

# Crown Commercial Service

RM1557.15

## Content Audit, Strategy and Design

Lot 3 - Cloud Support

G-Cloud 15 Service Definition Document

CACI



# Contents

1. We deliver where it matters
2. The CACI Difference
3. Description of Service
4. Features and Benefits
5. Examples
6. Implementation Plan
7. Information Assurance and Security
8. Testing and Quality Assurance
9. Technical Requirements, Onboarding and Offboarding
10. After Sales Support
11. Services Levels
12. Business Continuity and Disaster Recovery Plan
13. Ordering and Invoicing Process
14. Pricing Overview

For further information:

Call us

**+44 (0)20 7602 6000**

Email us

**[digital.marketplace@caci.co.uk](mailto:digital.marketplace@caci.co.uk)**

Visit us

**[www.caci.co.uk](http://www.caci.co.uk)**

# 1. We deliver where it matters

## WE EMPOWER PEOPLE-CENTRED DIGITAL TRANSFORMATION

CACI enable our clients to achieve meaningful and lasting transformation by blending the power of deep research, data, and audience insights, with user-centred service design and end-to-end technical implementation. Our mission is to work with our clients to deliver digital services that transform lives and society for the better.

We deliver in-line with internationally recognised standards, from quality management (**ISO 9001**), security (**ISO 27001**), user-centred design (**ISO 9241-210**), to service management (**ISO 20000**), and sustainability (**ISO 14001**).

We have a long and successful track record of working with and delivering successful outcomes for the public sector, be that central government, local authorities, or arms-length bodies and agencies. Our clients know they can rely on us to deliver where it matters, demonstrated by our impeccable record of passing GOV.UK assessments, first time.



# 2. The CACI Difference

WE DELIVER EXPERIENCES AND MEANINGFUL CHANGE POWERED BY DATA, INSIGHT, AND TECHNOLOGY



Team of  
BIMA Hot  
100 winners

250+

Awards



4.7 /5

Avg. client  
score

100%

GOV.UK assessment  
pass rate

UX thought leaders





HANDBOOK FOR  
USER-CENTRED  
DESIGN

"The team have been open, collaborative and expert in their approach and delivery - truly engaged in the work... and always available to help us, guide us, and provide a piece of expert advice."





Cabinet Office

"You were instrumental in helping us achieve our project goals on time and within budget. Attention to detail, problem solving abilities, and proactive approach to addressing challenges – truly impressive."

"You brought us on a journey with a user centred and design process that focussed on that important aspect of getting accessibility right. We have great feedback from our users, we believe it only gets better from here."



# 3. Description of Service

## CONTENT AUDIT, STRATEGY, AND DESIGN

Your content needs to get the right messaging to the right user, at the right time, optimised for each of your channels. Our user-centred content strategy approach helps you communicate with and engage your users whoever and wherever they are.

Our unique UX Content Framework (UXCF) provides the foundation for creating, delivering and maintaining meaningful, user-centred, and sustainable content strategies. It covers the entire content lifecycle from planning workflows and content design, to migration and ongoing governance.

We apply data and insight gained from user research, content audits and mapping, and stakeholder and subject matter expert input, to place user needs at the heart of content strategy and its implementation through accessible content design.

Our approach is fully aligned with the GOV.UK Service Standard, and we're experienced at delivering content for public sector organisations following the GDS content style guide.

### Typical activities:

- Assessing existing content through inventories and audits to establish what to keep, remove, update, and gaps that need to be addressed
- Devising a content strategy that covers the entire lifecycle from planning, design, and governance
- Planning a migration strategy that is informed by data and considers factors like SEO and generative engine optimisation (GEO)
- Content design applying GDS style guides co-designed with SMEs through pair-writing and 2i review methods
- Embedding content best practices and standards through knowledge sharing and training

