

DIGITAL STRATEGY

Service Definition

G-Cloud 15

REPLY

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TABLE of CONTENTS

DIGITAL STRATEGY	1
SERVICE DEFINITION	1
TABLE OF CONTENTS	2
SERVICE DESCRIPTION	3
SERVICE FEATURES AND BENEFITS	4
ONBOARDING	7
KICK-OFF MEETING	7
ACCOUNT MANAGEMENT	7
<i>DESIGNATED ACCOUNT MANAGER</i>	7
<i>FORTNIGHTLY REVIEW MEETING</i>	7
OFFBOARDING	7
ACCESS TO DATA	7
SECURITY	8
PERSONNEL SECURITY	8
INFORMATION SECURITY	8
PHYSICAL SECURITY	8
TRAINING & KNOWLEDGE TRANSFER	9
ORDERING AND INVOICING PROCESS	10
CUSTOMER RESPONSIBILITIES	11
TECHNICAL AND CLIENT-SIDE REQUIREMENTS	11
OUTCOMES AND DELIVERABLES	11
ABOUT REPLY	12



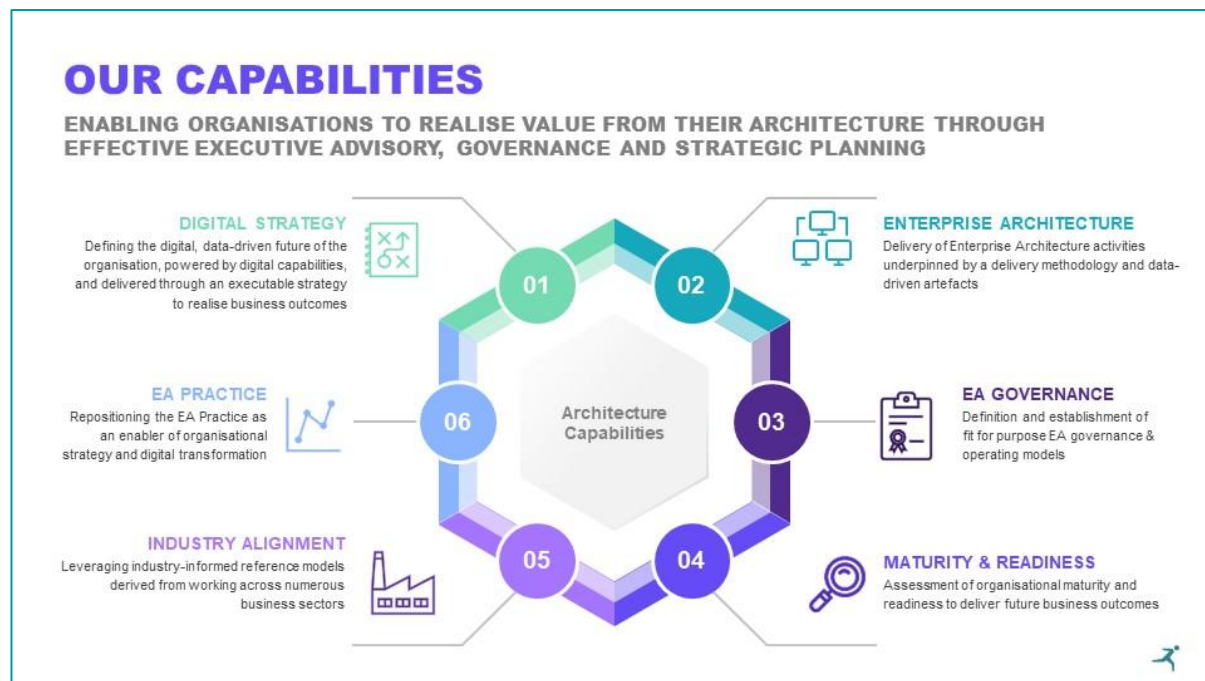
SERVICE DESCRIPTION

Our digital strategy service helps organisations to formulate their digital vision, and devise the strategy to accomplish it. We collaborate to co-create it, starting with diligent stakeholder engagement to outline your organisation's mission and vision, drivers, priorities, goals and objectives; aligning digital initiatives, and leveraging on appropriate technologies to unleash the desired digital transformation.

