documentation.

- **Agentforce:** AI-powered agents that automate routine tasks, reducing manual workload, summarise interactions, and handle queries across channels, resulting in improved citizen and staff experience.

**Benefits:** Reduces manual workload, extends service hours, and improves citizen experience without increasing headcount.

- **AppExchange Solutions**

Curated apps and accelerators to extend functionality and reduce time-to-value.

**Benefits:** Reduces manual tasks, enhances service delivery, and speeds up implementation.

## Delivery Toolchain

We use a flexible DevOps toolchain tailored to customer needs, ensuring secure, efficient, and high-quality Salesforce delivery. Depending on requirements, this may include industry-standard tools such as Salesforce DX for source-driven development, GitHub or GitLab for version control, Copado or Gearset for CI/CD automation, Jenkins for orchestration, and automated testing frameworks for quality assurance. This approach accelerates deployments, improves traceability across environments, enforces compliance, and reduces delivery risk—ultimately enabling faster time-to-value and predictable outcomes for public sector organisations.

## Security and Compliance

Security is embedded at every layer of our Salesforce solutions, ensuring alignment with UK public sector standards and assurance frameworks:

- **Certified for Global and UK Standards:** ISO 27001 (information security), ISO 27017 (cloud security), and ISO 27018 (data privacy) provide a strong foundation for secure operations.
- **UK Government & MOD Alignment:** Salesforce Government Cloud Plus offers a segregated environment for sensitive workloads, with controls mapped to UK public sector assurance frameworks and MOD-specific accreditation for OFFICIAL and SECRET classifications.
- **Cyber Essentials & Resilience:** Alignment with the UK Government's Cyber Essentials framework, combined with proactive vulnerability management, strengthens resilience against evolving threats.
- **Compliance for Health and Education:** Full GDPR compliance and NHS standards for Health Cloud; WCAG accessibility compliance for Education and Public Sector portals.
- **Cybersecurity Leadership:** Atos is Europe's #1 and a global leader in cybersecurity, delivering robust protection and governance for critical public sector services.
- **UK Government Standards:** Solutions align with GDPR, NCSC guidance, and G-Cloud requirements, ensuring trust and regulatory compliance.

Our architecture ensures data confidentiality, integrity, and availability, with real-time monitoring, secure APIs, and governed DevOps practices for controlled releases.

## Positioning within the Atos portfolio

Salesforce services sit at the heart of Atos's **Digital Transformation portfolio**, integrated with:

- **Business Consulting** for strategy and change management
- **Data & AI Services** for advanced analytics and automation
- **Digital Application Services** for application development, transformation, management and digital assurance.
- **Cloud Infrastructure Services** for hosting and scalability
- **Cybersecurity Services** for proactive threat management

Partnering with Atos—a Premier Salesforce Consulting Partner—means accelerating the adoption of Salesforce solutions for the UK public sector. Together, we deliver secure, AI-powered solutions that drive efficiency, compliance, and trusted digital services at scale.



## 4. What terms apply?

To the fullest extent permitted under G-Cloud 15 Framework Agreement and the Call-Off Contract, Atos will provide the Services in accordance with the Atos Supplier Terms (which will include, but may not be limited to , the Supplier Acceptable Use Policy, Supplier Data Processing Agreement, Supplier Specific Shared Responsibility Model, Supplier SLAs and Supplier Licence Terms and any applicable Third-Party Terms outlined in this Service Description document and the Order Form) and this Service Description document.

For clarity:

- Atos Supplier Terms may be modified in accordance with the provisions of the Call-Off Contract, and remain effective except where expressly overridden.
- Hyperlinks included in the Atos Supplier Terms and Service Description document remain effective where they point to Atos' or the relevant Third-Party Terms or documents. Should a hyperlink cease to function, Atos will work with the client to update it through the agreed procedure.



## 5. Termination

Termination shall be in accordance with:

- The G-Cloud 15 Framework terms and conditions
- Any terms agreed within the Order Form of the relevant Call-Off Contract
- For this specific service, by default Atos ask for at least thirty (30) days prior written notice of termination without cause.

Atos commits to the continued provision of services for the duration of the Call-Off Contract subject to the terms and conditions of the G-Cloud 15 Framework Agreement, the Call-Off Contract, the Atos Supplier Terms and the applicable Third Party Agreements (as defined in the Atos Supplier Terms and indicated in the Order Form) related thereto.



## 6. How do I order?

Please contact our team at: [gcloud@atos.net](mailto:gcloud@atos.net)

- We will prepare a quotation for your review, including any applicable volume discounts.
- Once the quotation is agreed, we will issue the necessary documentation (as required by the G-Cloud Framework) and request a purchase order from you.
- Upon receipt of your purchase order, we will configure the services in line with the agreed requirements. Where applicable, you will also receive access to our self-service portal to begin provisioning services.
- If you are a new customer, you may need to complete additional 'new supplier' forms.
- Invoices will be issued to you and to Crown Commercial Service (CCS), quoting the purchase order number, for the services procured.
- We will also submit the required monthly management information reports to Government Procurement.