# 4. Features and Benefits

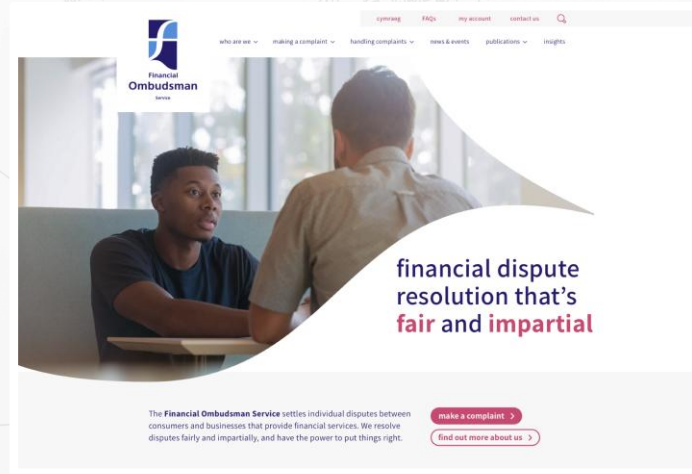
## Features

- Content audits utilising analytics data and evidence from user research
- Content strategy considering full lifecycle: planning, design, migration, governance, maintenance
- Accessible content by design, applying Plain English best practices
- Content co-designed with stakeholders through pair-writing and 2i review methods
- Embedding content and tone of voice standards, guides, and patterns
- Full migration strategy to consolidate and improve content quality
- Growing your team's content design capability through knowledge transfer/coaching
- Transparent agile delivery approach whether remote, in-person, or hybrid
- Aligned to GDS Service Standards and ISO 9241-210 user-centred methodologies
- Security vetted and cleared team (BPSS, SC, and NPPV3)

## Benefits

- Content is more consistent and is easier to read
- Content better meets user needs better, leading to improved user outcomes
- Better governance helps to future-proof content
- Reduced content debt, and the maintenance costs associated with this
- Improved search engine optimisation (SEO) and generative engine optimisation (GEO) for AI search
- Gain stakeholder buy-in and alignment towards a new content strategy
- Collaborative approach to knowledge sharing and upskilling your team
- Pass GDS/GOV.UK Service Assessments first-time at all Alpha/Beta/Live stages
- A highly-experienced content design team with a proven track record
- Data/security in-line with Cyber Essentials Plus and ISO 27001

## 5. Example



*"This project and the entire research and design process from start to finish has really revolutionised the way we work. It really has improved the entire user experience – both internal users of the CMS and visitors to the site: using our site has become so much easier and simpler."*

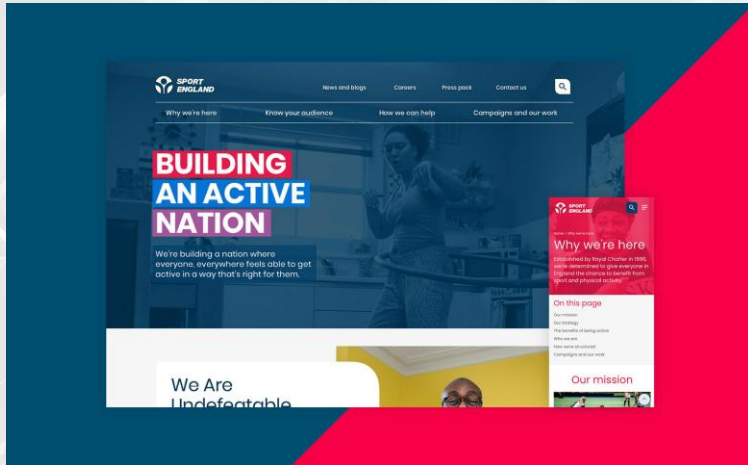
### Our Mission

Improve the user experience of the Financial Ombudsman websites, through insights gained from usability studies and tree-testing

### What We Did

- Content audit and card sorting sessions to understand the existing website structure and explore new solutions
- Iteratively developed new information architecture and content strategy informed by user research insights and data
- Reduced content debt by 2/3s with clear governance principles
- Embedded new content workflows to improve the content lifecycle
- Improved conversions by 5%, and improved user ratings by 24%

## 5. Example



*"CACI's expertise has really shone through - from helping us define our website's purpose and developing user personas, to finding a way to distil all the content we have into a powerful and user-focused navigation. The team has guided and supported us every step of the way, bringing a wealth of knowledge and skill to the table and into every conversation. We now have a website that truly reflects the Sport England of today, supporting our mission to ensure everyone benefits from the powerful impact getting active can have."*

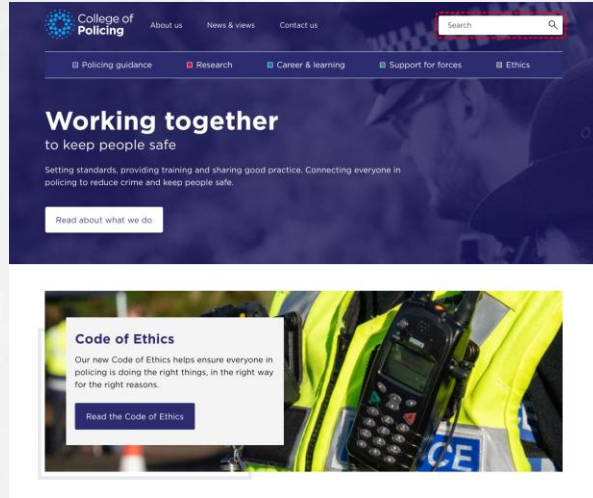
### Our Mission

Deliver an accessible experience that matches the objectives of Sport England's Uniting the Movement strategy, aimed at improving inclusivity in sport.

