

Business Analysis Consulting Service G-Cloud 15





Table of Contents

1	Service Overview	3
2	Business Need	3
3	Our Approach.....	4
4	Buyer Responsibilities	5
5	Service Management	5
6	Protection of Data	5
7	On-boarding and Off-boarding	5
8	Skills and Knowledge Transfer	5
9	Vendor Accreditations/Awards	6
10	Sub-contractors	7
11	Business Continuity and Disaster Recovery	7
12	Pricing	7
13	Ordering and Invoicing	7
14	Termination Terms	7
15	Further Information	8



1 Service Overview

Capgemini's Business Analysis Consulting service provides Strategy, Design, Consultation and Business Analysis in support of the design and implementation of Cloud based services.

Capgemini Consulting has a range of business analysis offers designed to support IT development and implementation. We can provide one or more of the following components, dependent upon your requirements:

- **Cloud Strategy and transformation:** Capgemini will support the business to understand their underlying problem statement and business objectives. We will define the cloud transformation needs and a transformation roadmap which helps the business deliver business value and intended outcomes.
- **Business requirements engineering:** Capgemini will capture the complex business requirements for an IT system and shape it into actionable user stories. This applies to development, package implementation, package configuration and package customisation.
- **Management information requirements:** Capgemini offers data focused requirement analysis in the context of performance reporting. The business analyst will capture requirements for management information reports, which may consist of interactive elements.
- **Process mapping:** Capgemini offers mapping of current or proposed business processes, which may be enabled by IT systems, to levels between and including level 0 (high level design) and level 5 (transaction).
- **User journeys:** Capgemini offers creation of visual representation of user types (personas) in order to illustrate anticipated user or stakeholder interaction with a new system or way of working.
- **User story:** Capgemini can express business or functional requirements from the point of view of the user, as a set of simple sentences describing the action that the user wishes to undertake with the proposed system. Capgemini can also create user stories into an "epic" story or group them into "themes".
- **Investment options appraisal:** Capgemini can carry out an assessment of the investment options for future IT enabled business change. This involves identifying a long list of options, identifying criteria to evaluate long-listed options, carrying out that long-list evaluation, creating a short-list of options from it, and then further evaluating the short-list to produce a preferred option.
- **Business case support:** Capgemini can provide the business analysis contribution to public sector business cases. This means establishing the strategic case for change, the management case to take the proposed investment forward and the commercial case for completing the purchase or procurement. Capgemini's business analysis can also support the economic appraisal and financial case for investment, but some cases will additionally require expert analytics support.
- **Flexible working:** The above services can be offered in a way to support different development models including Cloud applications. Capgemini can further offer a "discovery support" package of business analysis. This comprises user research, production of a draft initial requirements backlog, and a sample of user journeys.
- **Solution Acceleration:** Capgemini uses its Accelerated Solutions Environment (ASE), which is a workshop which brings client, stakeholders and end users together to co design the solution. These frameworks speed up clients move from problem statements to tangible business outcomes by refining and prioritising the solution.

This service supports Cloud based projects and services.

2 Business Need

As public sector clients focus on ensuring compliance with government IT and digital standards, there are increasing moves to services that are cloud-based, exploit a shared service, or bring together services from a number of small and medium sized enterprise suppliers. It can be challenging in this context of fast change to



enable technology investment and delivery to be responsive to a detailed understanding of policy and business objectives.

The typical business need is therefore to enable the optimum balance between the strategic drivers of both the policy and delivery, and the IT and information services parts of the organisation. Once this has been achieved, it is important that the voice of the business is heard consistently through the development or implementation lifecycle.

Capgemini Consulting's business analysis services are designed to enable early, thorough and consistent business engagement and to enable the findings to be interpreted accurately by the IT and information services parts of the organisation.

From April 2014, government technology projects need to follow the Government Digital Service's (GDS) Service Design Manual, and work in a flexible, user-focused and multidisciplinary way. Capgemini's experience of business analysis for a range of project types in and outside government means that it is well placed to assist clients as they develop their own capability able to conform with the GDS criteria.