We generate roadmaps to guide the journey from the current state to the desired future state. Our roadmaps provide clear direction, portraying a compelling case for change, and communicating effectively to different audiences and contexts, including strategic planning, product development and programme/project management.

We undertake a technology assessment of your current state, and discern the target teams, groups or demographic, to determine the pertinent channels, touchpoints, required attribution, and befitting platforms. We provide access to a wealth of digital expertise, accommodating from DSDP, ERP, and IAM; to CIAM, CDP, DMP, CRM, CMS, DAM, ABM, mobile and social media; assembling great digital services and seamless digital experiences.

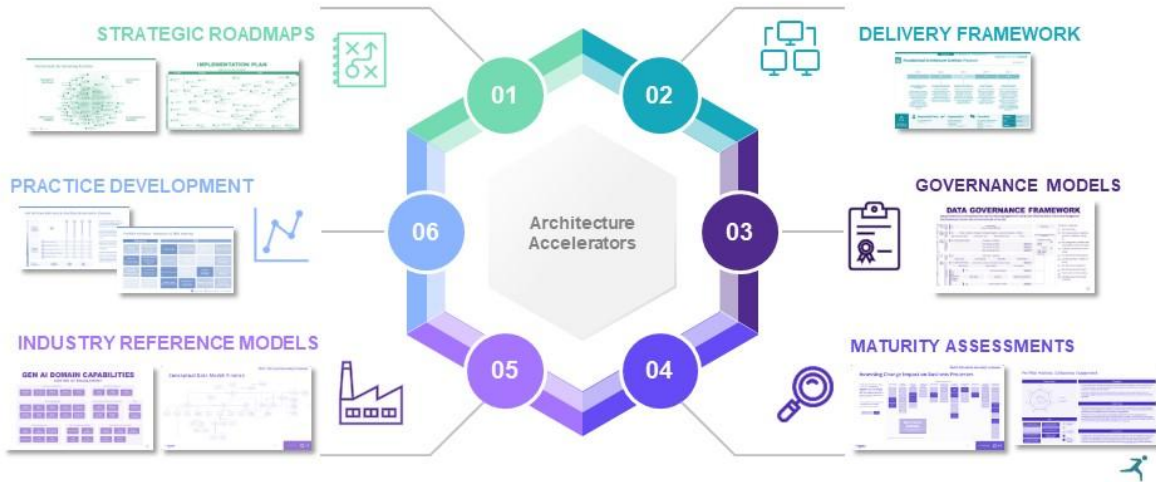
Our service is data-driven, defining metrics against outcomes of the digital initiatives, measuring their effectiveness and driving informed decision-making. Our agile approach fosters continuous improvement by iteratively assessing progress, updating to adapt to evolving requirements and priorities, ensuring its ongoing relevance.