## 7. Glossary

| Term                 | Definition                                                                                                                                                                                                                                                                                                                                                                                |
|----------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| ADKAR Model          | Atos change management model focusing on individuals on their business change adoption journey. <ul style="list-style-type: none"><li>- Awareness of the need for change</li><li>- Desire to participate and support the change</li><li>- Knowledge on how to change</li><li>- Ability to implement required skills and behaviour</li><li>- Reinforcement to sustain the change</li></ul> |
| Agentforce           | Salesforce's AI-powered automation layer, delivering prebuilt, domain-specific agents that handle routine tasks and citizen interactions securely.                                                                                                                                                                                                                                        |
| AI                   | Artificial Intelligence                                                                                                                                                                                                                                                                                                                                                                   |
| API                  | Application Programming Interface                                                                                                                                                                                                                                                                                                                                                         |
| CRM                  | Customer Relationship Management                                                                                                                                                                                                                                                                                                                                                          |
| CRM Analytics        | Salesforce's embedded analytics solution that delivers AI-powered insights directly within the CRM, enabling evidence-based decisions and predictive modelling.                                                                                                                                                                                                                           |
| CoE                  | Centre of Excellence                                                                                                                                                                                                                                                                                                                                                                      |
| DX                   | Digital Transformation                                                                                                                                                                                                                                                                                                                                                                    |
| Einstein AI          | Salesforce's AI engine embedded within its platform, providing predictive insights, automation, and decision support while maintaining compliance through the Einstein Trust Layer.                                                                                                                                                                                                       |
| Einstein Trust Layer | Salesforce's AI governance and security framework ensuring data privacy, compliance, and ethical use of generative and predictive AI through features like data masking, auditability, and model governance.                                                                                                                                                                              |
| ESB                  | Enterprise Service Bus                                                                                                                                                                                                                                                                                                                                                                    |
| ETL                  | Extract, Transform, Load                                                                                                                                                                                                                                                                                                                                                                  |
| GDPR                 | General Data Protection Regulation                                                                                                                                                                                                                                                                                                                                                        |

| Term       | Definition                                                                                                                                                                                                                                  |
|------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| ISO        | International Organisation for Standardisation - A global body that publishes standards such as ISO 27001 (information security), ISO 27017 (cloud security), and ISO 27018 (data privacy), ensuring robust governance and risk management. |
| ISV        | Independent Software Vendor - Independent Software Vendor building apps and solutions that extend Salesforce functionality, typically distributed via AppExchange and integrated with the Salesforce Platform.                              |
| IT         | Information Technology                                                                                                                                                                                                                      |
| MCA        | Management Consultancies Association                                                                                                                                                                                                        |
| MuleSoft   | An integration platform that uses an API-led approach to connect applications, data, and devices across on-premise and cloud environments—supporting secure interoperability and data sharing.                                              |
| OmniStudio | A low-code toolset within Salesforce for building guided workflows, dynamic forms, and digital experiences—helping organisations deliver personalised, user-friendly services without heavy coding.                                         |
| Tableau    | A powerful data visualisation and analytics platform that enables organisations to create interactive dashboards and reports for real-time insights and decision-making.                                                                    |
| WCAG       | Web Content Accessibility Guidelines - International standards for making web content accessible to people with disabilities, ensuring compliance with UK Government Service Standard and Equality Act requirements.                        |



## 8. Why Atos

Atos has been a trusted partner on every G-Cloud iteration since the framework began, helping public sector organisations modernise with confidence. We combine global expertise with deep UK experience, delivering secure, scalable cloud solutions that meet the highest government standards.

As Europe's leading provider of cloud and cybersecurity services, Atos offers end-to-end capabilities - from migration and hosting to SaaS and consultancy - supported by UK delivery centres and strategic partnerships with hyperscalers.

Our focus on innovation, sustainability, and social value ensures that customers not only achieve operational excellence but also contribute to a greener, fairer future. With Atos, you gain a proven partner committed to driving efficiency, resilience, and transformation across public service.



## About Atos

Atos Group is a global leader in digital transformation with c. 67,000 employees and annual revenue of c. €10 billion, operating in 61 countries under two brands – Atos for services and Eviden for products. European number one in cybersecurity, cloud and high-performance computing, Atos Group is committed to a secure and decarbonized future and provides tailored AI-powered, end-to-end solutions for all industries. Atos Group is the brand under which Atos SE (Societas Europaea) operates. Atos SE is listed on Euronext Paris.

The purpose of Atos Group is to help design the future of the information space. Its expertise and services support the development of knowledge, education and research in a multicultural approach and contribute to the development of scientific and technological excellence. Across the world, the Group enables its customers and employees, and members of societies at large to live, work and develop sustainably, in a safe and secure information space.

Learn more at: [atos.net](https://atos.net)