3 Our Approach

Capgemini's approach is rooted in assuring strong business engagement from the outset. Across the range of business analysis services offered, there will be common methods. These may consist of one or more of the following:

- **Focus interviews.** Structured interviews, typically of 45 minutes with one or more business or policy stakeholders. These can be particularly useful for establishing the strategic and policy drivers for an IT investment, or the weaknesses in a current way of working which need to be addressed. Interviews provide an auditable trail of engagement and allow the analyst to work with the business user to understand the nuances of a particular issue.
- **Workshops.** Facilitated meetings with groups of business or policy stakeholders. These can be particularly useful for reviewing or prioritising business requirement and assessing long or short-listed investment options. They allow consensus and outstanding points for decision to be determined in a time-efficient manner.

For options appraisal and business case development, Capgemini's methods derive from the HM Treasury Green Book Appraisal and Evaluation in Central Government, 2003 and updated subsequently, and the related guidance Public Sector business cases – Using the five-case model (updated 2013). Using methods traceable to this standard public sector guidance provides clear evidence of placing value for money considerations at the heart of the business analysis work. We have refined our interpretation of the Green Book to allow for creation of business cases suitable for a range of delivery models, recognising the different governance used in such cases.

For process and customer journey mapping, we can use both physical and digital tools to capture requirements from users and can present maps in proprietary software to suit client standards. Digital tools offer the benefit of fast capture and dissemination of process maps, but physical capture (for example using re-positionable self-adhesive notes on brown paper) offer advantages in terms of facilitating client expert involvement.

We use Gen AI technologies in our business analysis practice to automate repetitive tasks, to improve quality and accelerate delivery. We use Gen AI tools like CoPilot to extract and create consistent user stories from meeting transcripts, customer feedback, and other business artefacts.

- Our AI-empowered Business Analysts improve decision-making by automating the analysis and
- extraction of insights from data and documentation. We also automate the creation of essential
- artefacts like user stories and process maps. Unlike traditional (non-GenAI) methods, we reduce
- reliance on fully manual analysis, and simplistic administrative tasks like formatting new
- artefacts. This enables faster insight-to-action cycles and frees up time for more complex,



- deeper analysis, as well as problem-solving and team collaboration. Our projects adopting this
- model have seen productivity improvements of up to 31%, with more strategic, insight-led
- delivery enabling faster and higher-quality outcomes.

4 Buyer Responsibilities

Please refer to the Supplier Terms listed with this service on the Platform. These may contain additional Buyer obligations/costs the Buyer is subject to that are not identified anywhere else in the Supplier's Application or on the Platform.

5 Service Management

This service can be delivered as a defined project or on a day rate basis.

6 Protection of Data

This service is based on a security classification of 'Official', however should you have a requirement for a different security classification that you would like us to consider, please contact us to discuss.

7 On-boarding and Off-boarding

Prior to the execution of the Order, the Supplier and the Buyer will agree the scope of the exit plan for the Services and a timescale for delivering an exit plan to ensure continuity of service.

Capgemini shall undertake on-boarding and off-boarding activities agreed within the Order Form (including as a minimum an exit plan in line with the Call-Off Contract terms) which will be charged for in accordance with the Pricing section for this service.

8 Skills and Knowledge Transfer

Capgemini recognises that skills and knowledge transfer is a critical element in the provision of G-Cloud services to public sector clients. Where possible and applicable, this forms part of the delivery plan for the service agreed at the start of the engagement. Our consultants and engineers are experienced in providing skills and knowledge transfer for major private and public sector clients.

Where appropriate, we may use a standard approach, tailored to topic, skills-gap and individual, to ensure consistency and effectiveness. The approach, Capgemini's Assess-Plan-Implement framework, has been used repeatedly by our teams to structure the work involved in transferring skills and creating new teams capable of driving and sustaining change long after the end of the formal programme. The framework can be applied throughout a project to understand knowledge transfer objectives, plan training delivery methods and materials, and deliver and evaluate success.