### What We Did

- User research to identify better ways to segment the wide/diverse audience Sport England's content is addressing
- Content audit to identify where/how content could better meet user needs and be grouped more logically
- Developed a new content strategy with clear governance approach
- Content migration strategy to consolidate and remove content debt
- Won multiple awards including Digital Impact awards

## 5. Example



*"CACI brought us on a journey with a user centred and design process that focussed on that important aspect of getting accessibility right. We appreciated the diversity of the team and the experiences and perspectives they brought to help solve complex challenges. We have great feedback from our users, we believe it only gets better from here."*

### Our Mission

Take a research driven approach to streamlining the College of Policing's digital ecosystem and improving accessibility of resources, training, and educational materials to drive up standards.

### What We Did

- Content audit considered through the lens of user needs
- Iteratively developed content migration strategy to consolidate multiple websites into one, reducing content debt
- Defined a content strategy to enable future growth, while ensuring strong governance and alignment across the content lifecycle
- Embedded content designers in a multi-disciplinary team, adapting to an ever-shifting policing landscape

## 6. Implementation plan

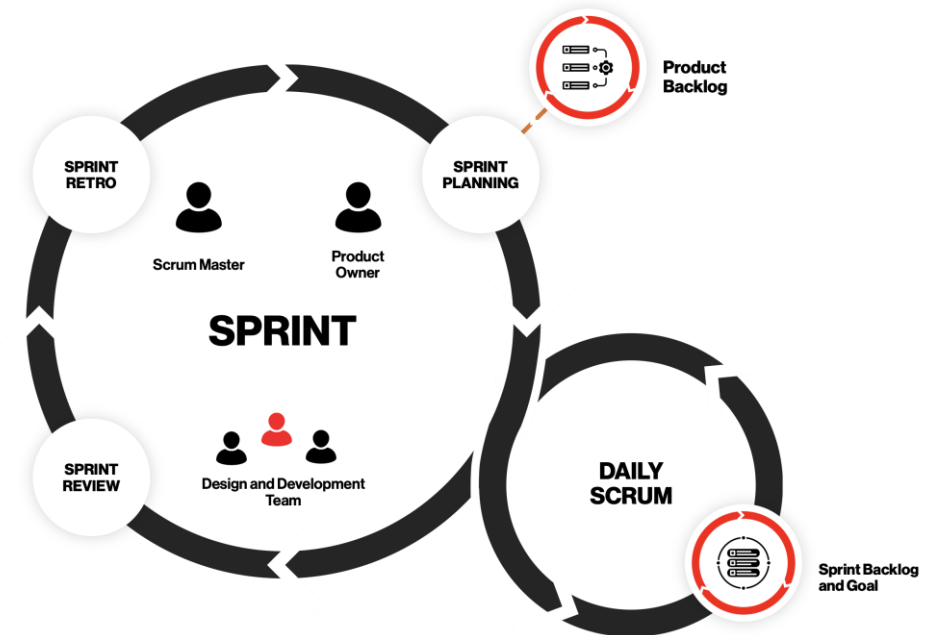
### AGILE DELIVERY SITS AT THE HEART OF OUR ISO 9001 QUALITY MANAGEMENT SYSTEM

CACI has an excellent track record of delivering on time and to budget, enabled in part by our Agile methodology. This aligns with GOV.UK's Service Standards and Technology Code of Practice, placing user needs at the core to solve full problems holistically.

Our approach to Agile is pragmatic; We adopt recognised Agile methods like Scrum and Kanban and adapt it to your preferred ways of working, based on what you are familiar and comfortable with. We can adjust the cadence and location of ceremonies and the tools (Teams/Miro/Jira etc.) to ensure transparency and visibility and ultimately maximise stakeholder engagement and buy-in.

With any data processing as part of delivery, we adopt privacy by-design principles, and assure data security by following our ISO 27001 ISMS.