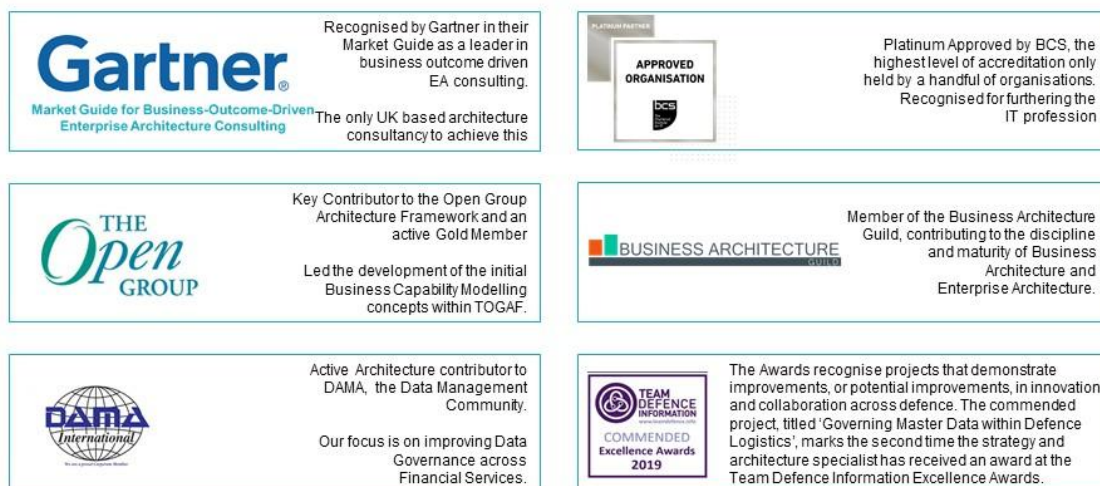


OUR ACCELERATORS

ESTABLISHED METHODOLOGIES, TOOLKITS AND FRAMEWORKS TO MATURE ORGANISATIONS AND ADDRESS THEIR DATA CHALLENGES



RECOGNISED AS ARCHITECTURE LEADERS



Service Features and Benefits

FEATURES

Development of a strategic roadmap tailored to your digital objectives
We collaborate with your organisation to co-create and develop a tailored roadmap that outlines the key milestones, initiatives, and timelines necessary to achieve your digital

BENEFITS

Provides a clear, actionable path for digital transformation
We provide a detailed plan with clear direction, identifying the digital initiatives, their criticality and dependencies, mapping out timelines for technology adoption, and



objectives; including benchmarks for continuous improvement, and ensuring clarity and alignment throughout your transformation journey.	prioritising investments to maximise impact and value, guiding your organisation towards digital success.
Outlines key initiatives, technology adoption timelines, and investment priorities We provide a detailed plan with clear direction, identifying the digital initiatives, their criticality and dependencies, mapping out timelines for technology adoption, and prioritising investments to maximise impact and value, guiding your organisation towards digital success.	Ensures investments are aligned with business goals and expected outcomes By aligning investments with your business goals and expected outcomes, we maximise the value and impact of your digital initiatives, delivering measurable results that drive growth, efficiency, productivity and competitive advantage.
Analysis and redesign of customer touchpoints across digital channels Through careful analysis and thoughtful redesign, we optimise customer/user touchpoints across digital channels, creating seamless and engaging experiences that foster adoption, utility, loyalty and satisfaction, driving growth, differentiation and efficiency in the digital landscape.	Enhances organisational agility and resilience Our holistic approach enhances organisational agility and resilience, enabling your organisation to adapt quickly to changing market dynamics or disruptive technology, seize new opportunities, and navigate challenges with confidence and efficiency.
Leveraging technologies such as cloud, AI and data analytics We harness the power of cutting-edge technologies like cloud computing, artificial intelligence, and data analytics to ascertain new possibilities and drive innovation, empowering your organisation to increase productivity, efficiency, and stay ahead of the curve in today's digital economy.	Equips staff to adapt to exploit new opportunities more effectively Through sharing of our sound technical knowledge and change management expertise, we empower your staff to embrace change, innovate, and devise strategies capitalising on new opportunities, fostering a culture of continuous learning and improvement.
Customised training programs and change management strategies Our tailored training programs and change management strategies ensure that your staff are equipped with the knowledge and skills needed to embrace digital transformation, fostering a culture of innovation, agility and adaptability within your organisation.	Enhances customer satisfaction and loyalty through personalised and seamless experiences Our focus on optimising customer touchpoints across digital channels creates personalised and seamless experiences that increase satisfaction, engagement, retention, conversion rates, and generates better data insights.
Can include assessing your current digital capabilities and pain points We conduct thorough assessments of your current digital capabilities and pain points, providing valuable insights that inform the development of effective strategies and solutions tailored to address your specific challenges and opportunities.	Improves scalability and security and reduced costs with cloud services By leveraging cloud services, we improve scalability, enhance security, and reduce costs, enabling your organisation to innovate and grow while maintaining a competitive edge in the digital landscape.