9 Vendor Accreditations/Awards



For the 13th year in a row, Capgemini has been recognised as one of the World's Most Ethical Companies® by the Ethisphere® Institute. This is an acknowledgement of our ethical culture that makes us an employer of choice and responsible player in the eyes of our clients, shareholders, and the wider community.



ISO 9001 Quality Management for Management Consultancy and IT Implementation and services to the Public Sector



ISO 27001:2013 - Provision (Delivery) of IT services including business applications development, maintenance and Data, Digital and Cloud technologies.



NelsonHall has identified Capgemini as a Leader in its 2022 NEAT Vendor Evaluation for Learning Services due to its ability to meet future client requirements as well as its capability to deliver immediate learning benefits to them.



Capgemini is the first amongst consultancy and technology firms to be recognized six times in a row for its thought leadership reports.



2023 Ecovadis Platinum Rating: We maintained a platinum rating, recognising us as a responsible and sustainable business in the top 1% of companies assessed.



Better Society Awards: Our collaboration with Code Your Future to offer digital skills training won a Better Society Award in 2022. The awards celebrate efforts by commercial organisations to create a better society.



Inclusive Top 50 UK Employers List: We achieved second place in the Inclusive Top 50 UK Employers List 2022/23 – a list that assesses companies for best practice on diversity, equality and inclusion



UK Best Workplaces for Women: We were listed as a Best Workplace for Women by Great Place to Work®. This listing is based on responses from our team to an anonymous survey about their employee experience.



UK Best Workplaces for Wellbeing: We are listed by Great Place to Work® as a Best Workplace for Wellbeing



Great Place to Work: We were certified as a Great Place to Work® in 2023, reflecting our employees' experience of working at Capgemini in the UK.



Google Cloud 2024 Capgemini won the Google Cloud Global Industry Solution Partner of the Year for Generative AI, demonstrating early leadership in the space.



Capgemini won the Transformation Titan category at the SAP Innovation Awards 2024. This recognition was awarded for their successful implementation of SAP solutions, which helped address challenges like fragmented customer data and slow decision-making.

Gartner

Capgemini named a Leader in 2025 Gartner® Magic Quadrant™ for Custom Software Development Services



Capgemini has been recognised for its innovative AI solutions and services in the 2025 Artificial Intelligence Excellence Awards.

10 Sub-contractors

Capgemini UK may use the following subcontractors to deliver this service:

- Capgemini Technology Services India Limited.

11 Business Continuity and Disaster Recovery

No disaster recovery plan is provided as part of these Services.

12 Pricing

This service is priced in accordance with the SFIA Rate Card attached. Capgemini can also provide offshore resources at reduced rates where appropriate. Projects can be priced either on a Time & Materials or Fixed Price basis.

13 Ordering and Invoicing

Please refer to the Supplier Terms for this service.

We would be pleased to arrange a call or meeting to discuss your requirements of our service in more detail.

14 Termination Terms

Please refer to the Supplier Terms for this service.



15 Further Information

For more information about this or any of our G-Cloud services, please contact our Public Sector Team.

Phone: 0370 904 4858

Email: publicsector.opps.uk@capgemini.com including the following information:

1. The name of this service.
2. The name of your organisation.
3. Your name and contact details.
4. A brief description of your business situation.
5. Your preferred timescales for starting the work.

About Capgemini

Capgemini is a global business and technology transformation partner, helping organizations to accelerate their dual transition to a digital and sustainable world, while creating tangible impact for enterprises and society. It is a responsible and diverse group of 340,000 team members in more than 50 countries. With its strong over 55-year heritage, Capgemini is trusted by its clients to unlock the value of technology to address the entire breadth of their business needs. It delivers end-to-end services and solutions leveraging strengths from strategy and design to engineering, all fueled by its market leading capabilities in AI, generative AI, cloud and data, combined with its deep industry expertise and partner ecosystem. The Group reported 2024 global revenues of €22.1 billion.

Make it real. | www.capgemini.com



This presentation contains information that may be privileged or confidential and is the property of the Capgemini Group.

Copyright © 2026 Capgemini. All rights reserved.