At the start of any G-Cloud project we will work with your team to understand, agree and implement the most effective approach. In the early stages we will draw up an implementation plan/roadmap outlining our approach and highlighting key milestones/releases, dependencies and risks.



# 7. Information Assurance and Security

WE ARE ISO 27001 AND CYBER ESSENTIALS PLUS CERTIFIED

## **Security management**

CACI is committed to ensuring its people, processes, data and technologies are secured in line with industry best practice. CACI maintains an Information Security Management System certified to ISO/IEC 27001 by a UKAS accredited auditor (BSI), the scope of which covers all of CACI's services. Our Cyber Essentials certification covers the entirety of CACI's business.

## **Quality and service management**

CACI maintains Quality and Service Management Systems certified to ISO 9001 and ISO 20000 by a UKAS accredited auditor (LRQA), covering the entirety of our cloud support services. Our Security, Quality and Compliance Officer reports monthly to executive board level on all aspects of these management systems.

## **Business continuity**

CACI implements and maintains Business Continuity arrangements aligned to ISO 22301 for the entirety of the cloud support services we provide to our clients. We have established policies and procedures in place which are adapted and extended to meet the requirements of this service. All changes in risk or interested parties' requirements are reflected in procedures across the business alongside a commitment to continual improvement and industry best practice.

## **Staff vetting**

Our staff are vetted at minimum to BPSS, with a large pool of SC and NPPV3 cleared resources.

# 8. Testing and Quality Assurance

QUALITY IS EVERYONE'S RESPONSIBILITY AT CACI

## **Ensuring that quality is baked in**

Quality Assurance (QA) is everyone's responsibility at CACI, but we also have a dedicated QA function. Following our ISO 9001 certified quality management system, QA is baked into every step and quality gates are placed at every stage. By placing QA at the forefront delivery processes, we guarantee that the necessary measurement, analysis and continual improvements occur, helping us to deliver better products and services through a clearly documented risk-management process.

## **Specialist QA services**

We provide comprehensive QA services covering all functional and non-functional requirements. Unit, system, integration, reliability, recoverability, accessibility, usability, and performance testing are all available as part of our service offering.

## **Alignment with organisational needs**

Where the customer's quality and performance requirements are not fully defined, CACI can provide experienced business analysts and technical subject matter experts to help develop them in alignment with organisational needs to a testable state. We can provide the full range of these services or assist and support customers in planning and executing their own quality assurance and performance test cycles.

# 9. Technical Requirements, Onboarding, and Offboarding

## TAKING A CLIENT CENTRIC APPROACH

### Technical requirements

There are no technical pre-requisites for using CACI services.

- We mostly use web-based solutions that are accessible by everyone
- We are open to various collaboration tools based on each project/client's requirements
- We can take on support, maintenance and enhancement of existing workloads
- We can design, build and/or migrate for new workloads, in the cloud or on-prem.

### Onboarding

- A project/delivery manager will be appointed when needed.
- CACI has a proven flexible approach based on ITIL and ISO 20000
- Our support team is ITIL trained
- We adapt our ITIL based process to be customer centred to meet the customer needs
- Access to a range of different specialist skill sets as when required.
- Onboard the customer to our ITSM tool or use the clients own tooling
- Use of CACI specialist tooling to model complex organisational relationships
- Knowledge Transfer

### Offboarding

- A project manager can be appointed when needed.
- CACI will provide an exit plan
- Ensure transfer of knowledgebase
- Provide knowledge training to incoming provider

# 10. After Sales Support

## SUPPORTING OUR CLIENTS THROUGH THE ENTIRE DELIVERY LIFECYCLE

### Customer engagement

Our account managers work proactively with customers to develop their service, to influence application design and to share their experiences and suggestions. CACI's goal is to maintain and enhance services by building long-term productive relationships with its clients and 3rd party suppliers. We schedule regular account meetings with our customers to provide a framework for review, planning and to facilitate structured two-way feedback.

We work across sectors delivering diverse projects, products and services. This experience can support customers on new projects, advise on best practice and innovation, provide introductions to peers, and facilitate discussion on common issues.