Can include digital, cloud and AI readiness assessments Our readiness assessments evaluate your organisation's preparedness to adopt and leverage digital, cloud, and AI technologies, identifying areas for improvement and providing recommendations to ensure a smooth and successful transition.	Our extensive experience de-risks digital transformation With our broad experience and proven methodologies, we reduce risk, minimising uncertainties and increasing the likelihood of success, ensuring a smooth and successful journey towards unleashing digital transformation.
Can include support for development of business case We offer comprehensive support in the development of a compelling business case that articulates the value proposition, benefits, and ROI of your digital initiatives, helping secure buy-in and investment from key stakeholders.	Identifies quick wins for early value realisation Through our strategic approach, we identify changes with big impact, that will deliver effective improvements and realise value early, building momentum, generating buy-in and increased endorsement for your digital initiatives, accelerating progress and driving ROI.
Can include digital transformation advisory Our experienced advisors provide strategic guidance and expertise throughout every stage of your digital transformation journey, offering insights, best practices, industry benchmarks, and recommendations to drive success and overcome challenges effectively.	Access to a wealth of digital technology expertise With access to our team's shrewd knowledge of digital technologies, your organisation gains a trusted partner and advisor who brings sound industry knowledge, best practices, and innovative solutions to bring digital transformation to fruition.



ONBOARDING

Kick-Off Meeting

When we start an engagement with a new client, we begin with a workshop introducing the team (from both Reply and the client), the project objectives, and our anticipated timelines and approach. This workshop is most impactful when the majority of client stakeholders involved in the project are present and involved (either in person or remotely). Where this is impossible, we can hold separate sessions with teams that cannot participate in the kick-off workshop to ensure all stakeholders are engaged and bought into the project's objectives.

Account Management

Designated Account Manager

Each client has a designated Account Manager, who will be the main point of contact throughout the engagement. This individual is responsible for ensuring that delivery progresses and is executed to the standards that Reply and our clients expect.

Fortnightly review meeting

Alongside regular ceremonies and informal daily interaction between the Reply project team and the client, we hold formal review meetings with key stakeholders, usually fortnightly. This includes critical client stakeholders, senior Reply project team members, and the Reply Account Manager. Where appropriate, these meetings will consist of a review of work completed and demonstrations or walk-throughs of deliverables.

Offboarding

Where an engagement continues to completion, unless the client requests an extension or new engagement, all client IT, documents, artefacts and deliverables will be returned to the client. Our team will ensure a complete handover of data and knowledge to client staff. An ongoing support or retained advisory service may be implemented where appropriate to provide additional continuity.

Access to Data

Ensuring secure access to client data upon exit is paramount to maintaining confidentiality and integrity. We begin by conducting a comprehensive inventory of all client data stored within our systems, encrypting it both in transit and at rest using industry-standard protocols. Strict access controls and authentication mechanisms are implemented to restrict access to authorized personnel only, with permissions regularly reviewed and updated. Client data is segregated from other data within our systems, ensuring isolation and protection. Upon exit, all access rights to client data are promptly revoked, including user account deactivation and permission removal. If requested, we securely delete or anonymise client data in accordance with retention policies and regulatory requirements. Detailed documentation and audit trails of data access are maintained, providing transparency and accountability. Before exiting, we verify with the client that all necessary data access has been revoked. Finally, we adhere to legal and regulatory obligations regarding data protection and privacy, ensuring compliance with contractual agreements and applicable laws such as GDPR or HIPAA. Through these measures, we ensure that client data remains secure throughout the exit process, mitigating the risk of unauthorized access or data breaches.



SECURITY

Personnel Security

As a Specialist Cloud Service, the capability being offered is not limited to specific Impact levels (as it is not infrastructure, software or a platform) and can be used, subject to personal Security Clearance levels. Reply consultants are mostly Security Cleared (SC), some have higher-level Developed Vetting (DV) clearances. We also have a pool of NPPV3 Consultants for Policing work. The majority of our work for both public and private sector clients is at IL2 but we work in the Official, Secret and Top-Secret domains. Our hard and soft information security processes have been designed and approved by independent CESG CLAS accredited consultants.

