

Service Definition

Change and Adoption

FUJITSU



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Change And Adoption Overview

A solution is only successful if it is adopted by its intended user base and delivers value. In the digital age, change is being undertaken at a faster pace than at any time before. Change is the new normal. To maximise returns on transformation investments engagement and adoption by end-users and consumers of services is paramount.

An organisation can identify a solution that is perfect for their needs, but if it is not adopted successfully the real benefits may never be realised. Fujitsu has recognised that the Adoption stream of activity can be delivered as one element of the change programme and is able to support it in isolation from the other streams.

The adoption framework takes into consideration the needs of the end user to identify anything that may need to be overcome to make the solution a success.

Fujitsu has an extensive track record in assisting organisations with complex change, covering multiple technologies, industries, and cultures.

Following Fujitsu's comprehensive Change Management and Adoption framework enables an organisation's workforce to feel engaged, have greater flexibility, agility, confidence, and the relevant skills to deliver benefits from any business change.

In addition to our work in the Public Sector, Fujitsu can provide insights drawn from experience across a wide variety of sectors. Some recent examples include:

- Energy and Services Company - Created change and adoption strategy for Digital Workplace for 45k users.
- Rail Infrastructure Company - Program to increase user adoption and drive campaigns for Office365 and Digital Workplace
- Major UK Bank - Initiative to increase adoption for self service for Strategic Service Desk

The benefits from a successful adoption programme can include:

- The project or program actually achieves the benefits as intended
- A workforce that embraces change, is productive and effective
- A workforce that feels empowered to do the right things
- High levels of customer/consumer satisfaction with retention and growth
- High levels of employee engagement with optimum retention of the best talent
- A culture that embeds continuous improvement as its DNA
- Enables the organisation to develop organisational, technology and people strategies that are aligned to the way you operate
- Increases the return on the transformation investments

Service Delivery Approach

By taking a human centric approach mapped to outcomes and the work people do, employees become a core part of the change rather than a target for some training.

The Fujitsu team will support change by:

- Assisting the organisation to “Know” the employees – Determine and develop the user personas
- Build Scenarios – Build as is and New work Scenarios, and map the user personas to them
- Plan the way forward – Training needs analysis, Plan for the adoption campaign, plan continuous improvement, map to business benefits.

The Project Activities in which the Fujitsu resources will be involved are as follows:

1. Determine Transformation Objectives

Specific activities will include:

- Determine key stakeholders
- Introduction to overall approach
- Determine business case, benefits and objectives

2. Determine and Develop User Personas

Specific activities will include:

- Determine and Ratify Persona Groups
- Run Persona Workshops with key users
- Capture, publish and refine Persona outputs

3. Develop Points of View Statements

Specific activities will include:

- Determine organisational objectives linked to transformation for each persona
- Develop and storyboard Points of View Statements

4. Determine and Capture Business/Work Scenarios

Specific activities will include:

- Define business/work scenarios
- Outline as-is scenarios
- Define new scenarios, using traffic light system
- Map Personas to scenarios

5. Develop an Adoption Campaign Plan

Specific activities will include:

- Determine adoption candidates and rank accordingly
- Determine benefits of each intervention
- Develop a Continuous Improvement Plan
- Develop a High-Level Training Strategy and Needs/Skills Analysis
- Create an outline plan for execution

Fujitsu shall provide the following resources to the project.

- Engagement Manager – Working closely with the project sponsor to manage the overall project, engages with Senior Stakeholders to ensure their buy-in and commitment. Also acting as coach to senior stakeholders to ensure risks are mitigated.
- Senior Consultant- Undertakes research, interviews, runs workshops, stakeholder management, facilitation

of meetings, determines benefits

- Business Consultant– Undertakes research, interviews, assists in facilitation of workshops, prepares materials

The usual duration of undertaking an Adoption activity is Six (6) to Twelve (12) weeks, and the average price for clients is in the range of £50,000 to £120,000. This will be confirmed during discussions prior to the adoption programme being launched.