### Adding value

In addition, we can facilitate knowledge sharing sessions on a range of subjects

- Accessibility and inclusive design
- Embedding user-centred design thinking into your organisation
- Making better use of data and analytics
- Focused sessions with partners on relevant technical solutions

# 11. Service Levels

## ITIL BASED SERVICE MANAGEMENT

The Service provides ITIL service management capabilities alongside integrated DevOps support. Details of the support offered are below:

- Core business hours support as standard. (8:30 – 17:30)
- Optional 24x7x365 extended business hours support (by agreement and additional cost)
- Email, phone and web support channels
- Comprehensive standard SLAs adaptable or extendable to meet specific business requirements
- Monthly service reporting and reviews

### **Response times**

Our standard Service Level Agreement (SLA) includes average response times to high priority (P1 / P2) enquiries within 30 minutes and 1 hour for P3 and P4 (within office and extended hours).

Customers typically purchase out-of-hours cover for P1 and P2 only, however, CACI offer enhanced out-of-hours cover where needed. Many of the workloads we support are genuine 24x7x365 services supporting business critical functionality.

# 12. Business Continuity And Disaster Recovery

## OUR BUSINESS-CRITICAL INFORMATION AND SYSTEMS ARE BACKED UP DAILY

CACI has established policies and procedures in place which can be adapted and extend to meet the requirements of our service. In addition to the service specific systems and resources, our plans cover all CACI corporate and business unit systems and resources.

- Comprehensive range of back up and BCDR options are available, to meet the most demanding RTO and RPO requirements
- Suitable as part of a 22301 standard BCDR plan
- Can be platform standard, bespoke or combination of the two to meet the requirement
- Backed by 24/7 support team of cloud specialists
- CACI Support service also aligns to 22301 standards
- We can support BCDR exercises to an agreed schedule and scope
- We can provide ISO 22301 lead implementer resource

# 13. Ordering and Invoicing Process

## CACI PRIDES ITSELF ON BEING EASY TO DO BUSINESS WITH

With this in mind, we take an Agile approach to all our engagements, working closely with customers and their stakeholders to design and deliver services in an iterative manner. This enables us to meet specific requirements as well as delivering value and benefit for our customers as early as possible.

Prior to the delivery commencing, we will work with the customer to agree the outcomes for the engagement, including:

- Defining the success criteria and ensuring the commercials align
- Agreeing specific deliverables for the engagement
- Agreeing the specific ways of working and governance for the engagement
- Understanding the security constraints and ensuring the relevant clearances are in place
- Defining and agreeing the team size/resourcing required
- Putting the commercials in place in line with the G-Cloud framework.

We will then produce a statement of work which contains a Services Supply Agreement, detailing the scope of work and the associated price. For details about our standard invoicing process, please refer to the Terms and Conditions document.

# 14. Pricing Overview

## WE OFFER FLEXIBLE PRICING MODELS TO ENSURE VALUE FOR MONEY

- After actively engaging with our customers to make sure our solution is the right fit, we offer a flexible commercial solution to ensure value for money. We have three typical models, namely Time & Materials, Fixed Price or Managed Service based. The following table provides more detail.
- Full details and pricing can be found within CACI’s Pricing Document and published Lot 3 – Cloud Support Rate Card. These show the range and cost of expertise.

| Model                    | Detail                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|--------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Time and Materials (T&M) | T&M is appropriate where the requirements need further elaboration and are subject to change, or where customer consumption of certain elements, such as Architect or DevOps resource is variable. T&M is typically calculated on day rate using the published Lot 3 – Cloud Support Rate Card                                                                                                                                                                                                                 |
| Fixed Price (FP)         | Fixed pricing can be offered when the statement of work requirements are clearly defined and agreed by both parties. This necessitates the availability of mature and accurate input documents so that the amount of effort to achieve the project deliverables can be calculated. In addition, any project risks, issues, assumptions or dependencies need to be stated and measured. Pricing is available on request and is based upon the day rates shown in the published Lot 3 – Cloud Support Rate Card. |
| Managed Service (MS)     | Managed Services are typically delivered via CACI’s 24x7, 3-tier technical support working within our ITIL aligned Service Management system. Pricing is tailored to meet the customer’s Service Level Requirements and is based upon the day rates shown in the published Lot 3 – Cloud Support Rate Card.                                                                                                                                                                                                    |



# Thank you

# CACI

Note: This document has been created and shared for the sole purpose of G-Cloud buyers to evaluate CACI as a supplier. Copying or sharing for any other purpose than the aforementioned is prohibited without the prior consent of CACI Ltd.



For further information:

Call us

**+44 (0)20 7602 6000**

Email us

**[digital.marketplace@caci.co.uk](mailto:digital.marketplace@caci.co.uk)**

Visit us

**[www.caci.co.uk](http://www.caci.co.uk)**