Information Security

We are ISO27001, Cyber Essentials certified and our Quality Assurance processes are based upon and compliant with our ISO 9001 accreditation. Our Information Security processes are directly guided by our ISO27001 accreditation. We shall adhere to local information and other security policies and will apply local Security Operating Procedures (SyOPs) as may exist. If such do not exist we shall apply our own SyOPs.

Physical Security

The Main Reply Office (London, UK) is a Police Accredited Secure Facility (PASF) with access controls for each point of entry. All Laptops/Phones must be stored securely overnight. When working on a client-site our consultants adhere to client security policies.



TRAINING & KNOWLEDGE TRANSFER

We enable customer teams throughout delivery by embedding knowledge transfer alongside implementation activities. Training is aligned to organisational roles, ensuring relevance for finance users, operational staff, and system administrators.

Knowledge transfer is delivered through:

- A train-the-trainer approach to establish internal subject matter experts.
- Technical training for administrators covering configuration, security roles, and integrations.
- Walkthroughs of system design, data structures, and operational processes.
- Provision of comprehensive documentation, including user guides and runbooks.

Formal training is supported by ongoing access to expert guidance during delivery and early life support. Where required, refresher sessions or additional enablement can be provided to support organisational change or onboarding of new users.



ORDERING AND INVOICING PROCESS

To begin the process, please contact glue.frameworks@reply.com with details of your organisation, role and high-level requirements.

Our Framework Manager will connect you to our experts and from here we will organise an introductory discussion to go into more detail and shape a proposed engagement that suits your needs.

We invoice for both fixed price and time and materials engagements one month in arrears. For fixed price engagements, this takes place upon completion of the deliverable(s), or in stages, if the size of the engagement is greater than £40,000 excluding VAT.

Payment terms are 30 days net of receipt of invoice.



CUSTOMER RESPONSIBILITIES

To deliver our responsibilities as a partner, we require the following:

- Full access to systems and data that are relevant to the specific project
- Reasonable and timely access to key stakeholders and internal SMEs for information gathering, requirements definition and other critical tasks associated with the delivery of our outputs

Technical and Client-Side Requirements

Other than the system access specified above, there are no specific technical or client-side requirements that would limit our capacity to begin work.

Outcomes and Deliverables

Our engagement's specific outcomes and deliverables will be determined during the scoping phase before beginning the project based on your goals and objectives and the level of depth you require. These will include:

- Workshop(s) to discuss and assess the existing architectural design
- Detailed assessment of design with identification of risks and opportunities
- Report with recommendations and proposed action plan



ABOUT REPLY

Reply is a company that specialises in Consulting, Systems Integration and Digital Services with a focus on the conception, design and implementation of solutions based on the new communication channels and digital media.

Reply partners with key industrial groups in defining and developing business models made possible by the new technological and communication paradigms such as Artificial Intelligence, Big Data, Cloud Computing, Digital Communication, the Internet of Things and Mobile and Social Networking. In so doing, it aims to optimise and integrate processes, applications and devices.

Reply's offer is aimed at fostering the success of its customers through the introduction of innovation along the whole economic digital chain. Given its knowledge of specific solutions and due to a consolidated experience, Reply addresses the main core issues of the various industrial sectors.

Through its network of specialist companies, Reply supports some of Europe's leading industrial groups in Telco & Media, Industry & Services, Banks & Insurance, and Public Administration to define and develop business models, suited to the new paradigms of Artificial Intelligence, Big Data, Cloud Computing, Digital Media and the Internet of Things.

We make innovation happen.

We started with a small team and a purpose: to help the digital revolution happen. Today, we are a team of more than 14,600 people in 16 different countries but we still have the same DNA, made up of agile, vertical task forces and an inner passion for innovation.

We are a decentralised network of specialised companies.

Among Replyers, you will find passionate geeks, visionary strategists, and creative minds, each with sharp skills in a specific business, who cooperate together and never stop learning from each other.

Make forward, act sustainably.

We know a sustainable future is possible and technology can be a strong asset to reach it. As leaders in digital transformation, we push for change and operate in full accordance with the highest ethical standards and with respect for the rights of future generations