Service Deliverables

The following are delivered at the conclusion of the Activity:

- A set of workforce personas that represent the business needs
- A cross-referenced set of transformation scenarios
- An adoption plan that is linked to benefits
- Initial Training/Needs Analysis

Commercial

Ordering and invoicing Process

- We will commence delivery of the service on receipt of a purchase order
- Fujitsu shall invoice for the Service plus any applicable taxes after delivery of all our products defined in the agreed Terms of reference. Any additional expenses shall be invoiced in the month after they have been incurred
- The customer will pay the invoiced amount in full within thirty (30) days of the date of each invoice (the "Due Date")
- If the customer has not paid Fujitsu an invoice by its Due Date, Fujitsu may charge interest on a day-to-day basis from the due date at the rate of 4% per annum over the Barclays Bank Base Rate until the payment is made in full
- The customer shall not be entitled to offset any sums owed by Fujitsu under any contract or dispute between the customer and Fujitsu against any sums that the customer owes to Fujitsu
- When remitting payment, the customer will include the applicable Fujitsu invoice that the payment applies to

Customer Termination

The Customer may terminate this Agreement [or any part thereof], at any time, for convenience by giving not less than thirty (30) days written notice to Fujitsu.

Supplier Termination

Fujitsu may terminate this Agreement [or any part thereof], at any time, for convenience by giving not less than thirty (30) days written notice to the Customer.

Consumer Responsibilities

Successful delivery of the Service is subject to the following dependencies upon the Customer:

- Appropriate communications and engagement within the Customer organisation
- Appointment of a single point of contact for the Activity
- Any information available and required for the Activity will be shared with Fujitsu during (or within 5 working days after) the Alignment Meeting.
- Timely provision of ongoing data as requested by Fujitsu
- Timely access to appropriate/suitable resources
- Co-ordination and timely scheduling (and facilities) for workshops (and meetings), ensuring appropriate attendance and active participation.

The Customer acknowledges that the timely and adequate compliance with the obligations above is essential to the performance of the Fujitsu Service. Fujitsu will not be liable for any delay or deficiency in providing the Service if such delay or deficiency results from the Customer's failure to fulfil these dependencies. Should a delay to the Service result from the Customer's failure in relation to the above dependencies, for example, if there is not full attendance at the scheduled workshops, Fujitsu shall be entitled to amend the Service, Schedule and/or Charges with no liability and shall be entitled to charge Customer for any cost incurred as a result.

Should the Customer request (and Fujitsu agree) that Fujitsu consultants undertake any of the obligations described above Fujitsu reserve the right to amend the Charges.

Service Constraints

- N/A

Service Exclusions

- N/A

About Fujitsu

As one of the world's leading IT companies, Fujitsu is at the forefront of pioneering technology in the UK since we made our initial investment over 40 years ago. As a key strategic partner we deliver essential services, from our secure hybrid IT which underpins critical national infrastructure to our investment in emerging technologies to boost national capability. Drawing on our Japanese technology expertise we provide bespoke digital transformation solutions. This unrivalled expertise has allowed us to specialise in emerging focus areas; Hybrid IT, AI & RPA, Data analytics, Agile application development/transformation and Security. Together, we offer a full package of solutions to support the UK as a long-term industry supplier.

We believe in realising the significant alignment between the UK and Japan in emerging technologies and in creating a UK-Japan 'Innovation Bridge' to support the UK's science and technology superpower objectives. We are committed to investment in UK skills and research and development, driving customer outcomes and promoting social value. We employ 124,000 people around the globe, including around 8,000 people across the UK, promoting diversity and inclusion as a DWP Disability Confident Leader. We are recognised as a Times Top 50 employer for Women since 2017, a Stonewall Top 100 Employer for 2023 and were awarded an EcoVadis Silver Rating, the world's largest provider for sustainability ratings.

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